



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 46

NEW YORK, N. Y., WEDNESDAY, APRIL 14, 1937

FIVE CENTS

New Disk Sales Plan

COURT ENDS FIGHT OVER SALE OF KTHS

Hot Springs, Ark.—Long fought battle over sale and proposed removal of KTHS from here to another site has finally resulted in a decision whereby the sale was declared valid by Chancellor Dodge. KTHS is affiliated with NBC and was sold by the Chamber of Commerce to Col. T. H. Barton, who also owns KARK, Little Rock. Barton is head of the Lion Oil Co.

When the outlet was sold by the C. of C., many public spirited citizens as well as the mayor rebelled against the city losing the station and the

(Continued on Page 6)

Sears-Roebuck Aims At Foreign Element

Philadelphia—Sears-Roebuck campaign to reach the foreign element, starting with a 15-minute daily news flashes in Jewish over WDAS here, will later be pumped to a foreign language station in New York and Brooklyn. Same pattern is being readied for Italian, German and Polish programs. Lavenson Bureau is the agency.

NAB To Take Action On Title Duplication

At its annual convention in Chicago the middle of June, the NAB will act on the problem of title duplication, according to word received from James W. Baldwin, NAB managing director, by WBNX, which recently filed protest with the broadcasters' association.

Meanwhile WBNX is dropping its "Rockets" show on Sunday "because other stations in the same service area are now doing the same job."

Rehearsal Audience

West Coast Bur., RADIO DAILY

Los Angeles—Though they are not called such, the Fred Astaire-Charles Butterworth NBC-Red network show for Packard is using studio audiences for the 11 to midnight Monday night dress rehearsals.

The idea is to use the audiences for checking timing on gags.

Opposes Berne Move

Washington Bur., RADIO DAILY

Washington—Declaring pending Duffy copyright bill makes adequate provisions for widespread expansion of radio, movies and magazine fields, Marvin Pierce, chairman of copyright committee of Nat'l Ass'n of Publishers, appeared before the Senate subcommittee on foreign relations yesterday and opposed entrance of the U. S. into the Berne convention.

PLANS ARE REVISED FOR NAB CONVENTION

Because the June 13-16 dates conflicted with the Pacific Advertising Club convention in Salt Lake City, dates of the NAB convention have been changed to June 20-23 and the event will take place at the Hotel Sherman in Chicago.

Convention schedule includes a golf tournament on the first day, broadcasting matters next two days,

(Continued on Page 6)

New Amplifying Device Is Introduced by W. E.

A new device, developed by Bell Telephone Laboratories, enabling stations to increase their double effective signal level without raising their input power or increasing their licensed carrier power, is announced by Western Electric Co.

In the past it has been necessary

(Continued on Page 6)

Wattage Tax on Stations Proposed by Comm. Payne

Show Cause Order Issued In Dispute Over WJBW

New Orleans—Civil District Court yesterday refused Southern Broadcasting Co. lessors of WJBW, temporary injunction restraining the owner, Charles Carlson, from interfering with station operation, but ordered Carlson to show cause Friday why preliminary injunction should not be issued.

Distribution of Platters Through 29 Regional Exchanges on Flat Fee Basis Launched by New Firm

DON LEE WILL GIVE MUTUAL PREFERENCE

West Coast Bureau, RADIO DAILY
Los Angeles—Though reported that the Don Lee network had worked out an agreement with Transamerican Broadcasting & Television Corp. whereby the Coast web would accept live talent and transcription shows (commercials) from Transamerican, Lou Weiss, general manager of Don Lee chain, stated he would not do anything along these lines which would in any way embarrass Mutual Broadcasting System.

Don Lee, affiliated with Mutual since December 29, has a permanent wire, both commercial accounts and sustainings being on the line fairly continuously. According to Weiss, there is no intention to do otherwise

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Radio News Men Meet In Chicago April 24-25

Chicago—Regular meeting of the executive committee of the Association of Radio News Editors and Writers has been called for April 24-25 at national headquarters, 360 North Michigan Ave. here. It is understood the committee will take up the question of a permanent constitution and by-laws, and again vote

(Continued on Page 6)

Unique and comprehensive merchandising method of marketing electrical transcription program series to stations has been worked out by a newly organized group from the motion picture field who for the first time will apply the showmanship and business methods found successful in the distribution and exploitation of films.

New organization, called Universal Radio Corp., headed by Herbert R. Ebenstein and Harold C. Hopper, recently acquired one of the largest transcription studios in Hollywood

(Continued from Page 3)

SOAP BUSINESS LED CBS FIRST QUARTER

For the first three months of this year, soap manufacturers' radio expenditures on CBS increased 119.3 per cent over the same period last year, a breakdown of CBS gross revenues reveals. Next largest increase, 63.9 per cent, came from the food companies. Other industries which in-

(Continued on Page 2)

Phillips Petroleum Co. Gets Control of UBC

Phillips Petroleum Co. now controls United Broadcasting Co., according to report filed by the latter concern with Securities and Exchange Commission, just made public by the N. Y. Stock Exchange. Phillips on

(Continued on Page 6)

Time Record

Chicago—When Marshall Field's "Musical Clock" celebrates its seventh birthday tomorrow over WBBM, Miss Halloween Martin, the announcer, will have served seven years on one program, under one sponsor, airing 12 hours a week. If this isn't the world's record time total for a program and announcer, Miss Martin wants to know.

Washington Bureau, RADIO DAILY
Washington—George Henry Payne, member of FCC commission, yesterday sent to Congressman John J. Boylan (N. Y.) a letter and proposed bill advocating a special tax on broadcasting stations.

Bill proposes a rate of \$1 a watt annually on stations up to 1,000 watts, \$2 a watt for stations of 1,000-10,000 watts, and \$3 a watt for stations above 10,000 watts. Measure

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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Apr. 13)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168½	168¾	— ¾
Crosley Radio	22¼	22	22¼	+ ¼
Gen. Electric	55¼	54½	55	+ ½
North American	27¼	26	27	+ ½
RCA Common	11½	10¾	10¾	— ½
RCA First Pfd.	74½	74¼	74½	+ 1
RCA \$5 Pfd. B.	(98 Bid)			
Stewart Warner	18¾	17¾	18¾	+ ¾
Zenith Radio	32¼	32	32¼	+ ¼

NEW YORK CURB EXCHANGE				
Hazeltine Corp.				
Majestic	4¼	4½	4¼	
Nat. Union Radio	3½	2¾	3	+ ¼

OVER THE COUNTER		
	Bid	Asked
CBS A	56¾	58¾
CBS B	56¼	58
Stromberg Carlson	15¼	16¼

WINS Extends Time

WINS, owned and operated by Hearst Radio, Inc., effective May 1, will increase its broadcasting day to 10 p.m. At present station is signing off at 9:45 p.m. Added 15 minutes will probably be devoted to dance music.

Kahn Handling Publicity

Chicago—Bob Kahn, account executive of the Dade B. Epstein Agency here, also is handling publicity for radio stars. Among his clients are Anne Seymour, Gale Page, Betty Winkler and Fayette Krum.

Millet-Jackson Wedding Bells

Arthur Millet, CBS announcer, was married to Helen Jackson of the "Blue Flame" trio last Sunday.

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

CBS Gross Billings by Industries

First Quarter Comparison

Industry	1936	1937	Change Per Cent
Automotive	\$734,597	\$959,069	+30.6
Cigars, Cigarettes, Tobacco	609,370	960,754	+43.5
Confectionery, Gum, Ice Cream	419,060	299,730	-28.5
Drugs and Toilet Goods	1,523,746	1,466,594	-3.8
Financial		138,140	
Food and Food Beverages	1,083,138	1,775,291	+63.9
House Furnishings	87,291	27,322	-68.7
Lubricants, Petroleum Products	489,715	504,759	+3.1
Machinery	36,990	53,475	+44.6
Office Equipment	256,300		
Paints, Hardware	34,640		
Radios	179,486	196,820	+10.0
Schools		2,207	
Shoes, Leather Goods	30,370		
Soaps, Housekeepers Supplies	248,992	545,982	+119.3
Stationery, Publishers		67,155	
Travel and Hotels		30,450	
Wines and Beer	45,465		
Miscellaneous	143,391	174,905	
Grand Total	\$5,982,551	\$7,202,653	+20.4

Soap Business Led CBS First Quarter

(Continued from Page 1)
 creased on the CBS web were tobacco 43.5 per cent; automotive 30.6 per cent and machinery 44.6 per cent. The heavy spending of Lever Bros. for Rinso, Spry, Lifebuoy and Lux soap was directly responsible for the large increase in the soap field. Continental Baking's five day a week program helped to hoist the food account advertising. Luckies and Philip Morris cigarettes are new tobacco accounts CBS did not have early last year. CBS increased its rates about 9 per cent as of last January on all new accounts signed by the network, and this fact no doubt accounts for some of the increases reported.

In dollar volume, the food column leads with \$1,775,291; drugs and toilet goods follows with \$1,466,594; tobacco, third, with \$960,754; automotive, fourth, with \$959,069 soap, fifth, with \$545,982.

Despite the rate increase on some accounts the drug and toilet goods columns fell off 3.8 per cent. No beer or wine is now being advertised on CBS. The reason for nothing being listed in the office equipment column is due to Remington Rand dropping the "March of Time" sponsorship which is now sponsored by Time and listed under publishers. Cooks is the advertiser listed under travel.

Complete breakdown appears on this page.

Star Radio Signs KMO

Star Radio Programs, Inc., has added KMO, Tacoma, to its script folio feature. The folio, in addition to commercial announcements and musical introductions, contains seven half-hour musical programs into which a station program director can build his own showmanship.

Newcomer on Ford Show

Carolyn Urbanek, newcomer to the air, has been signed as a soloist for the new Rex Chandler broadcasts beginning Saturday over CBS, 7:30-8 p.m. Program, sponsored by Ford Motor Dealers, begins its new series on same date.

New Kate Smith Show Will Plug Two Products

When the new Kate Smith full-hour variety program takes the air sometime before next Christmas, the program will be under the joint sponsorship of Calumet Baking powder and Swans Down Cake Flour, both General Foods products handled by Young & Rubicam.

Sponsor is now negotiating for time and it seems that CBS might have a chance to garner this program if they can deliver a choice period. General Foods for sometime has only used NBC networks for its programs.

With this latest talent deal set General Foods now has under contract Jack Benny, Robert Ripley, Burns & Allen, Stoopnagle & Budd, in addition to Kate Smith. Roy Wilson of Wilson, Powell & Hayward was the agency contact in the Kate Smith-General Foods deal.

Food manufacturer currently has six programs on the air over NBC networks exclusively, four are handled by Young & Rubicam, two by Benton & Bowles.

Bill Davis on 6-Month Leave

Norfolk—Bill Davis, operator for WTAR, has left suddenly on a six-month leave of absence from the station to sojourn to Phoenix, Ariz. Asthma has been bothering him for some time and colds this winter have made this treatment necessary. Elmer Pritchett is replacing Davis.

Edward Wallace Marrying

Philadelphia — Edward Wallace, production director of WIP, Philadelphia, will be married June 21 to Gwen Ross of Grand Island, Neb., at the Little Church Around the Corner in New York.

Mrs. Martin Johnson Audition

Clark H. Getts agency, in conjunction with Lloyd E. Chute, have prepared a program starring Mrs. Martin Johnson and will audition it on Friday.

George Reid Joins WMCA

George Reid, formerly of WLWL, has joined the WMCA announcing staff.

COMING and GOING

DEWEY H. LONG, sales manager at WBT, Charlotte, N. C., is in Chicago on a business trip.

JACK LATHAM of Young & Rubicam and **BYRON PETTIT** of Gulf Oil Corp. have been in San Antonio conferring with Hugh A. L. Halff, manager of WOAI, about a new summer program series.

ARTHUR KEMP of Radio Sales leaves town today for a Chicago trek.

H. J. BRENNEN of WJAS is in New York.

ANDRE KOSTELANETZ flew to Cleveland on a United Airliner Monday.

RICHARD CROOKS with **MRS. CROOKS**, **E. R. LEWIS**, treasurer of the Met. Opera and **WILFRED PELLETIER**, the conductor, flew to Cleveland yesterday.

DAILEY PASKMAN, special representative of E. B. Marks music publishers, leaves for Hollywood this month.

WILLIAM WIEMANN, general sales manager for Marks, en route to Denver and other cities, will return May 1.

WILLIAM CAREY DUNCAN, composer, who was here for music conferences, returned to his home in North Bloomfield, Mass.

J. FRANK ALBERT and **MRS. ALBERT** left New York for their home in Sydney, Australia, via Hollywood. Albert is a music publisher there.

HARRY RICHMAN and his accompanist, **JACK GOLDEN**, sail for England today on the Normandie.

GEORGE D. LOTTMAN flew to the coast yesterday to discuss business with Jack Robbins on the MGM lot, and also look over his Hollywood offices.

JOHN W. NEW of WTAR, Norfolk, sales head, headed for Baltimore and Washington again this week.

ERIC SIMON, newly appointed European representative for concert talent of the NBC Artists Bureau, sails from New York today on the Normandie to promote the appearances of American artists abroad and arrange for American visits by foreign artists.

Coming Events

April 17: Second Annual Radio Show, Shrine Auditorium, Los Angeles.

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

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

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

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

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

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

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

LEO SAYS:
 Tonight's Best Bet:
 CURRENT HISTORY EXAMS
 from 8 to 8:30 P.M.
WHIN DIAL 1010
 AFFILIATED WITH
 M-G-M * LOEW'S



NEW DISK SALES PLAN WILL EMPLOY EXCHANGES

(Continued from Page 1)

and some of its recorded episodes have already been tried and tested by outlets around the country that sold the different serials commercially and forwarded enthusiastic reactions. Choice Hollywood talent is used throughout.

ET distribution method currently finds itself somewhat like the motion picture producer and his distributing drawbacks years ago, Ebenstein believes, and with this in mind, Universal has worked out a system of exchange centers in 29 key cities which will handle the disks the same way films are distributed, each series of 13, 26, or even 130 episodes from 5 minutes to half-hour shows will have a franchise with it which will protect the station buying it within the coverage area and according to the outlet's power.

Exploitation campaigns for each series will be supplied, both from publicity and advertising angles by the nearest ET exchange. Disks will be rented on a flat fee basis, worked out according to station's location, power and protection it desires. Majority of the series will be scripts plus a little non-copyrighted music; other features are musical of public domain variety and others with pop releases are being done in a manner to avoid becoming obsolete within a reasonable period. One of the most popular features tested proved to be musico-dramatic serials of not too heavy a nature.

Whether station uses the serial as a sustaining or sells it commercially, makes no difference to Universal in so far as its price is concerned. No "library" angle is involved in connection with its product. While some series are available for the summer months, URC will get out a Year Book showing what will be available for Sept. 1, info being exact as to variety of talent, length of episodes, style, what music used and all exploitation that goes with each show. Also the price as it concerns the various stations in question.

No sponsors will be contacted for sales, rather agencies, and stations direct. Universal's plan also includes a buildup for the outlets along with its shows. In the event an agency wishes to buy a show for a client it will have, to name its stations scheduled for time and through the nearest exchanges U.R.C. will supply the show to the outlets and ascertain and straighten out confusions if any. Universal itself will go heavy on exploitation of all the shows it produces and virtually prepare a market for it with the listening public. Numerous other unique angles are also on tap.

New Organ for KCKN

Kansas City, Kas.—KCKN is installing a new \$1475 Hammond Electric organ. The instrument is the latest type and is equipped to provide full orchestral and sound effects.

WHEN Burns and Allen switched from Campbells Soup to Grape Nuts Monday night, they switched announcers, too, and went from Ken Niles to Wen Niles, his brother. To avoid confusion in names, Young & Rubicam changed Wen's name for the program to Ronald Drake.

Jack Mulhall was signed Monday to head a cast of players for a new dramatic series which KFVB will start April 23, under sponsorship of Hudson-Terraplane. Series will be known as The Experiences of One Million Men. Account was placed direct, with Harry Maizlish, station's manager, responsible for the sale.

Dr. Clinton Wunder returns to KFAC, with his Woman's Home Council, for a daily half hour program on Mondays.

As a result of last Tuesday's election, which lifted the long clamped lid on Sunday dancing, KEHE and Orange net worked fast, signed Ted Fiorito and Sterling Young bands for Sunday spots.

Mertens & Price announce the sale of Sunday Players for 26 weeks, to Fairland Development Co., E. Orange, N. J. Fred C. Mertens, president, has jumped from Kansas to Atlanta to audition the Sacred City series, and Charles E. Meredith, eastern rep, has gone to Washington on behalf of the firm's latest series, the American Kitchen.

Frederick Norman, operatic tenor whose California concerts got unusually good notices, has been signed for a Friday afternoon series of concerts on KMPC.

Eddie Cantor will be Rubinoff's first guest when the Chevrolet program starts airing from the Coast on the 18th. Rubinoff will play a medley of Cantor hits.

When "Showboat" moves to the coast Charlie Winninger returns to it to play the character he created. It is expected that several new personalities will be added to the cast.

Jack Warner of the film clan and Edna Cantor of the five Cantor girls will appear in Friday's Pontiac Varsity show from the U.S.C., where both are students.

New NBC Thesaurus Biz

New subscribers to the NBC Thesaurus are WIBA, Madison, and KPQ, Wenatchee. Renewals have been received from WSOC, Charlotte, N. C. and CKSO, Sudbury, Ont.

BIRTHDAYS

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

April 14
Greetings from Radio Daily to
Bill Green

Scripts, Scripts, Everywhere !!!

BUT

DO THEY DO A SELLING JOB???

OR, do they just "look good" and have some guy with a "big name" writing them?

WELL, YOU CAN'T ARGUE WITH FACTS!

Radio must have news scripts that above all else DO A SELLING JOB FOR THE SPONSOR ON YOUR LOCAL RADIO STATION.

VAN CRONKHITE ASSOCIATES, INC., have built, tested and now have on the air radio news scripts that—

1. are fresh, novel and unsurpassed in entertainment value;
2. insure economy in production (one announcer);
3. are expertly written by radio writers (not newspaper writers);
4. meet the need of both large and small stations for an instantly sponsorable program;
5. have done and WILL CONTINUE TO DO a whale of a SELLING JOB for your advertiser.

"IT'S A FACT!" is the newest news script. It went on the air yesterday over a score of local stations. It is a program composed of the intensely interesting oddities in the daily news.

"IT'S A FACT!" meets every requirement of the perfect radio news script.

**The Cost Is Amazingly Low
so Write or Wire Now.**

Also Available in German, Italian, Jewish and Polish

THERE IS NO SUBSTITUTE for EXPERIENCE

Van Cronkhite Associates Inc.
360 N. Michigan Avenue, Chicago
State 6088

NEW BUSINESS

Signed by Stations

WMCA, New York

Carl H. Schultz Corp., Brooklyn (celery tonic), Nick Kenny's Children's Parade, Saturdays, 26 weeks, through Humbert & Jones; Dudley Lock Corp., 26 5-min. disk broadcasts, "Criminals at Bay," through Bachenheimer, Dundes & Frank; Charles Martel (bridge), 15-min. "Bridge Flashes," Sundays, 13 weeks; Washington State Apples, 21 daily 100-word spots, through J. Walter Thompson Co., San Francisco.

WIP, Philadelphia

John F. Betz (brewers), six-day bike races, Arena, April 26-May 1, with "Stoney" McLinn at mike; The Great American Service (detective agency), 15 mins., Thursdays, through S. S. Cantor Agency.

WTAR, Norfolk

Southern Breweries, signed for second year, 5-min. daily baseball scores, starting April 17, preceded by two 10-min. shows.

WOAI, San Antonio

Gulf Oil, Houston, 2 weekly SP, through Young & Rubicam, New York; Petrotex Chemical Co. (Ranger Insecticide), Gladewater, Tex., 3 weekly SA; Durkee Famous Foods, Chicago, 52 SA, through C. Wendell Muench & Co., Chicago; Colgate-Palmolive-Peet (Crystal White Soap), Cincinnati, weekly SA, through Benton & Bowles, New York; Street & Smith Publications, New York, 3 weekly SA; Lever Bros. (Spry), 4 weekly SA, through Ruthrauff & Ryan; American Tobacco (Roi-Tan), 7 weekly TA, through Lawrence Gumbiner Agency, New York.

WOR, Newark

Clemons Inc. (men's clothing), beginning April 19 for 13 weeks. 6:30-6:45 a.m. daily. Early Bird program, through Neff-Rogow; Pearce R. Franklin (political campaign), four 15-min. talks. Director M. P. Duffy (political campaign), three 15-min. periods; Western Growers Protective Assn., 50 word live spot announcements for four days, through J. Walter Thompson.

Los Angeles

KEHE: General Paint, 13 weeks, disks, through R. C. Walter Agency. KFI: Washington State Apples Inc., six 3-min. spots in Agnes White's participating program, California Kitchen, through J. Walter Thompson agency, San Francisco P. & G. (Crisco), 52 one-min. disks, through Compton Adv'g Co., N. Y. KECA: O. M. Tablets, Pasadena, 26 15-min. disks of King Cowboy Revue, through Lou Sterling & Associates. KMPC: Dictograph Products (Acousticon), half-hour Sundays, 3 months; Golden State Outfitting Co., daily hour by Beverly Hill Billies, through N. J. Newman Agency.



● ● ● As reported here last week, Jerry Cooper leaves next month for the coast—and the emcee spot on "Hollywood Hotel"... Eliseo Grenet, Cuban composer, now conducting the band at the Yumuri Club, is slated for a repeat performance on the Vallee hour... Harold Davis, former CBS page and baton-wielding son of Sly Eddie, has been made assistant to James Kane of the night staff in the press dept... Inasmuch as Al Goodman remains here when Show Boat goes west, the band stand will be occupied by Leo Forbstein's boys. He's musical director of Warner Brothers... Maestro Harry Salter is on the look-out for a femme vocalist—but she must have a very distinctive style of her own... Lovely Lillian Gilman has been signed with Universal pictures to do a series of two-reelers... They are calling Walter Fleishman and Harry Davies the "Potash and Perlmutter" of the publicity business... NBC and CBS' "Your Hit Parade" will remain until the end of the year... Tiny Ruffner's first show on the west coast will be the Al Jolson program April 20.

● ● ● Yesterday's Jell-o audition with Henry Hull, Miff Mole's band and Ray Perkins in the Georgie Price spot, went through great and the agency gave a high recommendation to the client... The record will be played today for the latter and definite decision will be forthcoming... With special permission from Phil Lord, his director, Vic Knight, handled the audition, which was swell... Hull repeated the sketch he recently did on the Vallee hour, "The Harp"... Perkins' sudden replacement of Price was caused by the latter not thinking that the comedy was suited to his talent... Humor supplied from a script written by Mel Aaronson and Howard Blatteis.

● ● ● Permission to make public appearances on the stages of New York theaters will be granted (Baby) Rose Marie from the Mayor's office within ten days... This will mean Big-Time at the Loew's State for the singing lass... Incidentally, Rose Marie and her pappy, Frank Curley, after driving from Jersey to entertain at the Press Photographers' Ball, were refused admittance by some underling... It was Adelaide Klein who played the "voice of the dead woman" on Archibald MacLeish's "Fall of the City" show last Sunday... Mike Riley goes to the Meadowbrook the 20th... Thelma White and her Melody Men open at the New Kenmore the 24th for two weeks and then to the Cleveland Exposition..

● ● ● The City of Buffalo will run a Monster Radio Show April 29, hiring top-notch names for the city's joint-charity benefits... Arthur Boran will be emcee... Jane Froman, Tom Howard and George Shelton, Fran Crumit and Julia Sanderson, Stoopnagle and Budd and also Walter O'Keefe, will be paid for this engagement... Patricia Ryan is the first air name booked for the Number One Bar... Alex Templeton's contract has been renewed at the Rainbow Room for an indefinite period.

● ● ● Joey Nash with Ray Sinatra's 17-piece band, Mary Eastman and the Modernaires, auditioned at CBS the other day a half-hour show... Frank Cooper, radio director for Curtis and Allen, will marry a non-pro. Sylvia Fisher, May 20... Hazard Reeves and Lew White have produced a one-reeler along the "Community Sings" idea, calling it "Your Song Parade" which features Lew at the organ, vocalist Maxine Gray and Irving Kautman...

GUEST-ING

RICHARD BENNETT, on Rudy Vallee Hour, tomorrow (NBC-Red, 8 p.m.).

SHIRLEY BOOTH and NANCY McCORD, on James Melton's Seal-test Party, April 17 (NBC-Red, 8 p.m.).

ROCHELLE HUDSON and ROSCOE KARNS, with Joe E. Brown in "Alibi Ike," on Lux Radio Theater, April 19 (CBS, 9 p.m.).

BEALE STREET BOYS of Memphis, ALMA TURNER and SONNY WOODS, on Louis Armstrong program, April 16 (NBC-Blue, 9 p.m.).

BOB FELLER, CARL HUBBELL, ALBERT SPALDING, SPANISH MARIMBA BAND and COSSACKS MALE CHORUS, on Joe Cook Shell Show, April 17 (NBC-Red, 9:30 p.m.).

MITZI GREEN, on Leo Reisman's Schaefer Nine O'clock Revue, April 18 (WOR, 9 p.m.).

MARIO BRAGGIOTTI, on Matinee Frolic, today (WINS, 4:30 p.m.).

N. T. GRANLUND, on Harry Hershfield's "Kabibble Kabaret", today (WINS, 6:15 p.m.).

KIRSTEN FLAGSTAD, on Ford Sunday Evening Hour, April 25 (CBS, 9 p.m.).

HARRY RICHMAN, TRUMAN H. TALLEY of Fox Movietone, FRANK CAPRA, BOB RISKIN, SKEETS GALLAGHER and others will be "Gangplank" interviewed by Martin Starr on the Normandie before sailing today (WMCA, 10:45 a.m.).

"Halligan Demitasse"
Leads Mail at WMT

Cedar Rapids — "Halligan's Demitasse," Sunday 5 p.m. program over WMT, Cedar Rapids-Waterloo, is a leading mail-getter, piling up 5,000 letters in the last two months.

Peggy Fuller, pianist, is featured on the show. Idea of the program is to play all the pieces requested without knowing what is to be next on the list. Letters are picked at random from the mail bag by Allan McKee and Bill Brown, and if Peggy can't play the song that is requested, the sender receives a three pound can of coffee from the sponsors.

All of the 5,000 letters have been requests for songs with titles in Italian, French, German, Spanish, Bohemian and some "off" brands of English being submitted for the program.

Pall Mall Program Starts

Pall Mall cigarettes will make their air debut at 6:35 p.m. today on WEA, sponsoring Ford Bond in a 26-week series of sports and baseball news. Compton Advertising Inc. is agency for the sponsor, American Cigarette & Cigar Co.

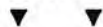
Nat'l Ice Signing Off

The Gladys Swarhout-Frank Chapman show sponsored by National Ice Advertising on the NBC-Red network, Sundays, 10-10:30 p.m., signs off May 9.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MARIANNE COWAN, pocket edition radio star, has just signed with Rockwell-O'Keefe with a view to pix-making... Kay Hamilton, WIP chanteuse, upon completion of her three movie shorts with Hal LeRoy, bustling about in preparation for next month's coastward trek to do a feature flicker for Warner freres... Hollywood Restaurant's evening star, Alice Dawn, returns to a major network for quondam sponsor... The series to be featured in May... Sharri Kaye's departure for Boston occurred yesterday instead of Monday... the reason, she was pow-wowing with screenie scout... Hollywood sees her sometime within the next month or two....



Yvette Rugel, musicomedienne, has just been signed to sing on the Sid Gary program over WIP... "Pretty Kitty Kelly's" cast have opened welcoming arms to Elaine Melchior who's just joined them... Program directress Shirley Hosier has taken to bowling with the lads on WTAR, Norfolk... they've ambitious plans for a team... Edna June Bump of WOAI, San Antonio, busy unearthing guest stars for her "Musical Missionaries of Good Will"... Peggy McHale, sec to Jack Hammann, national sales rep of NBC in Philly, and Betty Dickert, who functions in the same capacity for Leslie Joy, KYW stations manager, are untrue to type---ing these days.... They're co-authoring an ether blood-curdler titled "Massy Harbison" for the Philadelphia Club of Advertising Women broadcast....



Kellogg's Monday night Waldorf shindig for "Sisters of the Skillet" found Radio Row going East & Dumke.... Irene Wicker, (Singing Lady) went terpsichorean with numerous swains, Milton Cross, announcer-dignitary, TRUCKED.... The Messrs East & Dumke were accompanied by their respective and decorative wives.... Kathryn Cravens, Rudy Vallee's brother Bill, Helen Dix, Earl Ferris, Nick Kenny, Dinty Doyle, John Kane, MCA's Lou Mindling, Edgar Bergen, June Aulick, Charles Pooler and Joe Glaston all looked as though they were having fun....

CLAUDE SWEETEN



"THE SUPPER CLUB"

Sustaining

WHN, Mondays, 8-8:30 p.m.

BLUES SINGER HAS PLEASING VOICE BUT SHOW LACKS IN PRODUCTION END.

With Irving Aaronson directing his band through a program devoted entirely to dance tunes, program attempts to create club atmosphere, but falls far short of its goal. Needs plenty of good arrangements and varied bill to amount to anything. As it stands, tunes bore after first few minutes, and the announcer's windy explanatory remarks before each selection do not help the situation. Marion Melton, blues singer, was most impressive. Miss Melton has a pleasing voice and delivery, but also suffers from poor arrangements. Program was void of any interest holding pace, and lacked appeal.

"BILL, THE FISHERMAN"

Sustaining

WNEW, Thursdays, 8-8:15 p.m.

FISHING INFORMATION AND CHATTER OF INTEREST CHIEFLY TO MEN.

Presented with the cooperation of the New Jersey Fish and Game Commission and other piscatorial organizations, this spring and summer series holds much interest for men who like to fish. Favorite local spots, including the Jersey coast, Sheepshead Bay and Montauk Point are discussed, combining information with chatty stuff. Aim of the program is to promote sportsmanship, law observance and appreciation of the work of the fish commissions to stock and conserve the various fishing spots.

When and where to go, handling the rod and reel, and other helpful hints are included.

ORCHESTRAS - MUSIC

EDDIE ELKINS and Ork will replace Vincent Lopez at the Astor on Monday. That hostelry has consented to release Lopez in order that he may fulfill radio commitments on the coast. He'll broadcast from there with the Nash "Speedshow" after April 24.

Latest swingsters to hit the ether trail are Buddy Hayden's bandmen who put on a top-rating performance over WTAR, Norfolk, last week, for their initial broadcast.

Eddie Bonnelly, WIP batonist, has just returned from Florida and is engaged in readying another band intended for a local glitter-spot.

"Meet Me in the Moonlight," fast-moving ballad which Jerry Vogel is publishing, is of Italian origin, and a big Continental hit under the moniker of "Three Little Words." Because that name conflicted with the popular ditty here of that title, Vogel had the lyric rewritten and adapted to the moonlight idea.

The University of Cincinnati reported its greatest dance attendance on record at Monday night's dance. The student body turned out to hear Glen Gray and his musicmakers, who were featured at the fiesta.

The new Eddy Duchin folio, containing 12 Standard favorites, in the original manner and as arranged by Duchin, offers something new and refreshing in the way of song presentation. The ditties range from "Avalon" through "Madelon" of war-time

memory and "Pretty Baby." Remick is the publisher.

The Rambling Cowboys of WOAI, San Antonio, are provided with automobiles, trailer, P.A.'s and appropriate costumes for the Texas Quality Network program, a Gulf Oil Corp. broadcast.

Dick Ballou, musical director of the East and Dumke series over WABC, is making his own orchestrations in the "Waltz in Swingtime" manner.

For the first time in the history of National Music Week, which will be observed for the fourteenth consecutive year, May 2-May 8, the Honorary Committee of Governors, of which the President of the United States is chairman, will be 100 per cent complete. In former years one or more governors had delayed endorsing this cultural activity. David Sarnoff, president of RCA, is chairman of the Music Week committee. C. M. Tremaine, founder of the idea, is secretary for the fourteenth consecutive year.

KDKA, Pittsburgh is scheduling a new series of programs for Allegheny Tablelands string bands, to start May 1 at 1:15 p.m.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays, NBC Blue, 9 P. M. At Paramount, New York JOE GLASER, PERSONAL MANAGER ROCKWELL-O'KEEFE, INC.

**COMMENTS
On Current Programs**

Paul Whiteman

Originating in the Gold Coast Room of the Drake Hotel, Chicago, Paul Whiteman is airing via WGN and Mutual network several times weekly. Band has added a few new men as to the instrumental angle and two popular singers, Jimmy Brierly, lyric tenor, and Linda Lee. As usual, Chicago announcers sell like nobody's business and lend to a sustaining all possible dignity. Band itself was never better, revealing top-notch dance arrangements and rhythm, with Jack Teagarden handling the vocal for the lowdown tunes, further abetted by brother Charles and Frank Trumbauer for the swing stuff. Whiteman, without interference, always provides an excellent show. Incidentally, it is a rich break for Mutual.

Josef Cherniavsky

Inspired by the film, "Lost Horizon," Josef Cherniavsky composed and conducted a musical tribute of the same title on his Sunday program of The Musical Camera over the NBC-Red network at 4:30 p.m. Dramatized episodes from the picture combined with the music to make it a stirring tableaux. A dynamic arrangement of "St. Louis Blues" was another highlight item on Cherniavsky's always enjoyable program.

Professor Quiz

Despite the flood of question-and-answer programs that followed in the wake of Professor Quiz, the old professor manages to keep head and shoulders above his contemporaries in the same line. In selection of questions, the way they are put to the contestants, the entertaining by-play in which Arthur Godfrey takes part, and in the efficient general handling of the entire show, Professor Quiz outshines them all. On last Saturday's program over CBS at 8 p.m., the professor added a little different touch by having contestants read tongue-twisting sentences.

"BARON MUNCHAUSEN"

JACK PEARL

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

F. T. C. CASES

Cease and Desist Orders

Nash Motors, Chrysler, Graham-Paige, Hudson Motor, Reo, Packard, Commercial Credit, Commercial Investment Trust and Universal Credit Corp. have agreed to cease and desist from using or furnishing to authorized dealers any advertising matter in which the expression "6 per cent" is used, without equally prominent use, in direct conjunction therewith, of explanatory language making it clear that the "6 per cent" does not refer to or indicate 6 per cent per annum simple interest.

All-Request Disk Show Gets Record Response

"The Celebrity Club," all-request program of popular recordings, heard four afternoons weekly over WFAS, White Plains, has established an all-time high for responses to a single feature at the Westchester station. Over 1,000 telephone calls and letters weekly are the average rather than the exception for the Celebrity Club.

A White Plains music store reports that since the music of Tommy Dorsey has been featured on Celebrity Club (for a two-week period) record sales of this unit are outstripping any other band. Tommy Dorsey's theme song, "Getting Sentimental Over You," signs the programs on and off the air.

The programs are heard Monday, Thursday and Saturday mornings and afternoons, and are under the direction of Wade Watson, WFAS staff announcer. A special celebration is being planned for the Celebrity Club first anniversary, which takes place toward the end of April.

13th Year of Ball on WWJ

Detroit—Opening of the American League baseball season April 20 will mark the 13th consecutive year of broadcasting of the Tigers games over WWJ, Detroit News station. Ty Tyson will be at the mike. General Mills and Socony-Vacuum are sponsors this year.

NEW PROGRAMS—IDEAS

Carnival Midway Novelty

Something of a novelty broadcast was presented by WSOC, Charlotte, N. C., continuing the "Did You Ever Wonder" series. Having well-introduced the public to the Mighty Sheesley Midway (carnival) winter quarters with a complete hour and a half description of the operation on a lioness, the programmers of WSOC decided to visit other sections of the temporary home of the show people. Whitie Newell, press agent for the Sheesley outfit, romped about the grounds and gathered up several of the interesting actors for interviews before the mikes. One portion of the quarter hour broadcast was fed to the studios on the regular remote line from the lion's arena, from which point Paul Norris described the loneliness of the three lions who had lost their sister the week before, as she died after her operation. WSOC's mobile unit WAAK picked up the interviews from in front of the supply and construction building. Everyone from the man who bends

red hot steel rods in his mouth to the smallest mother in the world — 29 inches high—paraded before the radio interviewers.

NBC Civic Concerts Spurt

NBC Civic Concert Service is experiencing its heaviest spring schedule in years, with 14 new associations added to its roster. Total is now 270 towns, a new high. All take regular concert courses now at a \$5 subscription fee.

O. O. Bottorff, vice-president and general manager of the bureau, has been out personally on several selling campaigns. In some of the places, memberships have doubled and tripled. Radio is credited largely with this spurt, due to the Met Opera divas airing, and the steady presentation of class symphonic music.

The new towns follow: Harrisburg, Erie, Winfield, Kansas; Tiffin, O.; Quincy, Ill.; Mansfield, O.; Niagara Falls, N. Y.; East Liverpool, O.; Sandusky, O.; Augusta, Ga.; Findlay, O.; Pensacola, Fla., and Sioux Falls, S. D.

Court Ends Fight Over Sale of KTHS

(Continued from Page 1)

valuable advertising derived for Hot Springs. New owners agreed to give Hot Springs a half-hour daily period free, to use as it sees fit. Fight that ensued resulted in a rift and a new Board of Governors had to be appointed.

Chancellor Dodge, in his decision, declared the C. of C. was within its rights in selling the outlet since it was preserving for the city at least the \$75,000 (sale price), as the FCC was about to refuse to renew the KTHS license because of the natural ore and minerals abounding, interfering with reception from the station. For this same reason, Barton plans to remove the station across the river where reception will be greatly improved.

Don Lee Will Give Mutual Preference

(Continued from Page 1)

than lend Mutual every possible cooperation, and if acceptance of Trans-American spots is stepping on MBS toes, he will desist from doing it. Mutual officials have been informed accordingly.

Medicine Group to Talk Adv'g

The Proprietary Association, New York, embracing 80 per cent of the nation's packaged medicine production, will devote one entire session to advertising at its convention here May 25-27. Agency and media executives as well as advertisers will participate. Session will be presided over by William Y. Preyer of Vick Chemical Co.

Radio News Men Meet In Chicago, April 24-25

(Continued from Page 1)

down the question of becoming a guild.

John Van Cronkhite is president of the association. Those expected to attend the two-day session include Ken McClure, WOAI; H. L. MacEwen, WLW; Johnny Johnstone, WOR; Jack Harris, WSM; John Hughes, KFRC; Walter Paschall, WSB; Al Hollander, WJJD-WIND; and Willard Heggen, Ted Christie and Dixon Stewart of UP, INS and Transradio, respectively.

Plans Are Revised For Nab Convention

(Continued from Page 1)

banquet rounding off the meeting on the 23rd.

NAB convention date coincides with the Advertising Federation of America annual meeting at the Hotel Pennsylvania, New York, on the same dates.

Phillips Petroleum Co. Gets Control of UBC

(Continued from Page 1)

March 13 bought 500 shares of UBC stock for \$50,000. These are the only shares issued, though the company, chartered last February in Delaware, has an authorized capitalization of 10,000 shares.

Charles Pooler Transferred

Charles Pooler, of the CBS press department, has been transferred to the public events and special features department to assist John Fitzgerald. Paul White, director of the latter bureaus, sails today for London to take charge of web's broadcasting of the coronation.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

William F. Maag, Jr., New York City. CP for new station. 1420 kc., 100 watts, daytime.

WSAZ, Huntington, W. Va. CP to install new transmitter, increase day power to 5 Kw. and make changes in antenna.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

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

E. P. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

R. M. Dickenson, San Diego. CP for new station. 890 kc., 1 Kw. 5 Kw. LS, unlimited.

EXAMINER'S RECOMMENDATIONS

Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

WMBD, Peoria, Ill. CP for change in power to 1000 watts, 5000 watts LS, be granted.

Cadillac Broadcasting Co., Dearborn, Mich. CP for new station. 1140 kc., 500 watts, daytime, be granted.

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime, be denied.

New Amplifying Device Is Introduced by W. E.

(Continued from Page 1)

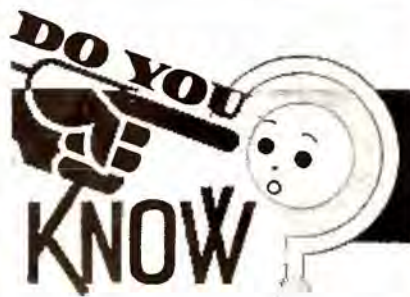
for the control operator to watch his modulation meter continuously, ever attempting to anticipate its sometimes erratic fluctuations and never daring to remove his fingers from the gain control knob. Now he can devote more attention to other monitoring problems, resting assured that the new program amplifier will automatically prevent over-modulation.

The program amplifier incorporates a circuit which normally amplifies the program to a predetermined level. However, when the input increases above a pre-selected level, the speech or music energy operates a volume control network in such a manner that the amplification is reduced, thus automatically compensating for the excessive rise. The result is that the product at the output of the amplifier is held within the desired limit, and the device may be easily adjusted so that program peaks will rarely cause modulation of the transmitter in excess of 100 per cent.

Benefits to both broadcasting stations and the listening public are expected to result from the new development.

Heilmann Again Covers Tigers

Detroit—Harry Heilmann, retired star of the Detroit Tigers and other big league teams, will again provide dialers of the Michigan Radio Network with play-by-play description of all Tigers baseball games this season, it is announced by H. Allen Campbell, general manager of the King-Trendle Broadcasting Corp. Heilmann will cover the home games direct from Navin Field and also present a special telegraphic play-by-play description of the games played by the Tigers in other cities of the American League.



WDZ, Tuscola, Ill., the third U.S. station to be licensed, was founded in 1921 by James L. Bush to save telephone tolls in giving grain market reports to farmers.

PROMOTION

Free Merchandising Service

Free merchandising service to advertisers is the subject of a "photographic story" contained in a new booklet released by WXYZ, Detroit (King-Trendle Broadcasting Corp.). Field work and demonstrations of the merchandising department's service is outlined, how it works out and why there is no charge.

A quarter-hour program across the board at night entitles the advertiser to a 100 per cent service, whether the client is only on WXYZ or also on the Michigan Network. Same amount of time during the daytime hours entitles the advertiser to a 50 per cent service. Minimum contract must be 13 weeks to secure the service.

Full page photographs of retail store outlets reveal various displays and tie-ups arranged by WXYZ on counters, shelves and in windows. Broadcast time and station is also worked in. Since the inception of the service by the Sales and Merchandising department, a few years ago, 39 products have been marketed successfully, 27 of them entirely new to the trade. Drug products are in the lead, with food and beverages next in line.

Dealers, jobbers and distributors are also contacted. One photo shows station's territory supervisors conferring with Merchandise Manager, Harold Christian. Each product is analyzed and discussed from every angle before the field work begins.

"Idea Month" for Station Staff

As part of a drive to strengthen the local program schedule at WFIL, Philadelphia, program manager John Clark has declared an "idea month." Each staff member is required to produce a complete outline of an idea in one of three classes: musical, non-musical or special feature. Prizes are to be awarded to the contributors of the three best suggestions. To stimulate interest in the campaign, envelope inserts, bulletin board signs, etc., are constantly popping up.

Motorists-Insurance In National Campaign

Seattle—The Insuroline Co. of this city is planning to branch out nationally with a comprehensive radio advertising campaign to plug its sales of "insurance by the gallon."

Motorists can pay for their casualty policies as they use their car; service stations rebate so much per gallon of oil as premium payments.

KTUL Job Series Gets Results

Tulsa—About 40 per cent of the people interviewed on the air at KTUL on the station's new "Do You Want A Job?" program have obtained work through this medium. The program, started in an effort to help the unemployed obtain work, is handled by John Harrison, KTUL announcer, in the form of an interview.

STATIONS OF AMERICA

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

WGAR—Cleveland

1000 Watts Daily—500 Watts Night—1450 K.C.
Studios on Hotel Statler

G. A. RICHARDS, Pres. JOHN F. PATT, V.P.-Gen. Mgr.
EUGENE CARR, Assistant Manager

WGAR, Cleveland's "Friendly Station," is the city's newest station. It services the Northern Ohio area with NBC-Blue and Mutual Broadcasting System sustaining and commercial programs. In the Fall of this year WGAR goes CBS.

General Manager John F. Patt came to Cleveland in the Fall of 1930 with a construction permit and a skeleton staff of technicians to start the job of building a new station—in the face of years of acceptance of three other radio plants already in operation. On Dec. 15, 1930, "The Friendly Station" went into service. Since that date NBC-Blue network features have been carried, as the only such network outlet in Northern Ohio.

Since the inaugural day many changes have taken place. WGAR's studios atop Hotel Statler downtown have been completely renovated. New transmitter, antenna, and properties have been acquired. In November, 1935, WGAR's new 384-foot vertical half wave antenna was put into service, more than quadrupling the station's power. Within the past two months WGAR has acquired the entire top floor of Hotel Statler for additional office and studio space.

Mr. Patt has met the "acceptance" challenge in Cleveland through the city's most aggressive radio advertising and publicity campaign which started before the station took the air—and continues in even greater measure in 1937. National advertising in leading trade papers of the industry; 300 taxicab covers displayed every week in Cleveland; 100 billboards and 24 sheets through select spots in Greater Cleveland; flasher signs on all incoming roads, advising that "In Cleveland You'll Hear WGAR, The Friendly Station"; more column lines of publicity in local newspapers than any other station and a new mobile transmitter of 100 watts power which is in use for not less than ten special events broadcasts per week in Greater Cleveland. This transmitter is lettered on each side with "WGAR, CLEVELAND'S FRIENDLY STATION" and its trips each week carry the WGAR visual advertising to all parts of the station's primary area.

It is largely due to this extensive advertising and publicity campaign that WGAR is first in "dollar volume" and local time sold among Cleveland stations.

In WGAR's primary area are 1,784,239 persons, 401,100 radio equipped homes and \$587,246,000 spent in retail sales. Within the station's secondary area are 25 "bonus" counties with an additional 1,486,530 residents.

Ellis VanderPyl is the WGAR commercial manager; Edward Petry & Co. national representatives; Walberg Brown, musical director, and Graves Taylor, press director. Worth Kramer is program director.

Buck Owens to Film WOWO Radio Serial

Fort Wayne, Ind.—Buck Owens, who formerly starred in western and other movies as well as circuses, but in recent years has been on the radio, with "Adventures of A Lone Ranger" as his current serial presented Wednesdays over WOWO here, plans to take time off the air to make some of the "Lone Ranger" stories into all-color films, according to Nelson Derwood of Maxwell-Derwood Motion Picture Productions, producing unit for Owens' pictures. It has not been decided when the filming activity will start.

The radio series is being written especially for Owens by Ruth Crofoot. Owens has built up quite a following hereabouts with his program.

Joe Bolton Over WHN

Joe Bolton, sports announcer formerly heard over WOR, will do the baseball broadcasts for Wheaties over WHN this year. Games will originate from Jersey City. In addition to his daily broadcast from the ball park, Bolton will do a daily summary as a sustaining feature.

Sponsored Safety Series

April 19 has been set as the opener for the thrice-weekly series of 15-minute programs sponsored by Mayflower Stations Inc., Socony dealers in Westchester, over WFAS, White Plains. Time is 4:45-5 p.m., Mondays, Wednesdays and Thursdays. Safety in Driving will be the keynote behind the show, with a remote wire to be run to one of the busy business intersections of the city. Motorists and pedestrians will be interviewed by the Mayflower Reporter on a variety of subjects, both on matters of traffic regulation and general queries.

At regular intervals in the series, prominent officials of the city will be presented for short talks on safe driving. Scouts will survey drivers each week, and one who has demonstrated his or her ability in the greatest degree will be presented with a cash award during the Mayflower Reporter program. The campaign will tie-in with newspaper photos and stories, as well as printed spot-light displays, showcards and giveaways.

B. M. Middleton, WFAS sales manager, who set the deal through J. Sterling Getchell Inc., will personally supervise the programs.

AGENCIES

CRAVENS & HENDRICK, INC., advertising agency, will move to larger quarters at 522 Fifth Avenue on May 1.

BRADFORD HENNING, radio director of the Solis S. Cantor Agency, Philadelphia, is doing the scripts for the "Great American Service" detective agency account over WIP.

VICTOR NELSON has been elected vice-president of the Louis Glaser advertising agency, Boston.

FRANKLIN OWENS, formerly with N.B.C. and B.B.D. & O., has joined the radio department of Maxon, Inc.

BRAD BROWNE, N. Y. Ayer production man on the Tuesday and Saturday Ford programs, has written a song entitled "Readin' From Left to Write." Sherman Clay music publishers are handling.

3 Hours of Fem Stuff On WHBL Every Day

Sheboygan, Wis.—WHBL says "To the ladies!" twice a day with three hours of programs dedicated to the women of its area.

"Aunt Em" conducts the one-hour Homemakers' program 9:30-10:30 a.m. daily except Sunday, incorporating household hints, recipes, notes on child care, and news of particular interest to women in the broadcast. It includes a period of Hollywood items, too, and is localized with a "Club Calendar" and news of births, new residents, and so on.

The second period, two hours, comes in the afternoon and consists of three distinct shows. "Milady's Moods" is a half-hour of music chosen by women of the WHBL staff with an ear to the wishes of women listeners. The Story Hour, another half-hour, consists of a serialized version of a book of fiction, with occasional short stories between serials. Then the Cocktail hour offers a full 60-minutes of dance tunes to meet a wide variety of feminine tastes in rhythm and melody.

"Milady's Moods" is announced by Marie Towle, "The Story Hour" is conducted by Mona J. Pape, and "The Cocktail Hour" is produced and announced by Glenn James.

ONE MINUTE INTERVIEW

MILTON BERLE

"Watching film stars on various broadcasts I find that they are the most nervous of microphone performers although they are supposed to be the last word in poise. But the opposite holds true of radio people who are acting before cameras. They go through their lines and scenes with an ease that is amazing when compared with the poor showing movie folk make during radio rehearsals."

EXPERT AND NOVICE SPORTCAST FOR WHIO

Dayton, O.—A novel method and an unusual combination of sport-casters were employed by WHIO in covering the Montgomery County and Ohio Sectional Basketball Tournaments, on which the station managed to clear a total of 14½ hours in four week-ends through one of its remote lines.

Leonard Reinsch, manager of WHIO and a veteran in all ends of radio including the mike—especially when it comes to giving rapid-fire word pictures of basketball games—and his assistant, Harold Boian, young staff sports writer on the Dayton Daily News, of which WHIO is an affiliate, handled the games. When Boian hits the air it sounds almost like he's in there again playing the game—which is swell for the listeners, but a bit disconcerting to the engineering staff.

Reinsch and Boian are regarded as the alpha and omega of WHIO, and the sportcasting technique they developed is expected to be copied by other special features departments. Each man had respectively one of the two teams in play to follow; thus each voice would describe the action of the game only while his respective team was in possession of the ball. After the first game or so they practically worked this cross-fire word-hurling down to a fine art. It proved effective and exciting, and injected an element of competition, not only in the games being announced, but in the announcing itself.

Kelly With Air Features

Jack Kelly is handling the publicity for Air Features, Inc., and will continue while Shep Traube is on the west coast. Traube expects to leave shortly. Dorothy Zechlin has been added to the production firm's secretarial staff.

SAN FRANCISCO

MEREDITH WILLSON, composer-conductor and general musical director of NBC's western division, mounts the podium at the S. F. Symphony Orchestra concert next Tuesday night, at the invitation of Pierre Monteux, conductor, to present his Symphony in F. Minor for the second time here.

Professor Peter Puzzlewit, in tonight's second brain-teaser broadcast over the NBC-Blue coast network, will have one of his "twisters" answered by means of a special dramatization, enacted by members of the National Players.

"Don Steele Presents," new variety show, following its debut last Thursday, will be heard regularly on Fridays over KYA and the CRS network, 10-10:30 p.m. Don Steele is m.c., with Walter Rudolph's orchestra supplying music.

Florence Murdoch, prominent in San Jose State College theatricals, has been added to the office and dramatic staff of KQW, San Jose.

★ Coast-to-Coast ★

SUMNER D. QUARTON, general manager of WMT, Cedar Rapids-Waterloo, always on the lookout for a feature designed to build goodwill, cleared 30 minutes of evening time last week for a broadcast of the "National Coe Night" of Coe College Alumni.

Clinton Johnson of the announcing staff at KOMO-KJR, Seattle, and Mrs. Johnson are now "Lars and Lena" of a new serial aired daily over KJR.

George W. Smith, managing director of WWVA, Wheeling, W. Va., designed a Jamboree Souvenir consisting of a little red cowbell and a new process Vita-Print of every WWVA entertainer in celebration of the fourth anniversary of the WWVA Jamboree.

Announcers Bennett Jackson and Eddie Wise of WEBQ, Harrisburg, Ill., are ensconced in their respective homes again after having lost all their furniture and belongings in the recent floods. While working almost continuously at WEBQ mikes, telling others to remove their personal property from the path of the flood, Old Man River crept up and destroyed their own homes.

WPTF, Raleigh: J. B. Clark, sports commentator and publicity director, has been elected secretary of the Raleigh Junior Chamber of Commerce. . . . A new Sunday afternoon series, "Southern Echoes," started yesterday at 3:05 p.m., featuring Goldentone Quartet with J. Richardson Jones. . . . The April 21 broadcast of NBC's Farm and Home Hour will originate from WPTF, the program being dedicated to N. C. State College.

White-haired Henry Burr and six-year-old Joy Miller, oldest and youngest members of the National Barn Dance, participated in the 676th airing of this program on Saturday, when WLS celebrated its 13th anniversary.

WELI, New Haven: Martin Heyman has been added to the announcing staff, replacing Jay Coffey, who switches to continuity. . . . Adam Genet has returned for a new series of Saturday programs with Tony Roupolo at the piano and Gus Button on the guitar. . . . Jeanne Poli has started a "Time to Get Up" early morning series, thrice weekly. . . . Frank Konitz, pianist, not only fills two quarter-hour spots weekly, but also contributes to three other programs.

A. S. Foster, advertising manager of WWL, New Orleans, returned from a trip to Chicago, St. Louis and Memphis.

Dave Baylor, announcer at WGAR, Cleveland, directed an interesting special event the other day when the station's short wave mobile transmitter unit with technical staff trekked 80 miles to Medina to air the 120th anniversary celebration of the oldest church in the territory.

The Four o'Clock Follies, the platter program built by Announcer Lew Kent into one of the most popular features at WMAZ, Macon, has about lost its identity. On joining CBS the participating period became the Five o'Clock Follies, but daylight saving time is going to shove it back to 3:45 p.m. with just the title Follies, so Kent has about lost hope.

Reginald B. Martin, manager of KFAB-KFOR, Lincoln, Neb., is set to feed the entire NBC net the Drake Relays (Des Moines), April 24. Will be teamed with Bill Slater, at the Penn Relays (Philly), both athletic events going on the air at the same time.

KTUL, Tulsa, has joined the list of stations conducting a "Do You Want to Be an Announcer" contest. Contestants fill out an application blank at KTUL and are called by Gene Loffler, production manager of the station, after he has studied the information given. Entrants must be amateurs. Announcer Eddie Galaher assists in the tests.

"Sam Collier, Proprietor of the Hotel Glenwood," new serial, made its bow last week over WNAD, Enid, Okla. Harlan Mendenhall, staff announcer, writes and directs the dramas.

WOW, Omaha: News Editor Foster May is at the mike handling a new Sunday feature, "The Job Clinic" . . . Municipal Judge Lester Palmer recently celebrated his 14th anniversary as announcer. . . . John K. Chapel, announcer, who escaped from Russia during the revolution, has resumed his "Communism" lectures. . . . Foster May also lecture on Mexico, which he visited.

Walter Cassel, NBC baritone who has been working in films, will be featured in four of Rubinoff's coast shows, April 28 and 25 and May 2 and 9, over CBS.

Earl J. Gluck, manager; Robert S. Morris, secretary-treasurer; William Irwin, commercial manager, and Paul W. Norris, program director, all of WSOC, Charlotte, attended the recent FCC hearing on the station's request to air on 600 kc. and for 1,000-watt daytime power and 250 at night.

The Three Cocoanuts, formerly of WCBM, Baltimore, start tomorrow dispensing music over WHN, New York.

TAX ON RADIO STATIONS IS PROPOSED BY PAYNE

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would become effective July 1 next. A yield of \$6,946,395 is estimated by Payne.

Queried by RADIO DAILY on Payne's proposal, James W. Baldwin, NAB managing director, declared he had no statement to make at this time.

Seeks Law Against Radio Interference

Augusta, Me. — Senator George Ashby of Fort Fairfield is seeking unanimous consent to introduce an order in the Maine Senate making persons operating devices to hinder radio reception punishable by a maximum \$50 fine.

Norge Business Jumps

Detroit — First quarter all-product business of Norge, a big national user of radio, was 32 per cent of last year's total business, according to Howard E. Blood, president of the Norge Division and vice-president in charge of operations for Borg-Warner Corp. Sales of Norge gas ranges and furnaces broke all-time highs in March, said Blood, and there were gains in other divisions.

Radio Shows for Legit

Three WBNX weekly radio programs in Jewish are being prepared for legitimate play run in New York Jewish theaters. Shows are "Old Love," opening at the Bronx Art Theater, April 19; "Bachelor Girl," McKinley Square Theater, May 3, and "In a Jewish Home," McKinley, May 24.

New Time for Personal Column

Due to daylight saving the Procter & Gamble "Personal Column" of the Air program on the NBC-Red network will shift to a 4:15-4:30 p.m. spot, effective May 3, continuing on a Monday through Thursday schedule. Same list of stations will be used at the new time, with the exception of WSM which cannot clear.

KANSAS CITY

Olaf S. Soward, KCKN news commentator, begins a 10-minute Wednesday evening program tomorrow called "Intimate Interviews," quizzing prominent folks.

Walt Lochman, KXBY sports announcer, will introduce members of the local ball teams to radio fans as part of his Thursday program for General Mills.

Ivan Flanery conducts a new traffic safety program over KXBY.

Senator Arthur Capper, ill, will be missing from WIBW, KANS and KCKN for a few weeks.

Nino Martini and Rosemarie Brancato appear in concert at the Auditorium tomorrow night.

KCMO yesterday started airing UP news, five periods daily.

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