



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 42

NEW YORK, N. Y., THURSDAY, APRIL 8, 1937

FIVE CENTS

NAB Will Meet in Chicago

Looking On ... AND LISTENING IN

SPONSORS Nearly every time a new air program turns out to be badly conceived and executed despite a good cast, the blame is put on the sponsors.

"They insisted on having it that way," is the explanation of the producers and artists.

And since the sponsors foot the bills, they are able to have their way most of the time.

That it is a losing game for them in the end cannot be driven home in any way except by trial and error.

Meanwhile many artists of reputation must suffer a dent in their batting average as entertainers.

If it's any consolation to these victims, they can take some hopeful solace from the experience of bankers who tried to monkey with the production of films—and eventually were forced to admit that it was more profitable to leave that end of the business to the showmen.

Considering that the type of executives entrusted with the sponsoring of radio shows are a very intelligent bunch, it is quite likely that they will get wise to the situation before much longer.

CRYING FOR IT The first thousand intrepid subscribers of RADIO DAILY will be happy to know that they showed good judgment.

Every day brings letters from our fast growing family of readers saying they can't start their day until they've read the paper from cover to cover—and usually kicking because the sheet does not get to them fast enough by ordinary mail.

Many years hence a lot of radio folk will be bragging about the fact that they've been reading RADIO DAILY since it was a pup.

Hanson O.O.'s Site

Philadelphia — O. B. Hanson, NBC chief engineer, will be in town today to look over the new quarters for KYW which will be built at a new location on Chestnut Street. KYW at present is located in the WCAU Bldg. Complete plans for new KYW studios will be announced within the next few days.

FOUR-DAY CELEBRATION FOR NEW KEHE STUDIOS

West Coast Bureau, RADIO DAILY

Los Angeles—KEHE, key station for Hearst-McClatchy's Orange network, will have a four-day opening to show off its new studios at 141 North Vermont, starting with an "employees only" reception on April 26, when the station's entire personnel will make the first inspection of the new six-studio, air conditioned, modernistic new plant as it goes into use for the first time.

On April 27, a program will be staged in the studio's auditorium and there will be a reception for the press, magazines and syndicates. On the 28th, the station will stage its Client's opening, with another show in the auditorium studio. The day following, there will be a series of programs in the auditorium, with a general public reception, and guide service to escort visitors over the plant.

Mid-Continent Using 24 Midwest Stations

Mid-Continent Petroleum Co., Tulsa, this week started its Spring radio series using 24 mid-western stations, twice weekly. Program is a quarter-hour musical show cut by WBS. Stations are KOA, WHDF, WMT, WGN, KGGF, WHO, KFRU, WEBC, WGBF, KFPW, WFBM, WDAF, WHAS, KGLO, WTMJ, WCCO, WKY, WOW, KMOX, WBOW, KTUL, WOC, KWTO, KSOO. R. J. Potts & Co., Kansas City, placed the account.

Dickstein Measure Tabled; No Passage This Session

Hookup of 88 Stations For New Ford Series

CBS has lined up 88 stations from coast to coast to carry the newly signed Ford series, "Universal Rhythm," which starts April 17. Thirty-nine stations will broadcast the 7:30-8 p.m. program, with 49 carrying the 10:45-11:15 p.m. repeat. N. W. Ayer & Son is the agency.

Annual Convention of National Association of Broadcasters is Scheduled for Chicago Sometime in June

Honest Ops

Norfolk—Operators at WTAR are an honest bunch, anyway. Each Sunday morning the op covering the service of The Weslymen is requested by the treasurer of the class to help count the take.

NEW "SHOW BOAT" SETUP; ROSS CHANGES SPONSOR

The long rumored break in the "Show Boat" broadcast became a reality yesterday when it was announced that a new format for the program has been laid out and will be put into effect in July. At that time the program drops its title and assumes an entirely new role, that of a variety program. Shows will originate in Hollywood, and a new emcee will be hired from that point. Lanny Ross will leave the program when it moves west. Al Goodman, (Continued on Page 3)

Leon Churchon Named KYA Program Manager

San Francisco — Appointment of Leon Churchon as program manager of KYA is announced by M. E. "Bob" Roberts, general manager. Churchon (Continued on Page 3)

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY
Washington—National Association of Broadcasters, at a board meeting that lasted until late last night decided to hold this year's annual convention in Chicago in June. Exact date will be announced later, said James Baldwin, NAB managing director.

Current industry problems ranging from copyright legislation to operating technicalities were also discussed at the closed executive session. Television did not come up.

NAB directors who attended the (Continued on Page 3)

MPPA Committee Will Study Changes

Meeting yesterday afternoon of the Board of Directors of the Music Publishers Protective Association resulted in a committee being formed to study the situation concerning resignation of John G. Paine as chairman of the board and the recommendation by Paine that Harry Fox (Continued on Page 3)

L. Holcomb Joining Fletcher & Ellis Inc.

Lawrence Holcomb, head of the program department of NBC in Chicago, becomes radio director of Fletcher & Ellis Inc. in New York effective May 1, it is announced by Sherman K. Ellis, president of the agency. Holcomb was previously associated with the agency for several years.

17 KGFJ Newscasts

West Coast Bureau, RADIO DAILY
Los Angeles—KGFJ yesterday went on an hourly news broadcasting schedule from 7 a.m. to midnight, making 17 newscasts daily.

Half of the programs are already sponsored. Remainder expect to be shortly.

Joe Parker does the day reports, and Leonard Lake is on at night.

Washington Bureau, RADIO DAILY

Washington — House Immigration Committee, after a hard fought executive session yesterday, laid the Dickstein Alien Actors Bill on the table by a vote of 8 to 5. Generally conceded that this precludes possibility of measure being passed this session.

Congressman Dickstein, however, (Continued on Page 3)



Vol. 1, No. 42 Thurs., Apr. 8, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL
(Wednesday, Apr. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	170	170	- 1/2
Crosley Radio	21 3/4	21 3/4	21 3/4	- 7/8
Gen. Electric	55 1/2	53 5/8	54	- 1 7/8
North American	25 3/4	25	25	- 1/2
RCA Common	11 1/4	10 5/8	10 5/8	- 7/8
RCA First Pfd.	75 1/4	74	74	- 1
RCA 55 Pfd. B	(85 Bid)			
Stewart Warner	18 5/8	17 7/8	17 7/8	- 3/8
Zenith Radio	33 1/4	31 7/8	32	- 2

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Hampton Series Signing Off
Hampton Institute Broadcast, pumped from WTAR, Norfolk, to the NBC-Red network 7:30 p.m., Saturdays, folds for the season on May 15, two weeks prior to closing of school term. Programs until then will alternate The Choir, The Trade School Singers, Phenix School Singers and Folk Singers. Lee Chadwick, WTAR staff announcer, handles the mike on these broadcasts.

'Bus' Chapin Joining WOC
Slocum "Bus" Chapin, WBS publicity director, has resigned to join the sales staff of WOC, Davenport, on April 19, specializing in selling transcription programs for the station. WOC is a subscriber to the WBS library. Chapin leaves WBS tomorrow. No successor has been appointed as yet.

JOSEF CHERNIAVSKY
The Musical Cameraman
Presented by
1847
ROGERS BROS.
Every Sunday at 4:30 p.m., EST
Coast-to-Coast Rcd Network-NBC

School Community Program on KRE
Berkeley, Cal.—In addition to a weekly broadcast by the Berkeley High School Players, a regular feature of KRE since Nov. 12, 1936, the Berkeley Public Schools present over the same station a Community Cooperation program that has aroused considerable interest.
This half-hour program, written, directed and produced by the students of Berkeley city schools, and devoted to highlights of school and community activities, is the only one of its kind in the U. S., according to Dr. Virgil Dixon, Board of Education president, who made this statement after an extended trip through the nation reviewing school activities.

Preparing Disk Series For National Lead Co.

West Coast Bureau, RADIO DAILY
Los Angeles—Winifred Dunn and Hal Swartz have gone east to whip scripts into shape for a new disk series to be called "The Unbelievable," and to try out a few of them on several eastern stations for National Lead. Miss Dunn is one of the big league movie writers who has recently turned her head towards radio. She did the adventure series, "The Secret City."

Transamerica Signs Peabody

West Coast Bureau, RADIO DAILY
Los Angeles—Eddie Peabody, who has been doing a weekly hour show on KFVB, has signed a four-year contract with Transamerica to make disks.

Circus Series on WMCA

Starting tonight, 8:30-8:45 p.m., and continuing indefinitely at various hours, WMCA will broadcast special features from the Ringling-Barnum & Bailey Circus in Madison Square Garden. Bob Carter will be at the mike.

Films Sign Dutch Reagan

Des Moines—Ronald (Dutch) Reagan, WHO sports announcer, who took a screen test while in California last month, has received a contract from Warner Bros. effective June 1. Deal is for six months, with options, at \$200 weekly to start.

John Shafer in KFOR Post

Lincoln—John Shafer, former chief announcer and assistant program director of KFAB-KFOR, was appointed this week as program director for KFOR. This will leave Lyle De Moss doing full time as program director for KFAB. Shafer's appointment was made by Station Manager Reginald B. Martin.

WNOX Salesman Award

Knoxville—For the salesman who books the most business over and above his regular quota WNOX will award with a new spring outfit—a suit, straw hat, and sport shoes. Runner-up will receive a straw hat and shoes.

WLTH Airs Hebrew Class

A model Hebrew class from New York University was aired in a special broadcast over WLTH at 5 o'clock yesterday afternoon.

Canadian Hookup Is Set For Martha Lane Disks

West Coast Bureau, RADIO DAILY
Los Angeles—All Canada Radio Facilities, Ltd., has completed a national hookup for the Dominion for a new Mertens and Price series of disks, titled "Martha Lane's Radio Kitchen." The series includes three 15-minute periods a week, and is supplemented by three news columns weekly to tie in with the radio time for newspaper hookups. Two new Canadian Stations have been added for the Sunday Players—CFQC, Saskatoon; CFRN, Edmonton, which with the Calgary station, CFCN, constitutes the Canadian chain for this series.

Cherniavsky Honors Film

After seeing "Lost Horizon", Columbia Pictures release, Josef Cherniavsky was so impressed that he will dedicate part of his next Sunday program to the film. Cherniavsky has written a musical presentation, while a script for the occasion has been prepared by Robert Burlen, who directs the program, and K. N. Whatmore, advertising head of 1847 Rogers Bros.

Emergency Platters

Norfolk—Latest convenience at WTAR is new recording equipment. Now when an artist is forced to miss a show, and sponsor's permission is obtained, program is plattered in advance. However, no music is disked.

Professionals in New Series

Professional entertainers will be used in the new "Gerald Griffin's Paramount Hour" series starting tomorrow night over WMCA as a Friday 9:30-10 p.m. feature from the stage of the Brooklyn Paramount Theater. Gerald Griffin is m.c. Sponsor is Michaels Bros., who also sponsors the Monday night amateur shows from the Fox Theater, Brooklyn.

WNEW Fisherman Program

"Bill the Fisherman," new program devoted to anglers, starts over WNEW today at 8 p.m. It will continue through the spring and summer fishing season.

LEO SAYS:
Greetings to
PETER DOELGER
BREWING CORP.
on the air three
times a week!
WJLN DIAL 1010
AFFILIATED WITH
M.G.M. LOEW'S

COMING and GOING

ROSELLEN CALLAHAN of Columbia Publicity leaves for Cambridge, Maryland today on an exploitation mission for Campbell's Soups. H. ELLIOTT STUCKEL goes to Philadelphia for similar reasons.

BLEVINS DAVIS, recently selected by NBC to do that network's coronation commenting from London, has delayed his sailing until April 24. At present it appears that Blevins will appear on two NBC shows as guest commentator to acquaint listeners with details of coronation.

PHIL BAKER with MRS. BAKER and their month-old son, returned yesterday from Florida to their home in Mamaroneck.

VIRGIL REITER of the Transamerica staff is back at his desk today after business trip.

HOYT HOOTEN, owner of WREC, Memphis, is in town.

KQW Adds 3 to Staff

San Jose — KQW, outlet of the Northern California Broadcasting System, has made three additions to its personnel in the persons of Florence Murdoch, who has joined the dramatic staff; Guy Wernham, formerly of KORE, Eugene Ore., and KGDM, Mutual-Don Lee outlet in Stockton, as announcer and continuity editor, and George Stewart, ex-KRE, Berkeley, and KJBS, San Francisco, as operator-announcer.

KQW, by the way, was recently chosen, together with the sister station KJBS, to air Associated's sport-cast covering the California track events.

• **WE** are proud to announce the appointment of
SIDNEY KORNHEISER
as manager of Famous Music Corporation and promotion of
ABE FRANKL
to a musical advisory capacity at Paramount's West Coast Studios
FAMOUS MUSIC CORP.
LOU DIAMOND
President

SET NAB CONVENTION FOR CHICAGO IN JUNE

(Continued from Page 1)

meeting included C. W. Myers, NAB president, from KOIN, Portland, Ore.; Edward Allen, WLVA, Lynchburg; Harry Butcher, CBS vice-president in Washington; Arthur B. Church, KMBC, Kansas City; Edwin E. Craig, WSM, Nashville; John Elmer, WCBM, Baltimore; John J. Gillin Jr., WOWO, Omaha.

Also Harold Hough, WBAP, Fort Worth; J. O. Maland, WHO, Des Moines; Gene O'Fallon, KFEL, Denver; John F. Patt, WGAR, Cleveland; Gordon Persons, WSFA, Montgomery; Frank Russell, NBC Washington vice-president; T. W. Symons Jr., KFPY, Spokane, and James Baldwin, NAB managing director.

This is the second consecutive year that Chicago has been selected as the NAB meeting place. Last year the NAB headquarters were located in the Stevens Hotel.

New 'Show Boat' Setup; Ross Changes Sponsor

(Continued from Page 1)

because of previous commercial commitments, will also probably drop from the program. A. Hobler, head of Benton and Bowles, and Herschel Williams, director of the program, are now in Hollywood completing plans for the new series. General Foods Corp. (Maxwell House Coffee) sponsors, with Benton and Bowles handling the account.

Ross, now in his fifth year as singing lead of the program, is under contract to General Foods Corp. until October of this year, but under terms of contract is allowed an eight-week vacation. He goes to Hollywood for a film in July, and with the Show Boat broadcasts moving west, Ross will completely sever his connections with the sponsor in July. Ross has already signed for a new series and sponsor to hit the air next fall.

"Sunday Drivers" Resuming

Fields and Hall will resume their "Sunday Drivers" series over the NBC-Blue network on April 25, 3:30 p.m. Series will run through the summer.

NEW PROGRAMS—IDEAS

"It Can't Happen Here"

Presenting strange facts, startling events and unusual happenings in other countries, in the form of questions and answers, "It Can't Happen Here" is clicking as a thrice-weekly late afternoon feature on KMOX, St. Louis. School students are among chief listeners of this educational feature.

Helpful Information

"The House by the Side of the Road", 15-minute program designed to give helpful information, is being conducted by Marion Goodwin over WWL, New Orleans. Miss Goodwin handles the entire program.

5 Symphony Orchestras Signed for Bank Series

American Banks, through Wessell Co., have signed five symphonic orchestras to replace the Philadelphia Symphony which goes on tour after the April 16 broadcast. On April 23 the Cincinnati Orchestra, Eugene Goossens conducting, will appear. Following which will appear the San Francisco Symphony, Pierre Monteux conducting, April 30; New York Philharmonic, appearing for the first time on a commercial broadcast, Alexander Smallens conducting, May 7; National Symphony Orchestra of Washington, D. C., Hans Kindler conducting, May 14 and the Rochester Symphony, Jose Iturbi wielding the baton, May 21. Sponsor's plans past this date are not definite. It is believed that the Philadelphia Orchestra will not resume broadcasting, and show may fade from the air for the summer months. Agency will announce decision at a later date.

CBS Kate Smith Circus Show

CBS will broadcast a special program, emceed by Kate Smith, direct from the Barnum and Bailey circus next Friday, 4:30-4:45 p.m. Miss Smith will take a party of orphans as her guests to the circus, and they will give their impressions of the affair over a coast-to-coast hook-up. Last year a similar stunt was worked by same net when Eddie Cantor took Bobbie Breen to witness his first circus and the boy aired his conception of the circus.

ST. LOUIS

A new series, Frank Eschen's Sportcasts, went on the air Monday at 6:45 p.m. over KSD. Will continue daily except Sunday.

More than 6,000 attended the birthday party of Jane Porter's Magic Kitchen at KMOX.

Another studio with individual control, suitable for either dramatics or music, is being erected by KMOX.

Amateur as Stooze

In sponsoring 15 minutes of the 1370 Club, a full hour variety show over WDAS, Philadelphia, Morton's Credit Jewelry house, varies the amateur angle by having a radio announcer supply the human interest angle. Talent is all professional or guest while an amateur from the audience watching the visual is rung in for the spiels. Gets a dollar for the quarter hour effort, but must be the butt of the program's regular announcer and stooze for the performers. To make him full-fledged, amateur has to read the commercials.

MPPA Committee Will Study Changes

(Continued from Page 1)

be chosen to succeed him. Paine is leaving to become general manager of Ascap.

Committee consists of: Edward B. Marks, Elliot Shapiro and Sam Fox.

Canada Dry Series

Canada Dry (ginger ale) signed for weekly programs on WTAG and WLLH as beginning of new spring and summer campaign. Programs will be combination of street interview and Professor Quiz broadcasts. A complete radio schedule is now being readied and will be announced by the end of this month. J. M. Mathes advertising agency has the account.

Fizdale Shifting East

Tom Fizdale, radio publicist, will shortly shift his radio publicity activities to New York and curtail his Chicago set-up, it was learned yesterday. Fizdale, who has been in town for the past few days, left Tuesday for a trip to Baltimore and Washington before returning to Chicago.

WOR Airing Trout Season

Official opening of the trout season will be marked by a WOR broadcast April 15, 12-12:30 noon, from the Joe Jefferson Club on Saddle River, Ridgewood, N. J., with a pick-up from the banks of the stream. Bob Edge and Dave Driscoll, both in waders, will commentate. Harry Armstrong of the N. J. Fish and Game Commission will assist at the fly-casting.

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

DICKSTEIN MEASURE DEAD THIS SESSION

(Continued from Page 1)

told RADIO DAILY that he did not concede defeat and was determined to get action before Congress adjourned. Less optimistic, was Chairman Congressman Charles Kramer, consistent opponent of the measure who stated that the bill was dead unless somebody managed to again bring it up for consideration. Other Congressmen appeared sure the bill did not stand a chance of being passed this session.

Leon Churchon Named KYA Program Manager

(Continued from Page 1)

has been in the production department the past six months, and before that was with WCAE, Pittsburgh. Bob Stanley, announcer, has been promoted to the production department.

"Musical Camera" Off; Sponsor Drops Agency

"The Musical Camera," sponsored by Rogers 1847 Silver and featuring Josef Cherniavsky, fades from the NBC-red network after the April 18 broadcast. Program is heard over a network of 24 stations at present. At the same time it was announced that the account will leave N. W. Ayer. No successor has as yet been named, and radio plans for the concern will not be discussed until new agency takes over. Cherniavsky has prepared a movie short in song and may go to the west coast following the completion of his radio schedule.

Gardening Note

NBC is hiring gardeners again. Every summer the NBC engineering department hires gardeners to take care of the shrubs and lawns surrounding the WJZ transmitter house at Bound Brook, N. J., and the WEAJ equipment at Baldwin, L. I. H. C. Johnson has the WJZ assignment, Thomas Sprague is out at WEAJ.

WNEW Catholic Series

Fordham Glee Club will be heard over WNEW Saturday 4:30-5 p.m. as the first in a series of Catholic Charities broadcasts.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

April 8
Greetings from Radio Daily

to
Tito Guizar
Bert Gordon
Arthur Allen
Thornton Fisher
Lulu McConnell

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

NEW BUSINESS

Signed by Stations

WJAY, Cleveland

Ptak's Music & Furniture Co., Czech-Slovak Juvenile Amateur programs, Saturdays; Quo Vadis Furniture Co., Polish program, Mondays.

WIP, Philadelphia

Nature Friend Inc. (bird seed), five quarter-hours weekly, 31 weeks; Ismak Rug Mills, three spots weekly for month, through Harry Feigenbaum; Rev. George A. Palmer, Haddon Heights, N. J., religious broadcasts, renewed for year, through Crowley-LaBrum Agency; Fox Weis (furs), six quarter-hours weekly for two months, through Harry Feigenbaum; Margaret Paper Co., Lansdowne, Pa., participation in "Eight Bells", six days weekly, indefinite, through J. M. Korn & Co.; William Reinhardt (building and loan), one quarter hour; Mawson Demany Forbes & Ames (furs), 25 spots weekly for year, through Hebbert Adv. Agency.

WHOM, Jersey City

Roman Macaroni Co., Long Island, six 15-min. periods weekly on Italian Hour, 52 weeks, through A. B. Landau Agency; Italy Laboratories, New York, half-hour programs, 52 weeks; Tree-Mark Shoe Co., New York, 5-min. periods daily, news flashes, Jewish Hour, 52 weeks.

KEHE, Los Angeles

Entz & Rucker (sporting goods), "Hook, Line and Sink", with contest, Thursday evenings, through Ned Newman Agency; Drug Trade Products (Peruna), "Morgan Family", one-hour, six nights a week.

KHJ, Los Angeles

Ironized Yeast, 28 5-min. disks, through Ruthrauff & Ryan.

Williams Subs for Thomas

Capt. Valentine Williams, who substituted for Lowell Thomas as commentator during the latter's Easter vacation, will again fill in for Thomas during the latter's trip to the coronation. Thomas, however, will resume via short-wave, upon arrival in England.

Allan Kennedy Joins KYW

Allan Kennedy, WNEW announcer, leaves that station on Friday and goes to work on Saturday for NBC in the Philadelphia station, KYW.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Utica WUTK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.
Havens & Martin, Inc., Petersburg, Va. CP for new station, 1210 kc., 100 watts night, 250 watts day, specified.

Cheyenne Radio Corp., Cheyenne. CP for new station. 1210 kc., 100 watts, 250 watts LS, unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1150 kc., 250 watts, daytime.

Radio Enterprises, Inc., Lufkin, Texas. CP for new station. 1310 kc., 100 watts, daytime.



● ● ● Fred Allen's "summer abrogation" from Ipana and Sal Hepatica is a permanent divorce between the comic and sponsor....definitely.... The Jack Benny spot has been finally filled by Don Wilson emcee-ing a "Hollywood Variety" show from the coast with UNKNOWN professionals.... CBS executives were looking over the Waldorf theater on 50th St....which means that it will be converted into another radio playhouse shortly.... Last-minute switch necessitated for Kate Smith's Band Wagon tonite caused by the union preventing the 15 Hawaiians guestarring....Tonite's "Collins Special" on this show will be a Benny Goodman arrangement of "Dancin' at the Savoy" with Kate swingin'....Ferde Grofe also auditioned the other day for the five-times weekly spot for which Henry Souvaine produced "Symphonic Rhythms"....George Godfrey will announce his "annulment" from the Kelvinator show shortly.

● ● ● John Mayo, former FDR announcer, who has quit word-slipping for air producing, hopes that he'll never see a mike again. However, it was he that placed a mike over his baby's crib in their D. C. mansion—connected to loudspeakers—so that the kid's wails could be heard throughout the household....Don't forget the Professional Music Men's affair at the Alvin theater Sunday. The money remains in the organization and is used for benevolent purposes only....Also, the Press Photographers Ball at the Commodore tonight....There'd be no "stars" without these hocus-focus fellers.... Joey Nash went to a singer at NBC yesterday and asked him what he'd charge for an "afternoon HELLO".

● ● ● Joe Rine's Dress Rehearsal will get an evening spot next Fall....Vincent Travers was operated on for a minor infection yesterday....P. S.—Travers gets a spot on a big commercial this summer....Floyd Sherman replaces Bowe with the Cavaliers....Elaine Sterne Carrington of NBC script dept. is over her winter-writing in Florida....Edward G. Robinson will appear on the Smith Hour in two weeks, doing a scene from his English flicker, and Grace George is slated for a shot also....Young & Rubicam have completed auditions for their summer spots and are leaving the selection now in the hands of the clients.

● ● ● Mickey Alpert was in Maxie Rosenbloom's suite at the Edison the other day and suddenly heard an outcry from "Slapsie" who was in the bathroom. Mickey investigated the reason for the yell and learned that the fighter, while brushing his teeth, dropped two molars valued at \$110 down the drain....P. S.—The plumbers recovered the lost teeth after cutting the pipes....Charles Bates, arranger for the Rhythm Girls, passed away yesterday....Nat Cook of the Number One Club is scouting the radio field for "name talent" to appear at the exclusive bar....Max D. Steuer will talk on the Supreme Court Wednesday via WMCA for an hour and a half, the station clearing all commercials for this public service feature....Josef Cherniavsky read and played the songs for his contemplated Broadway show Tuesday night at Dr. Louis Sunshine's swanky penthouse....The doctor is the Brite-Lite surgeon who retired so that he could devote his time and money to the theater, which he loves.

GUEST-ING

LANNY ROSS, on "Your Hit Parade," April 17 (CBS, 10 p.m.)

FREDERICK JAGEL, ANNA KASKAS and AGNES DAVIS, on N. Y. Philharmonic program, April 11 (CBS, 3 p.m.)

NEYSA McMEIN, on "Magazine of the Air," April 16 (CBS, 11 a.m.)

FRED HUFFSMITH and LOUISE D'ANGELO, on Hammerstein Music Hall, April 13 (CBS, 8 p.m.)

DOROTHY HALL, WILLIAM JANNEY, EDDIE HALL, CHARLES COBURN, NORMAN ROLAND and BEN BOYER, on Chamberlain Brown program, April 12 (WMCA, 3:30 p.m.)

RAYMOND SCOTT QUINTET, on Martin Block's "Make Believe Ballroom," tonight (WNEW, 6 p.m.)

THE REVELERS, on Nellie Revell program, April 13 (NBC-Red, 5 p.m.)

EDWARD EVERETT HORTON, on Jack Oakie College, April 13 (CBS, 9:30 p.m.)

THREE LITTLE FUNSTERS, on Sachs Italian Varieties, April 11 (WOV, 11:30 a.m.)

JOE E. BROWN, on Lux Radio Theater in "Alibi Ike," April 19 (CBS, 9 p.m.)

GRANTLAND RICE, GRETE STUECKGOLD, LOS RANCHEROS and ANGUS FRASER BAGPIPE BAND, on Joe Cook Shell Show, April 10 (NBC-Red, 9:30 p.m.)

FRANK CAPRA, movie director, on Rudy Vallee's Varieties tonight (NBC-Red, 8 p.m.).

Radio-Tel Firm Drops Names

In a stipulation with the Federal Trade commission, Climax Radio & Television Corp., manufacturer of radio sets, agrees to stop using the words "Edison," "Elgin," "Hamilton" or "Waltham" as brands or labels for products so as to imply that they are manufactured by or sold under a license or authorization from Thomas A. Edison, Inc., Elgin National Watch Co., Hamilton Watch Co., or Waltham Watch Co., respectively, when this is not a fact.

Atlantic Refining Gets Temple Football Games

Philadelphia—Atlantic Refining Co. will sponsor play-by-play descriptions of nine Temple University football games over WIP next fall. Games open Sept. 24 and end Nov. 30. N. W. Ayer & Son is the agency.

AD AGENCIES

H. L. MOONEY, formerly of Paris & Peart advertising agency, has joined Pedler & Ryan.

MEYER BOTH CO., Chicago, has opened offices in New York at 246 Fifth Ave.

CATHERINE OGLESBY has been appointed to the executive staff of Grey Advertising Agency, Inc.

ALFRED STECKMAN, formerly of Compton Advertising, Inc., has joined the staff of the Peck Advertising agency.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

F **FRANKIE BASCH**, WMCA's "Roving Reporter", celebrates six years on the air June 13...Once broadcast "Humor Behind the News" and thinks the news should be kidded...Is very mysterious about pseudonym she's used for program of different character which was featured on three commercials...Is being angled for by "name" sponsor...Sharri Kaye to join the Lee Shelly musical outfit at the Brunswick Hotel as vocalist-in-chief, April 12...with a Mutual airing... Claire Shadwell, musical director of WBT, Charlotte, N. C., inaugurated the Castleberry Food Products program by parking the Castleberry trailer kitchen in front of the WBT building and having the staff gals to breakfast...The lasses gorged and "Shad" disgorged information concerning the program...

▼
Peggy Santry, honeymooning in Japan, writing nostalgic postcards to the Roger White office, from Osaka...She and bridegroom J. P. McEvoy to go commercial with the White outfit sometime in the Fall...Eileen Creelman, movie columnist for the Evening Sun, auditions for Pyrocide Tooth Powder at Columbia on Thursday...She'll do a Hollywood ether column if all goes well...Lucy Monroe is off the air for several weeks because of her recent bereavement...Dorothy Lowell has succeeded to the name part in "Our Gal, Sunday"...Evelyn Abbott is the lass who preceded her...Gretchen Davidson went Bermuda-ward yesterday on account of she was written out of the script for the next two weeks...

▼
Gloria Bristol, breaker of pulchritude records, to go sustaining on the NBC-Red in a program featuring beauty accessories, if the omens don't lie...Enoch Light, "Melody Magic" maestro, will add a female violin section to the musical ensemble because he believes women bring greater sensitivity to the playing of the most sensitive of instruments...Leo Reisman will fete songbird Eve Symington at a Waldorf shindig to commemorate her second year as his vocalist...he'll solo...Edgar Bergen on the guest list...

RADIO PERSONALITIES

No. 22 in the Series of Who's Who in the Industry

L. **B. WILSON**, president of WCKY, Cincinnati, and a member of the NAB board, was born May 20, 1891, at Covington, Ky., and started in show business at age of 12, giving magic lantern shows in basement of his parents' home at one-cent admission. Got out handbills and tickets on a toy printing press. A cane rack in one corner lured marbles from the pockets of customers. Between acts L. B. sold licorice drops (bought at 10 cents a pound) at five for a penny.



Versatile in fields of business

Still in his teens, Wilson became manager of a local movie-vaudeville theater. Ten years later he made good a prediction to his theater employer that he would one day build his own theater at the city's main business corner.

Through the boom years, Wilson's interests extended into banking, manufacturing, retail merchandising, politics and other fields. When he built Station WCKY in 1929, he had his finger in a dozen business pies. Then, in 1931, he cut loose from some of his other interests and went into radio in earnest. As president of WCKY, he had paid only little attention to its operation. In November, 1931, he took over the duties of general manager, doubled rates, improved programs and inaugurated a strict business policy, at a time when many stations were still being run on a catch-as-catch-can basis with the idea of the most fun for everybody on the staff.

His idea of running a successful station embraced three points: A sound business policy, the best possible programs to gather the biggest possible audience, and "doing the real job for the advertiser." The plan worked.

L. B.'s full name is "L. B. Wilson." The initials stand for no other name. His hobbies are dogs, chocolate candy and \$1.50 a quart ice cream. This winter he has added a fourth hobby, yachting in Biscayne Bay, Miami, in his new boat. He never goes to funerals, weddings or banquets. In 1929, Wilson married Jean Oliver, Broadway leading lady. They live at a country estate in Kentucky, opposite Cincinnati, and on Di Lido Island, Miami Beach.

★ ★ ★ "Quotes" ★ ★ ★

DON GILMAN: "Our business is giving something for nothing. Constantly we strive to find new and better ways to give more people entertainment, information and education—and paradoxically, the degree of our financial success is determined by the success of these efforts."

HAL KEMP: "I believe more should be done to encourage young boys to play a musical instrument. Even if they don't become professional musicians in later life, they will be able to enjoy life much more keenly if they can express themselves musically. Parents should insist that their offspring learn to play music. It may take a little persuasion in some cases, but later on, the children will be full of gratitude for having a greater knowledge of music because of your efforts in their behalf."

ZINN ARTHUR: "Many of today's radio ear-drums must be so atrophied that only the rankest kind of dissonances have the power of causing any vibration in them. Which probably accounts for the great success of many bands which, in the name of swing, have strayed from true music to modernistic arrangements which only tin ears can accept with any degree of admiration. Swing is a musi-

cal style to be praised by enthusiasts of 'hot' rhythms but the imaginations of many arrangers will eventually ruin an otherwise good swing outfit."

JACK RUBIN: "Out of approximately 5,000 people auditioned yearly for character parts in radio only a small percentage from the legitimate theater have been successful. I've found that those who have had previous radio experience possess better diction, poise and personality than the stage applicants for the microphone. That's who some radio script acts have performers who are heard on several other shows in preference to new voices. Production men feel that radio's own will do justice to their parts."

BERNICE CLAIRE: "Radio stars love to receive fan mail but they wish the letters were more constructive. Most of the writers say they like you and wind up by asking for an autographed photo. Some of them may say they didn't like a certain program. The radio artist, as a rule, can take criticism, and if only these correspondents would come right out and confess why they like or dislike a program, it would be of great help all around."

**ORCHESTRAS
MUSIC**

JACK MILLS has turned over to Lawrence Wright, London music publisher, English sale and radio rights to "Where Is the Sun," "Old Plantation" and "Don't Know If I'm Coming or Going."

Peter De Rose's new song number is dubbed "Let's Stop the Clock."

Accordianist John Gard will augment the Jenö Bartal musical ensemble at the Hotel Piccadilly, effective immediately.

Edwin Arthur Kraft, renowned organist, will be featured in a special program over WHK on April 25 at 2 p.m.

Zinn Arthur and his ork introduce a musical innovation in "Maracas Swing," a combination of swing rhythms and a rumba effect. The maracas, Latin-American percussion gourds, help to keep the beat.

Joe Marsala, maestro of the Chicagoans, and his clarinet will guestar on the CBS "Swing Session" on Saturday at 6:45 p.m.

Jose Delaquerriere, soloist with the Stokowski symphony orchestra, will be Don Albert's air guest on WHN during his "Album of Songs" program, to be aired tonight from 8:00 to 8:30 p.m.

Raymond Scott and his music-making quintette make their first radio appearance outside of their Saturday night shows on CBS via WNEW's "Make Believe Ballroom" tonight from 6:00 to 6:30 as guests of Martin Block. Their program includes "Powerhouse," "Toy Trumpet" and "Minuet in Jazz."

Warner Bros.-Earle Theater, in Philly, institutes a name band policy for the stage fare. Cab Calloway, current, will be followed on April 9 by Ted Lewis, with Horace Heidt, Milt Britton, Hal Kemp, Jan Garber, Guy Lombardo and Ozzie Nelson already set.

Irma Serra, New England song stylist, who has been on a sustaining program over WSPR, Springfield, Mass., has signed to sing with the A. V. Rivest Co. program over the same station Fridays at 6:15.

EDDY DUCHIN
and HIS ORCHESTRA
Third Record Week at Paramount
Appearing Currently at
PLAZA HOTEL
Management MCA

On Tour
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

"PICCADILLY MUSIC HALL"

Sustaining

NBC-Blue, Tuesdays, 11:00-12
midnight, EST.

VARIETY BILL IN OLDTIME VAUDEVILLE STYLE MAKES NOVEL LATE SHOW.

Emanating from Chicago and hitting the east through WJZ just after the five-minute 11 p.m. news period, this one-hour vaudeville show will find an appreciative audience among listeners who usually can't find anything but orchestra music on the dial at this late hour.

Built like a vaude bill of the old days, and ably emceed by John Goldsworthy with British-flavored comments, the opening bill included the Lorenzo Brothers in "Feats of Strength," a muscle act that was put across the air by the emcee's exciting description and well devised comedy talk that made it quite amusing; a piano team followed, with some good ivory work; then the Ranch Boys, in a Spanish and western medley; Australian Wood Choppers, whose hewing act likewise gagged in dialogue for plenty of laughs; Sylvia Clark in one of her chatter specialties; The Cadets, quartet, singing "The Changing of the Guard" with nice backing by the orchestra, which was snappily directed throughout by Al Short; Cleo Brown, a colored singer with a soft voice, in "Twinkle, Twinkle, Little Star"; a very funny comedy sketch, which scene in a doctor's office; "The Rosary" on the xylophone; Maple City Four in a comedy number and "Hold That Tiger," and Ruth Lyon and Robert Gately in selections from "Show Boat."

The show in general is a swell idea that could click strong in an earlier evening spot.

"ESQUIRE ON THE AIR"

with Nat Brusiloff

Esquire

WOR, Tuesdays, 8-8:30 p.m.
B. B. D. & O.

SNAPPY VARIETY PROGRAM WITH APPEAL AIMED CHIEFLY AT MEN.

Delivered in a peppy tempo, with such frequent change of items that the proceedings never have a chance to drag, this program has plenty of interest for the men of today, and for a lot of the femmes as well. Questions about contents of Esquire magazine, how it is edited, the styles depicted therein, etc., are asked in a manner that cleverly combines information with indirect promotion for the mag. Interspersed with these queries and others about men's styles are Nat Brusiloff's excellent music, with a vocal group supplementing the orchestra, anecdotes and chatter, all in an engaging vein. The vocal numbers had nice variety, ranging from "Gee But You're Swell" back to "I Want a Girl Just Like the Girl That Married Dear Old Dad." A collector of shaving mugs related his activity amusingly, and there was a promise of further items along this line, with listeners invited to contribute tales.



GRETTA PALMER

Walker-Gordon Laboratory
WOR, Wednesdays and Fridays,
1-1:15 p.m.
Young & Rubicam

VARIED GOSSIP PROGRAM ALONG FAMILIAR LINES ENTERTAININGLY DELIVERED.

In contents, this new chatter program follows the same routine as a number of others. It covers bits of current news, fashions, culture, human habits, home furnishings, amusements, magazine articles, a touch of business for male appeal, the circus, the Coronation and cows (sponsor being a milk concern). Miss Palmer's style and voice, however, are her own, and it is their pleasing qualities that make the program classier and more acceptable than some others. Additional commercial remarks are handled by Jeff Sparks.

"UP AND DOWN AND AROUND NEW YORK"

with Ed Flynn
Sustaining

WINS, Tuesday, Thursday, Sunday,
6:30-6:45 p.m.

MODERATELY INTERESTING TOPICAL CHATTER ON CELEBS AND CURRENT EVENTS.

As one of the many programs of random chatter, attempting to embrace current topics and noted personalities, this batch of comment by Ed Flynn is of fair interest. Tuesday's opening shot included some comments about Mrs. Woodrow Wilson and the 20th anniversary of the U. S. entrance in the World War; remarks about a couple of Broadway plays with dogs in prominent parts, and a few other bits. Flynn hasn't a bad commenting style, but his program suffers by comparison with others of similar type.

"RUBINOFF'S MUSICAL MOMENTS"

(Transcription)

Chevrolet Dealers

WMCA, Tuesday, Thursday, Saturday,
8:15-8:30 p.m.

Campbell-Ewald

FIRST OF DISK SERIES WITH RUBINOFF AND GUESTS RATES JUST FAIR.

A series that promises much in view of having Rubinoff as its star and plenty of name talent for a pair of weekly guests, this transcribed program made its debut with a revue that was not much more than fair for Rubinoff. After the theme introduction and a bit of spiel by Graham McNamee, Rubinoff played his arrangement of "I Can't Give You Anything But Love," followed by Jack Arthur singing "You Are Free." After

a commercial interlude, Rubinoff and his violin rendered "I've Got You Under My Skin," and finally on to "Oh, My Goodness" by the orchestra. Quite a bit of commercial plugging is included for a 15-minute program.

"IT CAN BE DONE"

with Edgar A. Guest

Household Finance Corp.

NBC-Blue, Tuesdays, 8:30-9 p.m.

B. B. D. & O., Chicago

FAIR COMBINATION OF HUMAN INTEREST DRAMAS AND MUSICAL BITS.

Basically, this is just another classification of the real life dramas now so prevalent on the air. Only difference is in the title, "It Can Be Done," and the selection of material to fit. Edgar A. Guest's emceeing and his reading of original poems also gives the program a somewhat individual touch, while Frankie Masters and his orchestra, including the Masters Voices in vocal efforts, do excellent work in providing the musical background.

Dramatized incidents on the first program were the case of a widow who went to work to bring up and educate her fatherless girls, and the incident of an old man who made a new start from poverty and built up a unique business to provide for himself and wife. Both were good from a human interest angle.

"GANGPLANK"

Special Event

WMCA, April 7, 1:30-1:45 p.m.

WELL-HANDLED BROADCAST FROM S.S. QUEEN MARY BEFORE SAILING.

The enterprising special events department of WMCA did a nice job in a gangplank interview from the Queen Mary before sailing yesterday. A highlight of the broadcast was a scoop on the daily papers in the way of an interview with Prince and Princess Chichibu of Japan who are en route to the Coronation. Though the royal personages themselves did not talk into the mike, Don Kerr had the same questions and answers as the New York newspapermen obtained in the royal suite, and he put them on the air before the daily paper lads could get them to their newsrooms. On behalf of the royal couple, Ambassador Saito made some gracious remarks before the mike, with Frankie Basch as interviewer. Martin Starr put John Brownlee, opera star, through some conversation, and did likewise with Nat Pendleton, screen celeb.

The color and thrill of a ship's departure were fairly effectively registered for the dialers.

"MERCHANTS IN MELODY"

with Ruth Howard and Roy Cambell's

Beau Brummels

Sustaining

WMCA, Tuesdays, 9:30-9:45 p.m.

ROUTINE PROGRAM OF MUSICAL NUMBERS AND SOME ATTEMPTED COMEDY.

This program was given a bad start by introducing Ruth Howard with some rather inane comedy chatter and interspersing more of same later in the routine. The girl is an appealing singer with a plaintive style, and should fine it worth while to develop that talent. Roy Cambell's Beau Brummels, a male quartet consisting of Tomes Chapman, Clifton Billings, Ed Galloway and Rand Dupler, did satisfactory incidental service. They opened the show with "Goonie Goo," and after Miss Howard sang "I Can't Lose That Longing for You" the quartet came in for "There's Frost on the Moon," with Miss Howard following in "I Adore You," then a closing medley by the ensemble. Allen Williams did the announcing and played foil for Miss Howard in the efforts to be humorous. Given better material and production, Miss Howard could shine.

Current Programs

George Stone

Brought back for a third appearance with Al Pearce's "Watch the Fun Go By" on the CBS network at 9 p.m. Tuesday, George Stone (not the film actor) was the comedy stand-out of this program. In his character of Duke Vladimir Yushkoff, a combination of George Givot and Parkyakarkus but with versatility extending further into the vocal line, he delivered an operatic burlesque running from the Lone Prairie to Mandalay with highly amusing results. Any major program in need of a good stooge will find a swell bet in this fellow Stone. Rest of the Pearce gang, Nick Lucas, Arlene Harris, Tizzie Lish, Eb and Zeb, and Larry Marsh's orchestra were, as usual, up to snuff.

Al Jolson

The awaited skit based on Al Jolson's own life was the high spot of his Tuesday night show over CBS at 8:30. Starting from the days when he was selling newspapers on Washington streets to earn the price of a theater ticket, the sketch briefly traced Jolson up through his career to the historic triumph of "Mammy." It was most enjoyable. In surrounding efforts on the program, Parkyakarkus contributed his usual complement of laughs, Martha Raye did a song and Victor Young's orchestra did its good bit.

Jack Oakie College

Appearance of Joe Penner as guest on Tuesday night's Jack Oakie show over the CBS network was a help in the comedy end, although the humor handed out was mostly of familiar vintage. Judy Garland, too, was good. Program as a whole was better than some recent Oakie shows. But still too much ineffective continuity.

- - and still they come!

UNSOLICITED

KVOO

PHILTOWER, TULSA

Please accept our congratulations on your fine daily publication. It should grow and grow, for it fills a real need, and it is a real asset to broadcasters who want to follow the activities of broadcasting.

KEN MILLER,
KVOO News Editor

WWJ

DETROIT, MICH.

We have thoroughly enjoyed "Radio Daily" and are sending through an order for a year's subscription.

EASTON C. WOOLLEY,
General Manager
RADIO STATION WWJ

WSJS

WINSTON-SALEM, N. C.

We have been following with a great deal of interest your publication, and feel that the day isn't complete until we've gleaned "Radio Daily" for all the information. Our staff just wouldn't be without it now.


RALPH BURGIN,
RADIO STATION WSJS

Certified Contest Service

I honestly believe RADIO DAILY is the finest medium of news I have ever seen. In my dual-capacity as radio editor of this company, and contest consultant (uptown at the RCA Bldg.) you have more than once "saved the day" for me. Contest-ly speaking, RADIO DAILY is a "quantity of quality." My subscription has paid for itself several times over, already.

HELEN KING,
Radio Editor

SIGN AND MAIL TODAY


\$5.00 per year (Foreign \$10.00)

THE RADIO DAILY
1501 Broadway, New York City

Dear Sir:

Please enter my subscription to the RADIO DAILY, and The Radio Daily Service.

NAME.....

STREET.....

CITY..... STATE.....

Check enclosed.

Bill me.



MINNEAPOLIS Church Federation arranged some good promotion for the Sunday Players disks when they put out 78,000 circulars to pupils in public, parochial and private schools, calling attention to educational value of series.

Electro-Vox Recording Co. has enlarged its plant by putting up an addition in the rear, to house the mechanical equipment, and make room for new control room, audition room, etc.

Bill Irvin, radio editor, Chicago Daily Times is here to spend two weeks picking up news and pix for his paper.

Seymour Hastings, one of radio's pioneers in Southern California, died over the weekend, and was buried Tuesday. Hastings had retired several years ago, but occasionally came back to the microphone for some event close to his heart. His last radio talk was his Lincoln Day program on KFI.

Herbert Denny, Standard Radio's Florida and Southern representative, has solved a whole flock of problems with his huge, four-wheeled audition studio trailer. For one thing, he is certain of satisfactory audition rooms wherever he is, and among other things he has his own sleeping quarters, hotel accommodations and lounge wherever he wants to park his car, and that's an item in some of the longer runs on his trips.

Don Wilson is going to turn gentleman farmer. He has bought two acres in the San Fernando Valley on which he is going to build.

Simon d'Usseau, who was talent scout for California Hour, has signed to scout for Paramount Pix.

Back of Jack Benny's call for votes for the listeners' choice of a repeat of one of the series of dramatic sketches is Benny's yen to repeat the whole series. If last Sunday's feeler brings heavy response, he'll do 'em. Otherwise just the top choice, which Benny hopes will be a revival of his Emperor Jones.

Francis X. Bushman has been

★ Coast-to-Coast ★

FRANCIS D. BOWMAN, director and narrator of "Voice of Niagara," radio's oldest sponsored series of band music programs, will be able to take it a little easier after Saturday, when the series closes its eleventh consecutive year.

Alan Roberts ("The Prince of Song") switches to a new hour, 8:30 p.m., today over WMCA.

Eddie Green, before starting his own program with Louis Armstrong for Fleischmann tomorrow night, will be a guest on tonight's Rudy Vallee program.

Pontiac Varsity Show has drawn letters of commendation from all over the country and from abroad, many written by alumni of the colleges and universities honored in the broadcasts.

Jack Graney, sportcaster for United Broadcasting Co., WHK, Cleveland, will be in Chicago this week-end for the General Mills conference of baseball announcers.

Bill Frosch, announcer, has started his second year at WIRE, Indianapolis.

Lyle DeMoss, senior man on the street with KFAB, Lincoln, is suffering from an acute attack of laryngitis which necessitated Chuck Miller and John Shafer pinch hitting for him.

Jim Cox, continuity man for KFOR, Lincoln, is readying a series of half hour shows to appear each Sunday on KFOR dramatizing the lives of

signed for KFWB's serialized version of "Jane Eyre," a Friday night feature that is gaining a big audience.

Shirley Ross week-ended in Palm Springs, resting from the strain of the Ken Murray premiere.

Frank Healy of NBC press department, New York, is here with his wife, Elizabeth Palmer, who has a picture contract with 20th Century-Fox. Healy is on leave of absence and expects to stay quite a while.

Eddie Stanley, who was the new comic on Sunday's Cantor show will be on again for next week's program.

Tom Harrington, Young & Rubicam's Coast chief, came back to where he'd parked his car, and found it gone. Police recovered it, minus radio and accessories.

Lew Frost, assistant to Don Gilman, NBC chief on coast, is in Hollywood for a short stay.

KFWB has put in a new remote to the newly opened Paradise Hut, added another broadcast for Omar's Dome cafe, from 1:45 to 2 p.m., daily,

the west's heroes. First on is the life of Will Bill Hickok.

Madeleine Turk, poetry reader, returned to radio this week, with programs slated by Jimmy Shearer, manager of WHBI, Newark, N. J., for Sundays and Mondays. Miss Turk formerly sang on WAAM.

Travis Barnes, WTAR (Norfolk) salesman who has been doing mike work for one of his accounts, spends his spare moments at funerals and weddings. It turns out that Barnes is one of the local singers in demand about town.

Doug Arthur, WTNJ's Man-on-the-Street, apparently was arrested for blocking traffic on April 1 in Trenton, and Rupe Werlint took over the interviewing job, only to interview Douglas Arthur, who told about a grand April Fool joke perpetrated on radio listeners by radio announcers who apparently had been arrested for blocking traffic.

Ed Clark, announcer at WTNJ, Trenton, is a candidate for the Bordentown (N. J.) City Commission.

"Do You Need a Job?" WTAR (Norfolk) feature, changes in time from 9 o'clock Monday evenings to 7:45 effective April 12. Show presents five unemployed persons weekly and averages about fifteen calls for them.

Andy Hotz, control engineer for WNAC and the Colonial Network in Boston, is recovering at his home in Lexington from an appendix operation.

added to its regular 11:15 to 11:45 p.m. program.

Joine Alderman, socialite and club woman, is doing a 15-minute civic sustaining program for KFWB Mondays, Wednesdays and Fridays, titled Woman's Club of the Air.

George Jay of the "Listen Ladies" program for KEHE had Jimmy Tolson as his guest star yesterday and will have Mary Marten tomorrow. Jay has been interviewing various celebrities for KEHE, and future guests will include Ken Murray and Oswald, and Lois January.

C. W. Nash, chairman of the board for the Nash-Kelvinator Corp., with his wife and daughter, Mrs. Hyskell Bliss, were back-stage guests at the Lux Radio show Monday, it being Nash's first look in on how a big broadcast is staged.

Harry Barris, one of Bing Crosby's original trio, will work with Bing again when he is one of the Kraft Music Hall guests for the program of April 15. Other guests will be Percy Grainger, pianist and composer, Frances Farmer and Lionel Stander.



ZION PASSION PLAYERS used the facilities of station WBBM here last Sunday to air their regular weekly program after fire destroyed their own broadcasting studios in Zion City, Ill.

Kathryn Cravens of CBS in from Gotham interviewing several ace newspaper photos for her "News Through the Woman's Eye."

Hal Burnette, WBBM press relations, in Minneapolis last week-end to attend meeting of General Mills and Knox-Reeves agency in regard to summer baseball stanzas. Conclave of announcers for sponsor of the diamond sport will gather here at the Edgewater Beach Hotel this week.

Bill Murry in town.

Carl Schreiber and his ork, aired for 21 weeks from the swank Ivanhoe here last summer over a coast-to-coast CBS wire, return to the ether over WCFL and WGES from Guyon's Ballroom.

Ormandy Replacing Kolar

Ford Motor Dealers have signed Eugene Ormandy to take over the Ford Sunday Evening Hour broadcasts heard over the CBS net. Ormandy will replace Victor Kolar on the April 25 program and will continue through until June 13 when program is scheduled to fade for the summer.

Firemen's Bee on NBC

A Spelling Bee between representatives of the New York and Chicago fire departments will be aired over the NBC-Blue network Saturday, 4:30-5:30 p.m. New York team will broadcast from Radio City, with switches to Chicago studios for that team's pick-ups. Each side will have 15 spellers ready for spell-down with five alternates standing by.

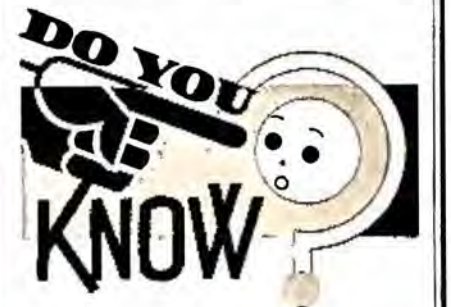
"Jam Session" New WTMJ Show

"The Jam Session" is a new sustaining each Monday 4-5 p.m. over WTMJ, Milwaukee, with Johnny Olson as announcer, Frank Werth's "Swingsters," and a number of guest stars.

ONE MINUTE INTERVIEW

LANNY ROSS

"I get many letters from listeners whose reactions are swell tips on just what listeners want. They like romantic, youthful songs. If the singer is young. They want young voices to sing about Spring and love and laughter. Most of them express the opinion that they prefer their operatic and serious musical entertainment from mature artists of great experience."



NBC, CBS and Mutual provide programs for more than 250 of the 700 broadcast stations in the U. S.

This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>

Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.