



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 43

NEW YORK, N. Y., FRIDAY, APRIL 9, 1937

FIVE CENTS

5-Language News Programs

WIRE-SNIPING LOOMS IN CHICAGO BAND JAM

Chicago—Reluctance of Hotel Drake management and Mutual Broadcasting System officials to let NBC install a wire in the Gold Coast Room where Paul Whiteman and his orchestra open tonight is expected to result in an outbreak of band-spot and wire-sniping between NBC, CBS and Mutual. Hotel Drake is one of Mutual's strongest spots, but Whiteman is under NBC management and for various bookings NBC has turned over its band contracts to Consolidated Radio Artists Inc., which handled the Drake booking.

Whiteman and NBC sought a one-hour Sunday night concert sustaining out of the Drake, but Edwin L. Brasheers, manager of the Drake, and WGN-Mutual officials to date

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Treaty Angle Hearing On Duffy Copyright Act

Washington Bureau, RADIO DAILY
Washington—Senate Foreign Relations Committee will hold a special meeting Monday at 10 o'clock for the purpose of discussing treaty angles of Duffy copyright bill. Senator F. Ryan Duffy will preside.

Testimony is expected by attorneys and executives of organizations and trades interested.

"Little Orphan Annie" Renewed Through 1937

Wander Co., Chicago (Ovaltine) has renewed "Little Orphan Annie" through 1937. Program is heard on 28 NBC-Red network stations, Mondays through Fridays, 5:45-6 p.m., with repeat for western stations at 6:45 p.m. Blackett-Sample-Hummert Inc., Chicago, placed the account.

Illustrated

Kansas City — While WHB's "Man at the Wheel" interviewers were quizzing two local policemen at a boulevard intersection on "What causes auto accidents?" a couple of obliging motorists, more interested in the street broadcast than in their driving, collided right by the mike.

Listeners heard the crash of fenders and bystanders yell.

Makes Good

Chicago — Douglas Perkins, 13-year-old harmonica player, who hummed his way with \$6 to Chicago from Cobb, Ky., and asked a Palmer House clerk "Where's the radio station here?" has been signed by the Alka Seltzer National Barn Dance for tomorrow.

CBS, NBC SWITCHING CLEVELAND STATIONS

Report that CBS would drop its Cleveland affiliated station, WHK, at the expiration of its present contract on Oct. 31, was confirmed yesterday by Herbert V. Akerberg, CBS vice-president in charge of station relations, and in its place CBS has signed WGAR as the Cleveland outlet, effective Nov. 1.

WGAR at present is an NBC-Blue affiliate, and it is understood that NBC is now negotiating with WHK.

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Reduce Gillette "Sing" Effective on April 25

West Coast Bureau, RADIO DAILY
Los Angeles—Gillette Safety Razor Co., on April 25, will reduce the CBS "Gillette Community Sing" program to a half-hour period, 10-10:30 p.m., it was announced by Ruthrauff & Ryan yesterday. Agency is now seeking an earlier spot on CBS network for eastern listeners with a repeat for the coast.

Kate Smith Switching Network and Sponsor

Kate Smith, now heading the A. & P. "Band Wagon" program, one-hour show on Thursday nights via CBS network, will switch network and sponsor in the Fall, going to NBC under the sponsorship of Calumet Baking Powder, a product of General Foods.

Calumet now has the Phillip Lord feature, "We, The People" on NBC-Blue net as a Sunday half-hour show. The Lord program which fades May 16, will be taken over by another firm.

Miss Smith is expected to vacation

Service in Italian, German, Polish and Portuguese Being Made Available by Van Cronkhite Associates

FOUR NEW ACCOUNTS STARTING ON MUTUAL

Lovely Lady Inc., Chicago (cosmetics), Procter & Gamble (Oxydol), Ravin Co. of California (cosmetics) and Willys-Overland Co., Toledo, are four new clients which will shortly begin spring radio campaigns over the Mutual network.

Procter & Gamble this Monday will start "Couple Next Door" a quarter-hour script show, Mondays, Tuesdays and Wednesdays, over WGN, WLW. Program keyed from WGN. Blackett-Sample-Hummert Inc., Chicago, placed

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50 Mikers to Attend Chi. Baseball Confab

Chicago—Some 50 announcers handling baseball broadcasts, as well as sponsors and important figures in baseball administration, will be present for the first national conference of its kind to be held April 11-12 at the Edgewater Beach Hotel. Knox Reeves Ad. Agency of Minneapolis will supervise the meeting, which will discuss technique, showmanship, etc., and attempt to coordinate more than 8,000 baseball broadcasts for General Mills, Socony-Vacuum and Goodrich Tires.

Programs of foreign language news service in Italian, German, Polish and Portuguese are about to be offered by Van Cronkhite Associates Inc., recently organized radio news service headed by John Van Cronkhite, RADIO DAILY learns. The foreign language programs will be in addition to the regular Van Cronkhite news service in English.

Besides giving summaries of the day's headline events, delivered direct by teletype printers, the foreign lan-

(Continued on Page 3)

Skelly Oil Placing Series in Mid-West

Kansas City — Newton Cross, in charge of the Skelly Oil Co. account for Ferry-Hanley Advertising Co. here, has scheduled a series of spot announcements for Skel Gas over eight mid-west stations and has bought time over KMA, Shenandoah, WMT, Cedar Rapids, and KRNT, Des Moines, of the Iowa network for the same product, using a quarter hour program of German band music, twice weekly.

"Sweetest Love Songs" In New Time on NBC

Sterling Products Inc. (Phillips dental cream) on April 27 shifts the "Sweetest Love Songs" on the NBC-Blue network to a 9:30-10 p.m. spot on Tuesdays. Program will use the same network with the exception of WCKY, which cannot clear the new time period. Show is currently heard Mondays, 8:30-9 p.m. Blackett-Sample-Hummert is the agency. Air Features Inc. produces the program.

Too Much Business

Chicago—When baseball season opens April 16 on WBBM, the CBS outlet here will have to drop at least three daily sponsors due to complete sellout of commercial schedule. One, Goldberg Credit Clothing, will stay on air by buying two-hour Friday night "Nutty Club" broadcast, 11 p.m.-1 a.m. Sets record for late night time sale.

this summer, but it is understood that A. & P. plans to continue the "Band Wagon" with Jack Miller's band remaining.

The General Foods contract signed by Ted Collins, producer of the "Band Wagon" and manager of Kate Smith, has a three-year run. Budget for show is understood to be \$12,500 weekly with \$7,500 as Miss Smith's end.

The new Calumet program will be an hour variety show with guest artists.



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DON CARLE GILLETTE : : : Editor
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FINANCIAL

(Thursday, Apr. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 $\frac{1}{2}$	168 $\frac{7}{8}$	169	- 1
Crosley Radio	21 $\frac{1}{2}$	21	21 $\frac{1}{2}$	+ $\frac{1}{4}$
Gen. Electric	54 $\frac{1}{2}$	53 $\frac{1}{8}$	54
North American	25 $\frac{1}{2}$	25	25 $\frac{1}{4}$	+ $\frac{1}{4}$
RCA Common	11	10 $\frac{5}{8}$	11	+ $\frac{3}{8}$
RCA First Pfd.	74 $\frac{3}{8}$	73 $\frac{3}{8}$	74 $\frac{3}{8}$	+ $\frac{3}{8}$
RCA \$5 Pfd. B.	(86 Bid)			
Stewart Warner	18 $\frac{1}{2}$	17 $\frac{7}{8}$	18	+ $\frac{1}{8}$
Zenith Radio	32 $\frac{1}{2}$	31	32	+ $\frac{1}{2}$

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 $\frac{1}{2}$	16	- $\frac{3}{4}$
Majestic	4	4	- $\frac{1}{8}$
Nat. Union Radio	2 $\frac{3}{4}$	2 $\frac{5}{8}$	2 $\frac{3}{4}$

OVER THE COUNTER

	Bid	Asked
CBS A	56 $\frac{1}{2}$	58 $\frac{1}{2}$
CBS B	56	58
Stromberg Carlson	15	16

WATR Changes Recommended

Waterbury, Conn. — Granting of WATR's application for change in frequency to 1290 kc., increase in power to 250 watts, unlimited hours, removal of transmitter and installation of new equipment has been recommended by FCC examiner.

George Sharp in Music Series

George Sharp, baritone, will be heard in a new series of WMCA programs every Monday afternoon at 2 p.m., tracing the origin and history of American songs.

"Couple Next Door" Returns

Chicago—"The Couple Next Door" returns to WGN and the Mutual network Monday at 9:45 a.m. CST as a daily except Saturday and Sunday. Thompson Buchanan will again write the show, with Olan Soule, Donna Creed and Jack Brinkley in the cast.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Marianni Signed by CRA; King's Jesters Renewed

Hugo Marianni and orchestra, currently at the Blackstone Hotel, Chicago, has been signed by Consolidated Radio Artists Inc. under exclusive management.

Another Chicago band, The King's Jesters, at the LaSalle Hotel since February, have been renewed for another four weeks from May 1. Band with NBC wire is under CRA management.

First Coronation Broadcast

First official Coronation program comes over the NBC-Blue network today, 3-3:30 via British Broadcasting in the form of a concert by His Majesty's Welsh Guards Band led by Major Andrew Harris, M.B.O. Kenneth Adams of British Broadcasting Corp., will be the commentator.

On April 14, NBC will inaugurate a series of more than 40 international broadcastings pertaining to the Coronation, and bringing to the mike dignitaries from all walks of English life, as well as famed authors and British governmental officials from England and its colonies. Variety will be the keynote with music, talk and special programs for women also.

Fraser-Glenn Marriage

John Gordon Fraser, NBC announcer, and Bettie Glenn, publicity woman, were married yesterday at the Little Church Around the Corner. Couple will live at Forest Hills, L. I.

WQXR Music Appreciation Series

Oxford University Press is sponsoring a music appreciation series called "Analyzing the Symphony," which premieres over WQXR at 8-8:30 p.m. April 12. B. H. Haggin, music critic and author of "The Book of the Symphonies," which was published by the Oxford University Press, will conduct the series, which will be heard every Monday.

WOR "New Poetry" Resumes

"New Poetry" series will be resumed by A. M. Sullivan over WOR at 2:30-3 p.m. Sunday.

Glenn Morris to Movies

Glenn Morris, 1936 Olympic Decathlon champion, resigned from the NBC news and special events department yesterday to enter the movies. He is now en route to Hollywood to sign his contract. Morris entered the special events department last fall directly after graduation from college.

Columbia Signs Howard Barry

Howard Barry, baritone, has been signed to an exclusive contract by the Columbia Artists Inc. Barry, heard over KHJ, NBC, CBS and the Yankee network, made his debut as a professional performer in 1928. He took over a Leo Reisman band and played the New Brunswick Hotel, Boston, for one year. Mack Davis set the deal for Columbia.

KXBY Moves May 1

Kansas City—KXBY, whose general manager, H. R. Makelim, has signed a three-year lease on the entire 22nd floor of the Fidelity Bank Bldg. for conversion into modern broadcasting quarters, will move from its present location about May 1. New place will provide for three studios, control room, news room, offices, audition room and lounges. Transmitter will remain where it is. First National Television School also remains in the Keystone Bldg.

Special for May Day

Star Radio Programs Inc., at a meeting of the program board yesterday, decided to produce a special May Day program, to be released in about a week. An important announcement for subscribers of the Star service also is to be made at that time. Meeting was presided over by Burke Boyce, program supervisor and former NBC continuity head.

Gummo Marx Has New Serial

Gummo Marx, artists' representative, has a new radio serial titled "The Janitor" now under consideration by potential sponsors. Script is a human interest-comedy employing as its central character an apartment house janitor who knows every tenant's business and who gets himself into one scrape after another through his efforts to help others out of their troubles. Chief role will probably be played by a prominent stage star.

2 Quit Young & Rubicam

Taylor Adams and Matthew Casey, account executives, have both resigned from Young & Rubicam.

Douglas Manson in New Post

Douglas C. Manson, formerly associated with the BBD&O advertising agency and publications, has joined the staff of Brooke, Smith, French & Dorrance, Inc.

Phil Regan Back East

Phil Regan and Mrs. Regan arrived from the coast yesterday by motor. Regan will guest star on Ed Wyn's program in about two weeks. Shell Chateau is also angling. Regan recently finished work in "Hit Parade", Republic film.

English Tele Star in Debut

Polly Ward, blonde singing star who recently arrived in this country from London, will make her American radio debut with Arnold Johnson Sunday, 6-6:30 p.m., on the "1937 Radio Show," over the Mutual Broadcasting System.

LEO SAYS:

Only WHN has World-Telegram stock market reports twice daily!

WHN DIAL 1010
AFFILIATED WITH M-G-M-LOEW'S



COMING and GOING

CHARLES W. MYERS, owner of KOIN, and NAB president, arrived in New York from Washington yesterday morning on a business trip.

WALTER R. BROWN, NBC engineer, leaves tomorrow for San Francisco. Brown is one of the engineers making the 14,000 mile trek to cover the eclipse.

RALPH WONDERS left early this morning for Chicago.

BREWSTER MORGAN, CBS director, left for Baltimore this morning to meet MRS. MORGAN returning from the coast.

ARTHUR BORAN leaves tomorrow for Philadelphia.

PHIL REGAN arrived yesterday from Hollywood and will do guesstar spots while here.

JOHN VAN CRONKHITE of Van Cronkhite Associates left New York yesterday for Detroit, and then to Chicago.

JACK INGERSOLL, DON DUNPHY and PAT BARNES, all of WINS, go to Chicago for the baseball announcers' conference being held Sunday and Monday at the Edgewater Beach Hotel.

JAMES F. CLEMENGER of WMCA leaves Monday for Detroit.

TITO GUIZAR, CBS tenor, returns to New York from Detroit today to warm up for his April 20 concert at Carnegie Hall.

H. R. (HAL) MAKELIM, general manager of KXBY, Kansas City, will leave the end of the week for New York on business to be here a week.

CARLTON E. MORSE leaves April 28 on the China Clipper for the Orient.

Harold Arden in Hospital

Harold Arden, whose band is heard nightly over WNEW on the Dance Parade, is seriously ill in a New Jersey hospital. His band, under the direction of one of its members, will continue to air from the Rustic Ballroom, still being billed as Arden's band.

WBNX "Court Pros and Cons"

A series titled "Supreme Court—Pro and Con" will start Sunday as a 5-5:30 p.m. weekly feature on that day. Mortimer Hayes and Robert E. Lee, attorneys, will debate at the first session.

WHN Program Changes

The Broadway Melody Hour, heard over WHN and featuring Col. Jay C. Flippen, switches to Wednesday nights, 8-8:30 p.m., effective April 14. The Supper Club, a new sustaining feature with Irving Aaronson and his band and Marion Melton, singer, take over the Monday 8-8:30 p.m. spot April 12.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

NEWS IN 5 LANGUAGES FROM VAN CRONKHITE

(Continued from Page 1)

guage department of the Van Cronkhite news service will include special feature material, sports, women's items, oddities, etc.

A leading national sponsor is understood to have the proposition at present under consideration for a first crack at it. Roesler & Howard, station representatives, are handling placement of the program.

John Van Cronkhite arrived in New York this week from Washington and the south after spending about 60 days on a survey tour that embraced over 100 stations. His visit here is believed to have been principally in connection with the foreign language news service. He also conferred with CBS before leaving by plane yesterday for Detroit, from which point he returns to his headquarters in Chicago.

CBS to Air Armory Drama

CBS has received permission to broadcast a special program from the 7th Regiment armory, New York, on April 11, entitled "Fall of the City," the first in a new series of dramatic shows written exclusively for the air by prominent playwrights. Irving Reis directs the show, which will be heard over a coast-to-coast network from 7-7:30 p.m.

Complaint Before F.T.C.

Wesleyan Diesel Service, Inc., 206 Leavenworth St., Omaha, Neb., dealer in correspondence courses in Diesel engine installation and maintenance, is named respondent in a complaint issued by the Federal Trade Commission charging certain unfair methods of competition. Advertising by radio and in newspapers, magazines and circulars, respondent company is alleged to have made unwarranted representations to prospective pupils.

SAN ANTONIO

Dick Harwell back at the KABC mike after a recent illness.

Jerry McRae's Texas Rangerettes are picked up nightly by KABC from the Playhouse Cafe.

Jerry (Bud) Morgan, program director on KONO, is also doing the daily "Snoopy Hollywood Reporter" for Mission Broadcasting Co.

Announcer Geo. Downs of KONO will become a benedict in June.

KTSA General Manager H. C. Burke informs that his station now has 49 accounts, which sets a new high for this Hearst chain outlet.

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

NEW PROGRAMS—IDEAS

"The Right Job" on WGN

"The Right Job," a new 15-minute series in which young men and women are steered into fields of occupation suitable for their natural talents, makes its bow Sunday at 1:30 p.m., CST, over WGN, Chicago, and the Mutual network under the auspices of the University Broadcasting Council and Northwestern University.

The program, which will feature Dr. Samuel N. Stevens, Professor of Applied Psychology at Northwestern University, will have actual interviews with young people selected from the National Youth Administration of Illinois. The hobbies, tastes and preference of the interviewee will be brought out in such a manner that listeners who have similar tastes can be guided by the vocational expert's solutions.

Pronouncing Bee at WDR

Beginning April 16 at 10 p.m., WDR in Hartford will present a new feature, "Readin' and Writin' with Bob Provan". The program is in the nature of a spelling bee and "pronouncing" bee combined. Listeners will be asked to make two lists: one for words to be spelled correctly and the other for words to be pronounced correctly. Each word will score a certain number of points and at the end of the program each listener will be able to "mark his own paper". Bob Provan, station announcer, will handle the show, bringing in many words commonly spelled incorrectly and pronounced incorrectly.

"Musical Spelldown"

"Musical Spelldown", which had its first trial Sunday morning over WTMJ, Milwaukee, came up a winner. Eight contestants were selected from the large studio audience. Organ and piano furnished the mystery melodies, and Phil Cameron went along the line with a hand mike. Runner-up missed on Handel's "Largo", but winner named it pronto and took away the prize, a nice auto robe. Program looms as a topnotch air feature.

Live Stock and Farm Chatter

WDGY, Minneapolis, on Monday, will begin a new series of daily programs known as the Sunshine Live Stock reporter. It will consist of one 15-minute noon day period and an early morning program. During each period a remote broadcast from South St. Paul will be given. On this broadcast, the activity of the live stock market will be presented. The balance of the program will be given over to items of interest to Farmers. The series is sponsored by the Hubbard Milling Co., Mankato, Minn., in connection with an association of 150,000 Northwest farmers. Account was placed through the McCord Agency of Minneapolis.

WJNO as Cupid's Aid

A program idea offering an opportunity to provide suitable music without having artists in attendance, when the space at the scene of the ceremony is limited, was evolved recently by WJNO, West Palm Beach, Fla. The station's staff pianist, Alice Weldon, assisted by the Lauger Sisters and Joe Weldon, helped in an 8 p.m. marriage ceremony at a residence several miles from the studio. Entire program was produced without rehearsal.

Alice Weldon opened the program playing "The Wedding March", followed by the Lauger Sisters singing "O Promise Me". Joe Weldon offered one appropriate vocal number. The vocal numbers were interspersed with appropriate piano numbers by staff pianist.

Dramatize State's Industries

New Jersey's fame as an industrial state is being dramatized in a new series of broadcasts presented each Thursday evening over WPG, Atlantic City, 10-11 p.m. Leading industries and manufacturing concerns are co-operating by supplying the complete history of their developments, while vocal and instrumental talent from these various concerns is featured when available. The Whitall-Tatum Co. of Millville is featured in the initial broadcast, with the Owens Illinois Glass Co. the subject of the second program in the series of 26.

Ball Fans Get Break on WLTH

Starting April 17, WLTH through its live wire sports commentator, Jocko Maxwell, will permit baseball fans to express their opinions on the current big league baseball races during the WLTH Sports Parade on Saturdays at 6 p.m.

The baseball fans will be asked to simply forward their name and address to Jocko Maxwell at WLTH, New York, and on the air they go.

Nick Lucas to Emcee Benefit

Nick Lucas, currently airing on the Ford Motor Dealers program Tuesday nights, will make a special trip to Hartford, Conn. on April 24 to emcee a benefit performance for the crippled children of that city.

Horlick Signed by R.-O.K.

Harry Horlick has just been signed by Rockwell-O'Keefe, Inc.

Neil Hopkins With "Skilllets"

East & Dumke have signed Neil Hopkins for their new "Sisters of the Skillet" program.

EDDY DUCHIN
and HIS ORCHESTRA
Third Record Week at Paramount
Appearing Currently at
PLAZA HOTEL
Management M.C.A.

CBS, NBC SWITCHING CLEVELAND STATIONS

(Continued from Page 1)

Switch in station alignment between CBS and NBC may take place before Nov. 1 if NBC can close a deal with WHK before that time.

WGAR is owned by the same interests which own WJR, another CBS affiliate and it is understood that G. A. Richards and Leo Fitzpatrick have been negotiating with CBS for some months. Fitzpatrick was in New York last week conferring with Akerberg. WGAR operates on 1450 kcs. with 1,000 watts daytime, 500 at night and WHK 2,500-watt daytime, 1,000 at night on 1390 kcs. New network rates for stations have not been announced.

NBC would not comment on the WHK-WGAR switch, neither would they say anything regarding a report from New Orleans that WDSU had been signed to join the NBC-Blue web. WDSU, likewise, when contacted by RADIO DAILY correspondent would not confirm, nor deny, the reports.

Gould Joining Whiteman

Morton Gould, 23-year-old musical conductor heard currently over WOR and Mutual network, joins the Whiteman organization.

CHICAGO

H. LESLIE ATLASS, vice president of CBS, back from New York weekend.

William S. Hedges, vice-president of Crosley Radio in charge of WLW operations, visiting old friends at NBC offices here.

Jack Dowling, some of Broadway singing politician Eddie Dowling, now scripting radio column of Daily Times in absence of Bill Irvin ("Don Foster") who is visiting Hollywood studios.

Helen Bennett, former "Miss Missouri" playing in "Cactus Kate" on WGN, is playing ingenue lead in Group Theater's smash presentation of "The Angel," backstage comedy.

Chicago laughing at story of Bob Taplinger, New York P. A., who bought 15 Palmer House slugs to use during his Windy City stay when he discovered that his Broadway nickels wouldn't work in Chicago's phone booths. The slugs didn't work in any other phone in town, so Taplinger used them to pay his bill.

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

WBRY, Waterbury

Bond Clothes, "The Sports Round-up," 5-minute programs and spots, Monday through Friday.

WPG, Atlantic City

Frigidaire dealers of South Jersey, "Frigid-Airs," twice weekly presentations.

KMOX, St. Louis

St. Louis Star-Times, "The Star-Times Air Edition," 15-min. broadcasts, six a week.

WTMJ, Milwaukee

Coolerator (ice box), transcriptions, renewed for the summer.

WIP, Philadelphia

J. Siegal (clothiers), Ed Wallace's "Man About Town," 5-min. chatter program, six nights weekly, 13 weeks.

WDGY, Minneapolis

Haskins Bros. Co., St. Paul (soap), daily 15-minute program featuring Sons of Pioneers; Hubbard Milling Co., Mankato, Minn., in association with northwest farmers, two daily periods.

WOR, Newark

Radbill Oil Co. (Renuzit), 78 spot announcements, featuring Jean Dahl in household talks and will be heard Monday, Wednesday and Friday, 5:10-5:15 p.m. for 26-week period.

WHN, New York

I. J. Fox (furrer), 216 spots, Monday through Saturday beginning April 12. There will be six announcements per day for 6 weeks. Schillin advertising agency has the account.

WNEW, New York

The Walkathon, now being held at the Brooklyn Ice Palace, has purchased five 15-minute spots per week. News of the contest will be aired Tuesday through Saturday, 2:45-3 p.m. Schillin advertising agency has the account.

BOSTON

Court Treat has been appointed manager of WORL in the Hotel Miles Standish. The station has just been taken over by the same management as WCOP in the Copley Plaza. William Enyman, former manager, has resigned.

Whitman Hall, Chief Engineer of WCOP in the Copley Plaza has recovered from an attack of the flu and is back to work.

Morton Blender, chief announcer for WCOP, has resigned and will leave for Chicago this week to take up his new duties in an advertising agency there. Thornton Steel from WRDC, Hartford, replaces him.



● ● ● The Don Wilson-Hollywood Varieties announced for the Jell-o summer show here yesterday is being held in abeyance until Tuesday pending the outcome of the Henry Hull-Georgie Price audition which Fred Norman is putting on with Miff Mole's band and Ben Grauer as commentator... This will be the final audition made for the summer spot by the agency... Ralph Wonders' mysterious departure for Chicago late last night was made to confer with a former employee of his, Neal Conklin, who heads a band outfit there... Don't be surprised if there's a definite link between the two soon... The Blackett-Sample-Hummert audition the other day was to hear "feminine" male voices for the Bea Lillie show... David Sarnoff holds a private television party at his home the 12th.

● ● ● Two swell kids stepped up to the Little Church Around the Corner yesterday to say "I Do" after having an on-and-off romance for the past three years... NBCaster Jack Fraser and Press Agent Bettie Glenn... Recently we suggested here that Zeke Manners and his hillbillies were worthy of network recognition—and they got a spot on Al Pearce's Ford show via CBS. They clicked so big then—that they are booked to repeat within three weeks.

● ● ● Dick Powell will be on the Maxwell House coffee show coming from the coast in July... H. Williams from the agency is out there now lining up talent... That Hollywood Hotel spot is up in the air again. Tony Martin may not fill it because Fred MacMurray will stay—and the latest one being considered by the agency is Jerry Cooper, who fades from Drene shortly... Rudy Vallee is resting at his lodge in Maine for a few days before sailing on the 24th... A complete hour show with guest artists will stand by in the studios here during Rudy's London airings, just in case something goes wrong... Henny Youngman presented Ted Collins with a gold wrist watch yesterday—which wasn't ENGRAVED!

● ● ● The Phillips Lord office received a letter from a fan the other day stating that "even though Tiny Ruffner did make a few mistakes on his last show, this wasn't substantial reason to FIRE a fellow!—that you should have given him another chance"... Thought you'd get a kick from that, Tiny... Ruth Russell, NBC script girl, is engaged to a sound man... FDR will be tuned to Max D. Steuer via WOL of the Inter-City net when the barrister speaks on the Supreme Court Wednesday night... Tip-off: M. D. Steuer will speak FOR the issue... Frank Black has been renewed on Magic Key... Alice Faye recorded two songs for Brunswick from the Winchell-Bernie flicker.

● ● ● Mark Warnow's production man had an appendicitis attack the other night and was rushed to the hospital for an operation—taking the continuity of the show along, which had Mark up in the air until the man came out of the ether... Mrs. Samuel Tabak, wife of the musician union director, is recuperating in Lenox Hill hospital... Allan Prescott has been renewed for the summer months... Hollace Shaw, CBS singing star, was discovered by Brewster Morgan out on the coast while filling-in for a girl on the Marx brothers audition which was piped here and is now the white-haired girl there.

PROMOTION

Plug Pontiac Series

NBC's "Broadcast Merchandising" this month features art work and story on Pontiac's college series, originating on a different campus each Friday night. "Varsity Show," article states, is carefully merchandised to intelligent groups of potential car buyers. Reproductions of local advertising plus photos of college folks and locale are included.

Signal Oil's campaign on the Coast is also used, show being tied up with independent dealers, with the consumer selling placed secondary to securing merchandising support from service stations. Art work includes reproduction of some of the spotlight advertising used.

Handicapper Contest

WMCA, New York, has a new promotion piece entitled "3,383 Men on a Horse"—"Women Too," by way of calling attention to the Webster-Eisenlohr (N. W. Ayer agency) program, "Today's Winners." Amateur handicappers contest clocked 20,301 entries in one week, a daily average of 3,838 cigar bands being involved, for a total of 40,602.

Total entry fee figured at 18 cents a contestant in postage and 60 cents worth of the havanas.

WXYZ Showmanship Folder

A folder labeled "WXYZ Showmanship," containing instances of recognition and praise accorded the station and its programs by the press and radio editors, has just been issued by the Detroit key station of the Michigan Radio Network.

Among the 48 commercial productions built in WXYZ's studios each week are six half-hour programs and six quarter-hours. Station airs three half-hour commercials weekly to WOR, New York; WGN, Chicago, and Don Lee on the coast; also 16 commercials weekly to WSPD, Toledo.

19 Counties in Spelling Bee

Students of High Schools in 19 counties of northern Indiana and Western Ohio are participating in the High School Spelling Contest, sponsored by the Fort Wayne Journal-Gazette and Westinghouse WOWO, Fort Wayne, Ind., and broadcast each Monday 8-9 p.m. and each Saturday 4:30-5:30 p.m. CST, over WOWO. This contest offers unusually attractive prizes both locally and at the Cleveland exposition where the finalists selected in Fort Wayne, will spell for national honors. R. Nelson Snider, principal of the local South Side High School, is word pronouncer for the contest, and J. A. Becker, station relations director, acts as master of ceremonies. Becker also made arrangements, including those enabling the local winners to participate in the Cleveland Exposition, for the spelling contest.

ORCHESTRAS MUSIC

SHANDOR, gypsy violinist of the networks, has organized a seven-piece string ensemble under his conductorship to play for radio programs, hotels and special dates. The orchestra is already auditioning for guest appearances on air programs and is also arranging to make some recordings and transcriptions. Leonard F. Winston represents the outfit.

Victor Moore writes his own lyrics for the incidental music on the "Twin Stars" program.

Mark Warnow reverts to his original policy of playing ten hit songs on his programs instead of the seven he's been featuring.

Glen Gray and his Casa Loma Ork will play for the Manassas Battlefield Memorial Association which this year combines with the Lee Highway Memorial Association in an Annual Ball, the proceeds of which are dedicated to battlefield grounds. The Ball will be held at the New Willard, in Washington, on April 20.

Abe Lyman's NBC airing on Wednesday nights now includes six selections of his own choosing, in addition to the regular seven winning songs of the week. The aforementioned six include standard accepted numbers of other seasons, with special Lyman arrangements to conform with the fast-tempo policy of the program.

Rubinoff and his much-publicized instrument anticipate his Hollywood interlude by presenting a program of California melodies on his Sunday, April 11th broadcast over the WABC-Columbia network. "California Here I Come" heads the list of west-coast ditties.

Vaughn Bradshaw, in charge of music clearance at WTAR, Norfolk, is readying a group to organize as the Norfolk Chapter of the United Hot Clubs of America. Lee Chadwick is the only other staff member interested; but lots of local boys turn out for the jam sessions at the WTAR studios, with old swing phono discs holding sway.

"Mississippi Misery," song featured in Josef Cherniavsky's "The Foolies" will have its radio premiere on the Cherniavsky Musical Camera pro-

WANTED CONTINUITY WRITER

— human interest dialogue;
4,000 words; 2c a word.
WRITE BOX B101
RADIO DAILY, 1501 B'way, N. Y.

RADIO PERSONALITIES

No. 23 in the Series of Who's Who in the Industry

LESTER A. BENSON, president and general manager of WIL, better known as "Eddie" to the radio fraternity of St. Louis, is the 36-year-old dean of broadcasting in St. Louis. In spite of his youth, Benson is a radio pioneer. His experiments with radio began when he was 14 years old. Before he was 15, he built and operated an amateur spark station. In 1916 he entered Washington University, St. Louis, to study electrical engineering with a view of making it his life's work, and gained the reputation of being one of the best informed persons on the subject in the country.

Benson, when only 17, was made a Marconi Wireless Operator aboard the S.S. Arizona, passenger steamer on Lake Michigan. A few months later the U. S. entered the World War and Benson enlisted in the Army. He became an instructor in radio and was later commissioned a first lieutenant. After the war, he returned to St. Louis and opened the Benwood Radio Co., a radio parts and service store. Here he built his first radio transmitter and put it into experimental service, and in 1920 broadcast the first voice in St. Louis during the Harding election. Later he gave the first commercial broadcast from St. Louis.

Benson built the St. Louis Post-Dispatch station, KSD, also KFVE (now KWK), University City, Mo., later sold to Thomas Patrick Convey, and KFGJ, making four stations built by him in six years.

Back in 1921, Benson introduced the first police broadcasting from an automobile in motion, a type of broadcasting later adopted all over the country and now used in fighting crime. He also introduced play-by-play baseball broadcasting in 1926 from Sportsman's Park, St. Louis.

He has been the guiding hand of WIL throughout the past 15 years, devotes much of his station's time to civic service work, and can boast of having one of the most popular stations in the middle-west.



Unusual record for a youth

gram over the NBC-Red Sunday, April 11 at 4:30 p.m. The song, based on a Negro folk theme, will be sung by Russell Dorr, guest baritone.

The Lazzara Baking Co. of Paterson sponsors a musical program consisting of an ensemble of mandolins, guitars, mandolas, string bass and tympani under the moniker, "The Giuseppe Verdi Forty Novelty Strings" every Sunday, 9:15 a.m. to 9:45 a.m. over station WOV. Conductor is Domenico Amato.

Rosa Ponselle rings down the curtain on the Met. Opera spring tour broadcasts with Bizet's "Carmen" to be heard Saturday, April 17, beginning at 2:00 p.m. over the NBC-Red. Rene Maison, as Don Jose, will have the leading male part in the opera, which will be heard from the Cleveland Public Auditorium.

Mildred Gerber, Chicago girl, who made her operatic debut in "Lucia" with the Chicago Opera Company last fall, will be starred as guest soloist with the WGN Concert Orchestra on the "Pageant of Melody" program from WGN's main studio at 9:45 CST Monday. She will co-feature with Attilio Baggio, tenor. The concert will be directed by Joe Johnson, associate conductor of the orchestra.

Dixie Dale Joins WMBH
Dixie Dale, singer, formerly with WLW and NBC, has been added to the staff at WMBH, Joplin, Mo.

CINCINNATITEMS

Fred Thomas of the Crosley news staff and Ruth DeVore of the DeVore Sisters Trio, in WLW's "Moon River" program, hopped over to Covington, Ky., and were hitched the other day.

Jane Grey, the Crosley artist, is applying the finishing touches to her "Psychoscopying the Famous" before delivery to the printers. Between its covers are Presidents, radio and movie personages, and other interesting names. Her "scope" on the late Ross Alexander of Hollywood will startle the readers.

Florence Hallman, formerly of WIBG, Greensboro, N. C., has joined the Southland Rhythm Girls orchestra, featured daily by WCPO.

Returning to the scenes of his first triumph as an entertainer, Little Jack Little is turning them away at the Hotel Gibson.

Bill Seymour, latest addition to Peter Grant's announcing staff at WLW-WSAI, is a brother of Grand Hotel's Anne Seymour.

Cincinnati is keeping step in step with radio's progress. During the past year WSAI, WCPO and WKRC have erected new transmitters. And recently WCKY was granted 10,000 watts.

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

NEW PATENTS

Radio and Television

Compiled by

John J. Brady, Attorney

Washington, D. C.

2,075,809—Control Apparatus for Radio Receiving Sets. Robert B. Foster, Los Angeles, assignor to John B. Smiley.

2,075,818—Television Apparatus. Harry R. Lubcke, Los Angeles.

2,075,855—Magnetron. George R. Kilgore, Bloomfield, N. J., assignor, by mesne assignments to RCA.

2,075,876—Cathode Organization. Carl J. R. H. von Wedel, Berlin, Germany, assignor, by mesne assignments to Electrons, Inc.

2,075,891—Electric Condenser. William Dubilier, New Rochelle, N. Y., assignor to Cornell-Dubilier Corp.

2,075,910—Thermionic Cathode. Ernest Y. Robinson, Lymm, England, assignor to Associated Industries, Ltd.

2,075,962—Multirange Radio Receiver. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,075,972—Remote Control Device. Edward L. Barrett, La Grange, Ill., assignor to Utah Radio Products Co.

2,075,979—Amplifying or Receiving Device. Popko R. Dyksterhuis and Jacob van Slooten, Eindhoven, Netherlands, assignors to RCA.

2,076,086—Cathode Ray Tube. Alan W. Ladner, Danbury, England, assignor to RCA.

2,076,102—Thermionic Tube Control. Verage Tarzian, Philadelphia.

2,076,168—Quenching Oscillator for Super-regenerative Receivers. Alfred H. Turner, Collingswood, N. J., assignor to RCA.

2,076,175—Phase Modulation Receiver. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,076,222—Directive Radio System. Edmond Bruce, Red Bank, N. J., assignor to Bell Telephone Laboratories, Inc.

2,076,253—Television. Charles Selz, New York, N. Y., assignor to Telelight Corp.

2,076,264—Phase and Frequency Control of Oscillations. Henri Chirix and Paul Borias, Paris, France, assignor to Compagnie Generale de Telegraphie sans Fil.

2,076,289—Frequency Modulation. Rudolf Bechmann and Herbert Elstermann, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,351—Modulation. Hans O. Roosenstein, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,361—Crystal Oscillator Monitor and Centralized Control. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,075,368—High Frequency Power Supply System. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.

Editor Considers Air Spot

Stanley Walker, former city editor of the Herald-Tribune, author of "City Editor", "Night Club Era" and "Mrs. Astor's Horse", has been offered an air show in which he'd emcee the program. Walker, now editor of the "New York Woman" mag, has left the matter in the discussion stages, pending agreement on his having full sway over talent and script.

HELEN GLEASON

SENSATIONAL YOUNG SINGING STAR
OF

"FREDERIKA"

General Motors Concert April 11

PERSONAL REP. LEO ERDODY
711 Fifth Ave., N. Y. Wic. 2-2100

Coast-to-Coast

RANSOM SHERMAN, once featured in Carefree Carnivals and other NBC programs from San Francisco, will emcee the new daytime Variety Hour starting Tuesday over the NBC-Blue net from Chicago. Sair Lee, Robert Gately, Harry Kogen and others will be in the cast.

H. J. Lovell, operator at WKY, Oklahoma City, has returned to his post there after three months at KVOR, Colorado Springs. Ben Bezoff, a recent arrival at WKY from Denver, and originally assigned to the news bureau, has traded places with Martin Jacobsen, announcer.

Jocko Maxwell, sports commentator at WLTH, will have Jimmy Caras, billiard champ, as guest on WLTH's Sports Parade tomorrow at 6 p.m.

WTCN, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, fed the last "Our Neighbor" program to the NBC-Blue net. Jerry Belcher, interviewer, aired a visit in the home of Mayor Gehan of St. Paul.

George A. Hazlewood, manager and sports commentator for WJNO, West Palm Beach, Fla., interviewed Jack Dempsey and Charles Francis (Soccer) Coe in the WJNO studios Tuesday evening.

Ben Decker, formerly of WGAR, Cleveland, has taken up his duties as program director and continuity writer at WJNO, West Palm Beach. He also takes his turn at announcing.

William Hebert of the Paramount studio publicity staff has been added to the script staff preparing "Paramount on Parade," Sunday noon CBS broadcast.

Edith Jolson, blues singer at WICC, Bridgeport, is trying a new 6:45 p.m. spot after her recent illness. Yale Sunday morning services on WICC will again come from the Battell Chapel starting Sunday.

Jim Peters, who plays the father role, and **Janis Lee Huston**, portraying



LIBBY HALL

Sustaining

WMCA, Wednesdays, 8:30-8:45 p.m.

BLUES SINGER WITH A LIKEABLE STYLE BUT JUST ROUTINE MATERIAL.

Libby Hall, blues singer heard over WMCA for the past year or so, started this new spot Wednesday with a program of numbers pretty much in the ordinary line. Miss Hall is a good singer, somewhat on the Helen Morgan side, and can warble numbers in a pleasing manner. Her collection on this occasion included "I've Got My Love to Keep Me Warm," "Moonlight and Shadows" and some other more or less widely used pieces, with nothing in the way of a distinctive arrangement to lift her out of the routine line.

"SPELLING BEE"

with Ted Webbe

Wallraff Co., Newark

WNEW, Wednesdays and Fridays, 9-9:30 p.m.

CONTEST ORIGINATING FROM THEATER STAGE IS USUAL STUFF OF ITS KIND.

This is practically no different from the flock of other spelling bees now current, except that the broadcast comes from the stage of the Paramount Theater, Newark. Ted Webbe, who conducts the contest, calls eight contestants from the audience, and they engage in a spell-down. The proceedings at the first show were somewhat draggy. This is inevitable in view of the wide difference in qualifications of an octet invited from a theater audience. Winner of the contest gets a cash prize.

ing his daughter, in "A Modern Girl's Romance" over KOMA, Oklahoma City, are reported headed for the altar.

Ethel Rattay's "Tea Time Topics" will be the first daily feature of WPG, Atlantic City, to go on summer schedule. Starting Monday it takes the air at 3:30 p.m. WPG's "Man on the Street," incidentally, is doing plenty of active duty on the Atlantic City Boardwalk.

Don Bolt, formerly in the advertising agency business in Boston, ex-newspaper man and more recently on the staffs of WBOW, Terre Haute, WTAX, and WCBS, Springfield, Ill., has joined the staff of KMBC, Kansas City as an announcer.

Happy Long, until recently heard over WIRE, Indianapolis, has joined KXBY, Kansas City, and is heard daily on a morning spot as the Lonesome Ranger. Announcing the pro-

FRANK BLACK

(String Symphony)

Sustaining

NBC-Blue, Wednesdays, 9-9:30 p.m.

BETTER MUSIC PROGRAM RETURNS IN GOOD TRIM FOR THE CLASS CLIENTELE.

As a relief from the maze of swing, jam and jazz that dominates the air at night and in the day as well, the resumption of this symphonic string series under the direction of Frank Black will find a welcoming audience. Program is in the classical music category, but not too heavily so. For musical enjoyment by those with better tastes, as well as for relaxing, the series will serve nicely.

"STORY OF A SONG"

Sustaining

CBS, Tuesdays, 3:30-4 p.m.

INTERESTING COLLECTION OF SONGS NOT FREQUENTLY HEARD ON THE AIR.

Among the merits that recommend this program is the fact that its musical selections are off the familiar beaten path. Idea behind the series is to present concert vocalists in songs that have been more or less neglected despite their intrinsic quality. Development of vocal music in various ages and countries is to be covered in the programs, with one prominent woman and one male singer on each show, the announced initial duo being Colette D'Arville and Benjamin De Loache. A batch of songs for children comprised part of the initial broadcast. They were exceptionally good.

gram is **Walt Lochman**, the station's ace mike voice.

Western Final Soccer Game, in national competition, between the Shamrocks of St. Louis and the Sparta Club of Chicago, was played at the Sparta Field in Chicago and was broadcast by WIL in St. Louis. The hookup on the game was very novel. Western Union ticker-service was used, with Neil Norman giving the play-by-play broadcast from the studio, while Norman's sport partner, Bill Durney acted as correspondent from the point of origin. The game was played in a driving rain and ended in a nothing to nothing tie.

Competition is keen on **Eta Alpha Program**, early morning show from 7 to 7:30 over WDRC. Listeners throughout Connecticut, Massachusetts and New York State vie with each other to submit the best list of selections to be used on the Saturday morning broadcast of this

COMMENTS

On Current Programs

Ken Murray

Second program in the new Campbell's Tomato Juice series with Ken Murray, Oswald, Lud Gluskin's orchestra and Shirley Ross (CBS, 8:30 p.m. Thursdays) was a little better than the opening show. But not enough yet. Much of the improvement resulted from giving Oswald more time. Cast is fine. Material is the problem.

Tex Walker

In addition to his Wednesday 6:30 p.m. spot, "America's Singing Cowboy" has started a new Tuesday and Thursday 4-4:15 p.m. series over WINS. As cowboy crooners go, Tex is right up with the best of them. He has a melodious voice and can rattle off the yippies and yodelays as smoothly as the next fellow from the open plains, midwest or Jersey.

"Your Hit Parade"

The manner in which this NBC-Red 10 p.m. Wednesday show continues to hold both entertainment merit and fascination is chiefly a tribute to the maestro talents of Abe Lyman.

"Mlle. Modiste"

Swell vocal work by Jessica Dragonette and Charles Kullman made the CBS Wednesday night radio version of the Victor Herbert operetta a delight. Only drawback was the curtailment of the original book. It marred the tout ensemble considerably.

WJNO Increasing Power

West Palm Beach, Fla.—WJNO, of which George A. Hazelwood is general manager, has increased its power to 250 watts daytime.

weekly feature. A handsome electric clock is awarded the listener sending in the chosen list. The program features organ music by Collins Driggs and is announced by Ray Barrett. Throughout the entire program weather reports and the correct time are given at frequent intervals.

The "Civic Service Period," conducted by Mr. Fixit over WIL, St. Louis, is one of the most popular local programs on the air in St. Louis. David G. Evans Coffee Co., sponsors of this instructive quarter-hour, has received thousands of requests for the toy-machines they are at present giving away, and a short announcement by Mr. Fixit the first evening was answered by more than 4,000 requests for the premiums.

Howard Barry of "Manhattan Matinee" was auditioned by CBS yesterday afternoon with a view to featuring him on a new commercial.



President Roosevelt's Supreme Court proposals has been responsible for more radio talks than any other public topic.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

THE grand passion takes to the air with Beatrice Fairfax signed to do dramatizations of lovelorn advice on a program for Hudson River Day Line.... Agency is Wendell P. Colton.... Connie Boswell to ether-guest on the Crosby program May 6.... She's being besieged by interested sponsors who want her to go commercial.... No decision yet.... The Boswell Sisters as a unit have just turned down \$1750 bid for one shot a week series, disproving recently advanced theory that trios no longer rate large quantities of sugar.... Anticipatory buzzing about a Young and Rubicam summer show featuring Tim and Irene.... Gertrude Lawrence added her signature to a contract for commercial.... Sponsor is an oil company.... The Rachel Crothers opus starring La Lawrence opens next week for two weeks reaction-test.



Chirographer's corner.... The Rockefeller Center Business Men's Exposition will feature Helen King, handwriting analyst.... The King damsel will not only analyze.... she'll function as judge and award prizes to most interesting scrawls.... Admission and analyses to be gratuitous.... Mary Christine Dunn, the Bonnetterre, Mo., prodigy-babe, to be heard over the NBC-Blue on Friday, 5:45 to 6:00.... To avoid tension and over-excitation of the child the mike will be tucked away in an obscure corner and Mary Christine will sing songs and chat with her dad and ma without awareness of its presence.... Jack Johnstone, whose brain-child is "Buck Rogers" of ether-fame, is the proud parent of a baby-girl named Barbara.... Lois Lorraine, CBS press dept. ticket custodian has never (whisper it softly) attended a RADIO BROADCAST.



Helen Gray, Philadelphia scribe, radio speaker and famed traveller will have things to say anent problems on "It's a Woman's World," April 13.... Ned Midgeley, BBDO's radio time buyer has a new secretary, named Ninette Joseph.... Kathryn Cravens flies to St. Louis to week-end with her husband.... Ruth Bradley, vocalizing clarinetist with the Ruby Newman ensemble, has signed a contract with him that takes care of her next three years, professionally speaking.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 19 of a Series

WSAZ—HUNTINGTON, W. VA.

1190 K.C.—1,000 Watts

W. C. McKELLAR
President

GLENN E. CHASE
Chief Engineer

WSAZ, now celebrating its tenth year as a broadcast station, is owned and operated by WSAZ, Incorporated. W. C. McKellar, originator of the station is its President, and Glenn E. Chase, who assisted McKellar, is chief engineer. WSAZ now broadcasts on a thirteen-hour-a-day schedule, commencing operations at 6 a.m. and signing off at 7 p.m. It is a member of the West Virginia Rebroadcast System.

WSAZ was established on April 5, 1927. McKellar, then an electrical engineer received permission to broadcast his station as a 100-watter. Studio and transmitter for the station were located in McKellar's electrical store. The station was first put on the air by pushing a phonograph before a microphone and playing a number of recordings. In a very few hours the McKellar Electric Co. was besieged with telephone calls inquiring the whys and wherefores of the mysterious music that was being heard in many homes around Huntington. Ten years later WSAZ is still broadcasting, but now as established transmitter, with an enviable list of sponsors who have found WSAZ a perfect medium with which to advertise their products.

WSAZ was purchased by WSAZ, Incorporated, June 1929. At this time McKellar gave up his business to devote all of his time to the presidency of the new corp. May 1934 found the FCC granting the station an increase of power to 1000 watts. In Dec. 1936 a new 204-foot Blaw-Knox self supporting, shunt-fed vertical radiator antenna was erected. Studios are located on the third floor of the Keith-Albee Theater building and the transmitter is located at Pleasant Heights, three miles from the center of Huntington.

Helping WSAZ to celebrate a decade of rebroadcasting this week is the Minter Homes Corporation. The sponsor is in himself, a recommendation to would-be time buyers on the station. It was one of the first four sponsors to utilize the station for commercial purposes back in 1927, and it is still buying time regularly.

Varied Viewpoints

Music Main Element In Radio Programs

MUSIC is still the main element in radio programs, and I think it will continue to be. The radio audience of today is receptive to more of the finer and serious music than ever before. The standard of musical appreciation found throughout the country today is surprisingly high. People are more and more listening to music because they like it, rather than because they think it is good for them. This status has been the result of a gradual development and radio broadcasting likes to think that it is largely responsible for this. Radio has played a most important role in enlarging the nation's musical circle. The broadcasters and advertisers of the country are sensitive to this ever-enlarging interest, and I think it is safe to say will respond by giving an increasing amount of thought and time to this category of entertainment.

One of the greatest merits of our competitive system is that the real and sincere desires of the audience are recognized and fulfilled. A recent example of this was the announcement made by the National Broadcasting Company concerning a series of concerts to be given under the direction of Arturo Toscanini, an announcement heralded by music critics and the American public alike.

The American listener expects to hear the best artists. Today there

are very few great artists who are not also great names in radio. In the coming generation there will very likely be none. Hearing great music regularly fosters musical curiosity. In a place where there are only a few concerts a year, one must be content with familiar things. As music is heard more regularly, a greater variety is demanded. This means that more neglected music will get on the air. It also means that new music will have a better chance. It is surprising how many first performances today are also radio performances. The listeners are not asking themselves, "Is this a modern piece?" but "Is this a good piece?"

The Columbia Broadcasting System has commissioned six American composers to write music especially for radio. These compositions will be presented to the radio audience within a few months. At the present time, this is an experiment. But writing serious music for radio won't remain an experiment long. Our review of those compositions already submitted convinces us of this. Radio will not only supply the demand which it has created for better music, but will as in the past keep ahead of this new public appreciation, for the educational period is not wholly completed. Consistent with this, I believe you can expect from radio in the future more good music, more great music, more neglected music and more new music, interpreted and presented by the greatest artists. — WILLIAM S. PALEY.

(Continued on Page 8)

GUEST-ING

PATTI CHAPIN, on Johnnie Presents, tomorrow (CBS, 8:30 p.m.).

AMERICAN TAMBURITZA STRING ORCHESTRA, on 13th anniversary broadcast of Alka Seltzer National Barn Dance, tomorrow (NBC-Blue, 9 p.m.).

SAM JAFFEE, noted character actor, on Crosby Gaige's Kitchen Cavalcade, April 12 (NBC-Blue, 10:45 a.m.).

ERNEST TRUEX, on Charlotte Buchwald's Playgoer program, April 13 (WMCA, 1:45 p.m.).

OTTO SOGLOW, on Richard Brooks' Little Things in Life program, tomorrow (WNEW, 7 p.m.).

HARRISON JUBILEE CHOIR, on Three Little Funsters program, Sunday (WMCA, 2:30 j.m.).

JACQUES FRAY and MARIO BRAGGIOTTI, on Nine O'clock Revue, Sunday (WOR, 9 p.m.).

PEGGY CONKLIN, on Radie Harris program, today (WHN, 8 p.m.).

BILLY and BOBBY MAUCH, on Joe Cook's Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

RANDOLPH SCOTT, IDA LUPINO, BENNY BAKER and RAOUL WALSH, in "Artists and Models" scene, on Paramount on Parade, Sunday (NBC-Red, 12 noon).

DURELLE ALEXANDER, on Major Bowes Capitol Family program, Sunday, (CBS-11:30 a.m.).

WILBUR WOOD, Dr. George Cojacob and Frank Foster on Sam Taub's Hour of Champions, today (WHN-1 p.m.).

CARY GRANT, on "Hit Parade", April 24 (CBS, 10 p.m.); CHARLIE RUGGLES, May 1; LOUIS D'ANGELO, May 8; KITTY CARLISLE, May 15, and LESLIE HOWARD, May 22, on same program.

Postal Placards

A picture of Stan Shaw of "Milkman's Matinee" with a package of "20 Grand Cigarettes" in his hand will be placed in Postal Telegraph office windows in the metropolitan area within the next few days. Postal Telegraph takes care of the printing and gives credit to Station WNEW and sponsor in return for plugs on the "Milkman's Matinee."

ONE MINUTE INTERVIEW

JOE MARSALA

"A good way to cure an inferiority complex is to listen to swing music. I've found that many shy, backward people—who usually wouldn't think of getting up on the dance floor—are suddenly inspired by swing to go into a series of gyrations on the floor totally oblivious of any imagined shortcomings and intent on the rhythms."

WIRE-SNIPING LOOMS IN CHICAGO BAND JAM

(Continued from Page 1)

have turned thumbs down on the proposition. Retaliation by the respective program departments of the networks is expected to start a general war for choice remote spots.

NBC now has the Congress, Stevens, Morrison and Bismark Hotels; Mutual (and Music Corp. of America) has the Aragon and Trianon (ballroom), Drake, Blackhawk, Palmer House and Blackstone Hotels. CBS is holding on to Edgewater Beach and College Inn, long standing WBBM spots (booked by MCA). So far Consolidated and NBC have been unable to dislodge the Drake from its intention to stick to WGN and Mutual pickup.

Hal Janis on Vacation

Hal Janis, sports director for WMCA has left for a vacation. He will be gone for two weeks.

VIEWPOINTS

(Continued from Page 7)

Persuasive Qualities Have Entrenched Radio

RADIO has grown so rapidly and is now so solidly entrenched as a medium of advertising because of its characteristics that are shared by no other medium. In the first place radio is HUMAN, it has personality. It adds the persuasive personal appeal of the human voice to advertising. Secondly, radio comes right into the home; it's intimate. Radio characters are invited into the family circle, providing a perfect setting for the advertising message. Third, radio reaches everybody. Radio ownership is now almost universal. Fourth, radio provides entertainment of high caliber and practically every family in your city and trade area has a radio and listens to radio programs daily. Fifth, radio has EMOTIONAL APPEAL. Emotions sell more goods than fact or logic. Sixth, people listen regularly to radio. Listening becomes a habit.—T. R. PUTMAN, Manager KFRO.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

April 9 Greetings from Radio Daily

to
Fred Raphael Oliver Smith
Mickey Alpert Brewster Morgan

April 10
Mark Warnow Haven MacQuarrie
Peg La Centra Elliott Shaw

Fred Hall
April 11
Edward J. Fishman Johnny Welsh

★ EQUIPMENT ★

WTMJ Volume Limiter

Milwaukee—WTMJ has made another new improvement in service by installing a volume limiter, one of the first commercial models, hitched to speech input at transmitter. It makes possible raising audio signal to transmitter three to four decibels, having the effect of almost doubling power at receiver. Limiter is the new Western Electric 110-A Program Amplifier, which automatically takes care of overloads, thereby decreasing noise in receiver. WTMJ also has put up a new 400-ft. vertical radiator. Dan Gellerup is chief engineer.

Recording Mechanism at WPTF

Raleigh—Adding to its complete set of RCA equipment in studio, control panel and transmitter, and facilitating the auditioning of programs for clients, WPTF has installed an Instantaneous Recording Mechanism for use in combination with its Turntables as a means of making recordings at turntable speeds of 33 1/3 r.p.m. or 78 r.p.m. These recordings can be played back immediately, no special pickup or needles are required and every effort has been made to eliminate complicated procedure. Installation was supervised by WPTF's Chief Technician Henry Hulick. The mechanism will be used to record studio programs to be auditioned for interested sponsors at their convenience, and with the station already owning portable turntables, these auditions can easily be scheduled for the sponsor's own business establishment.

New Amplifier for WMT

Cedar Rapids, Ia.—Charles F. Quentin, technical supervisor for WMT, Cedar Rapids-Waterloo, recently back from a trip to Milwaukee where he looked over engineering facilities of stations in that field, has placed an order for one of the new Western Electric 110-A Volume Booster amplifiers to be installed at the 5,000-watt transmitter plant near Marion, Ia. The unit will insure WMT a higher average percentage of modulation.

Ind. Radio Set Firm

Indianapolis — United Distributing Corp., jobbers of Motorola radio receiving sets, has been incorporated in Indiana by Charles J. Kruse, C. W. Carrico and E. L. Kruse. They will handle the five types of Motorola radios at this time, and after May 21 will distribute the line for home use. The new corporation has leased space at 909 North Capitol Ave.

RCA Boston Office Moves

Boston—Local office of RCA Manufacturing has moved from the Statler Building to the Metropolitan Theater Building. J. B. Elliott is district manager. John Mauran is the company's service manager for the New England territory.

Radio Studio on Wheels

A complete radio studio on wheels that can venture anywhere an auto will go, and give listeners a candid report of what it hears, is the latest achievement in radio.

It was built in a trailer by NBC engineers for "Hollywood In Person," a new daily program that invades the Hollywood movie lots for interviews with stars and studio personnel via a candid microphone, every morning except Saturday and Sunday at 11:45 a.m. PST.

The studio on wheels is a trailer, 23 feet long, 6 feet 6 inches high and equally wide. It boasts all the acoustical treatment found in the most modern of broadcasting studios.

Its microphones can be used inside or carried right out in the street by Capt. Bob Baker, candid mikeman of "Hollywood In Person," and Louise Roberts, fashion and beauty expert.

The actual studio of the trailer occupies 14 feet of the trailer's over-all length, while the rest is taken up by the complete engineer's control room. In addition to the soft, porous acoustical wall treatment, the studio is carpeted with rust color rugs matching the interior scheme of ivory and rust. Wide windows, permitting spectators to see everything going on inside, are of double thickness and are sound proof.

Station Improvements

Sherman, Tex.—KRRV plans an increase in power to 500 watts and installation of a new transmitter and vertical antenna.

Indianapolis—WIRE has asked the FCC for license to cover changes in equipment, increase in power and directional antenna.

Wichita Falls, Tex. — Construction permit for a new transmitter has been applied for by KGKO.

Burlington, Vt. — WCAX plans changes in equipment, vertical antenna and power increase.

Lynchburg, Va.—Change of transmitter site is included in an amended application of WLVA to the FCC seeking permit for various changes.

Decatur, Ill.—WJBL plans to erect a new transmitter.

Portland, Ore. — License to cover construction permit for changes in equipment has been asked by KBPS.

Jerome, Ariz.—Installation of vertical antenna and increase in power to 250 watts are planned by KCRJ.

Washington, D. C. — FCC has granted authority for equipment changes or other installations to KRLC, Lewiston, Ida.; WHBP, Huntsville, Ala.; WBBR, Red Bank, N. J.; KTEM, Temple, Tex.; WHBU, Anderson, Ind.

Denver — Hearing will be held shortly by the FCC in Washington on application of KVOD to install directional antenna system for night use and increase power to 1 kw.

Columbus, Ga.—WRBL plans new equipment and change in frequency and power.

FOUR NEW ACCOUNTS STARTING ON MUTUAL

(Continued from Page 1)

the account. WGN show is 10:45-11 a.m. (EST) and WLW repeats at 1:45-2 p.m.

Ravin Co. through Hays MacFarland & Co., Chicago, it is understood will begin a series on April 25, 11:15-11:30 p.m., on WOR and WAAB, with a repeat at 12:15-12:30 a.m. the same night to WGAR, WGN, WLW and CKLW. Program will originate from WOR. On the same night Willys-Overland will take the air for the first time in a series featuring Kay Kyser and his orchestra Sundays, 10-10:30 p.m. over a coast to coast network still to be set. U. S. Advertising Corp., Toledo, placed the account.

Directly following the Willys spot, 10:30-11 p.m., Lovely Lady will start its network series on May 9 on nine MBS stations (WGN, WOR, CKLW, WFIL, WCAE, WGR, WGAR, KWK and WSAI). Pat Barnes will be the entertainment, doing a music and poetry routine. Contract is signed for 52 weeks through Kirtland-Engel Co., Chicago.

Mutual this week, in order to keep the trade more informed, will begin to issue its own trade news reports. Heretofore MBS releases have been a part of either WGN, WOR or other affiliated stations releases.

KANSAS CITY

KMBC has completed alterations which make a new audition room of space formerly used as a directors' room.

Arthur B. Church, KMBC president, will return from Washington the first of next week.

After several delays, G. L. (Jerry) Taylor, president of Midland Television Inc., got away for an eastern business trip that will last three weeks. He expects to be in New York, Philadelphia and Washington inspecting television plants and buying equipment for the school here.

Frank Heyser, KMBC production head, back from the coast, returns there May 1 to handle production of "Phenomenon," disk show.

Walt Lochman, KXBY sports announcer, going to Chicago for the baseball announcers' confab this week-end.

H. Dean Fitzer, WDAF gen. mgr., is back on the job after licking the flu.

KXBY, prevented by American Ass'n rulings from broadcasting Sunday ball games, will put on a sports resume instead.

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