



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 47

NEW YORK, N. Y., THURSDAY, APRIL 15, 1937

FIVE CENTS

Tax Bill Ready in Week

Looking On ... AND LISTENING IN

SUMMER BIZ Considerable data has been compiled by networks, stations and advertising agencies to show that summer is just as good as winter in point of radio audience size and aggregate public spending.

Distribution of the population may undergo a little temporary shift, but where the folks go, the radio goes too, in the car, on the highway and in the cottage by the beach.

Of importance to advertisers is the fact that audience receptivity is more favorable during the relaxed hours of vacation time than during the hustle-bustle of the 50 or 49 working weeks of the year.

Millions of people have much more time and inclination for listening during their vacation.

Old theories about seasonal letdowns are continually being upset, and although audience sizes may be largely a matter of estimate, sales results aren't.

The smart advertiser is the one who recognizes basic facts and results in preference to theories.

SILENT MEN Judged by the adage that "he who talks little, thinks much," the top executives of the radio industry are about the thinkingest class of men to be found.

Press statements are seldom given out by officials of the broadcasting field, personal publicity is shunned, and when newshounds seek interviews they are almost baffled by the reluctance and modesty they encounter.

In no branch of the amusement world is there such genteel reticence on the part of the men at the wheels.

Perhaps it's because radio leaders are a combination of the business man and the showman.

With a little accent on business.

WFAA Talent Hunt

Dallas—Nine Texas stations have been invited to send their best program and announcer for a guest appearance on WFAA here Saturday, in a move by the local station to uncover new radio talent worthy of exploiting to a wider audience.

KRBC of Abilene is sending a girl trio with Gene Heard as master of ceremonies.

40 RADIO ACTS SET FOR CLEVELAND EXPO

With the Cleveland Great Lakes Exposition scheduled to reopen for another season May 29, radio talent is rapidly being booked for its entire run. As was the case last year, whole radio shows will be imported to guest at the exposition for short bookings. To date, approximately 40 acts are set, though not all scheduled for specific dates. The Fireside Recital will appear June 18-19. Carborundum Band appears July 24, and

(Continued on Page 3)

Rubinoff Coast Shows Get Emcee and Guests

Rubinoff Chevrolet program, which originates the next five shows from Coast CBS studios starting this Sunday, will have a new type of show with permanent emcee and guest stars. Fred Keating (former magician) as master of ceremonies and Walter Cassell, baritone, will be on permanently. Eddie Cantor will be

(Continued on Page 3)

Radio Service Ass'n Meets May 23 in Dallas

Dallas—Fifth annual convention of the National Radio Service Ass'n will be held here May 23-25. A radio and electric show will be held concurrently. Distributors and dealers in radios, electrical appliances and refrigerators will participate in the show, which is planned for fifty exhibits.

2 Million Rise in Home Sets Seen by CBS This Summer

Showboat's Coast Shift Is Taking Place Sooner

Instead of waiting until July to shift the Showboat program to Hollywood, the change in origination point will take place within the next few weeks, it is announced. Charles Winninger has already been signed to head the new show.

Lanny Ross, the announcement said, (Continued on Page 3)

Conferring With Treasury Department Experts Before Filing Wattage Levy Measure in House

Capitulate

St. Louis — Three leading St. Louis department stores, which up to now have kept entirely away from radio advertising, are tied in with a new weekly series of programs starting April 20 over KMOX. Series is "Jean Abbey, the Woman's Home Companion Shopper".

URGES SPONSOR ADS IN RADIO LISTINGS

As a solution of the frequently unsatisfactory identification of radio programs in newspaper listings, the opening of the time-table columns to sponsors for the insertion of paid ads giving more complete data on shows is recommended on a nationwide

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Canadian Chain Names U. S. Campaign Counsel

Winnipeg — Rintoul-Stiepoek Inc., New York, has been appointed by Taylor, Pearson & Carson as advertising and sales promotion counsel to direct their 1937 campaign in the

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By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Conferences have been scheduled with Treasury Department experts to discuss the broadcasting station tax proposal drafted by FCC Commissioner George Henry Payne for Congressman John J. Boylan (D., N. Y.), it was stated to RADIO DAILY yesterday by Boylan. The Congressman added that he is in "general agreement" with the Payne plan and expects to have his bill "whipped into shape" for introduction in the House within a week or ten days.

At the FCC, it was stated that after Capitol Hill is through with the bill, it will be submitted to the full broadcast division for consideration.

Meanwhile Congressman Emanuel Celler (D., Brooklyn) advised RADIO DAILY that Chairman Win-

(Continued on Page 3)

Sterling Fisher Gets CBS Public Talks Post

CBS late yesterday announced the appointment of Sterling Fisher, author, newspaperman and lecturer, as director of Public Talks and Education. Fisher succeeds Edward R. Murrow, who was recently appointed European director of CBS. Fisher, coming direct to the web from the staff of the New York Times, will supervise all educational and religious programs, and in addition will edit the magazine "Talks," a digest of all discussions heard over CBS.

Murrow sails for Europe April 21 to assume his new duties.

Silent on Meeting

Results of the meeting held yesterday morning between the committees representing the CBS management and the "American Guild of Radio Announcers and Producers" will not be disclosed until later in the week, it was announced.

Next move will be taken by the Guild in a meeting tentatively scheduled for later this week.

NBC and CBS are both levelling the promotion guns on the summer-time horizon with a stream of promotion pieces aimed at prospects. In the mails last night CBS placed its 16-page spiral bound booklet entitled "A Summary of Summer Radio Facts (revised)," based on data collected by Daniel Starch and stating that 70 per cent of all home radios were in use sometime during the

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor
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RADIO EDITORS' FORUM

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

By INA WICKHAM

The Davenport (Iowa) Democrat

THE greatest complaint I have to make against radio programs is the class of music that most of them force on listeners. Some of these so called popular songs are played and sung over and over again, night after night. Once is enough to hear most of them and too often for some of them.

Music does not need to be classical, but there is much good music and well loved music without resorting to some that is now put on the air.

Recently I wrote to one of the Sunday programs, that runs for an hour. I suggested some very fine music that is very popular in the mid west. The reply was that that class of music would not interest the public. But for the last three Sundays said program has been presenting the lowest form of comedy sketches. Sketches that reek of slap stick, pie throwing comedies of the movies.

What can one do under those cir-

cumstances? Turn to some other programs I suppose.

Another thing which peeves me as radio editor and which, too, has some relation to the listeners, is the habit of sending out a program and then changing it without even a word of warning. I've listed programs on our Sunday page only to find them changed when the program comes on the air. If we will publish the programs to bring them to the attention of the listeners, surely the least the sponsors can do is to see that the correct programs reach us and if changes must be made, that we get them in time. This happens so often on the Eddie Cantor programs. Cantor is popular in Davenport and I always list his programs and in one month three of them were changed without any word to the radio editor so that we might make the change on our listing.

COMING and GOING

RALPH WONDERS returns today from a business trip to Chicago, stopping off in Cleveland to discuss Exposition bookings.

MRS. M. MAYO returned to Boston yesterday after visiting her son, John, here for the week.

JIM and MARIAN JORDAN, better known as FIBBER MCGEE and MOLLY, arrive in New York today to appear on Ray Sinatra's program tonight.

EDWARD J. SAMUEL of WMAS, Springfield, Mass., is in town for a few days contacting agencies. He is making his headquarters at CBS.

CHARLES J. CUMMINGS, radio singer of Springfield, Mass., has left for Hollywood to appear in pictures for Warners.

JASCHA HEIFETZ arrived on the Berengaria Tuesday.

MME. STELLA ANDREVA of the Metropolitan Opera Company sails on the Berengaria today for England.

PAULINE SWANSON, manager of the west coast office of Robert Taplinger, Inc., planes to New York today for a two-week stay at the home office.

HELEN MERCHANT of the WINS "Musical Clock" leaves April 19 for a vacation.

CHARLES P. DICKSON, WLS advertising manager, is in town, stopping at the Roosevelt.

HARRY TRENNER, commercial manager of WNBC, in town on business.

CHARLES E. GREEN, Consolidated Radio Artists prexy, left last night for Cleveland and Chicago. Back next Tuesday.

Deanna Durbin Back Sunday

Deanna Durbin, scheduled to return to the Eddie Cantor broadcasts last Sunday but forced to delay because of a cold, has recovered and will appear next Sunday. Miss Durbin recently spent two weeks in Camden, N. J., making series of disks with Leopold Stokowski, and is now working on her second starring film, which will also star the famous maestro. Broadcast is aired Sundays, 8:30-9 p.m. over CBS web.

Givot Wedding April 25

George Givot, star of radio, stage and screen, yesterday announced his engagement to Maryon Curtis, non-pro. Wedding is set for April 25. Givot recently disbanded his novelty orchestra to return to California and the films. Miss Curtis is a native of Chicago.

First CBS Commercials Start on WMAZ, Macon

Macon, Ga.—After a week of sustainers, WMAZ this week carried its first CBS commercial, being added to the Edwin C. Hill network for Lucky Strike.

Also scheduled for the Macon station are Ford's Sunday evening hour and the Tuesday Al Pearce stanza, as well as Chesterfield's twice weekly half-hour. These shows begin the last of month when New York goes daylight saving, thus putting WMAZ in position to carry them. Station signs off at sunset in Albuquerque, N. M.

Dari-Rich Time Switch

Bowey's Inc., Chicago (Dari-Rich chocolate drink), on April 26 will shift its repeat broadcast to 7-7:15 p.m. for stations KSD, WOW and WDAF. Program is now heard on the NBC-Red network Mondays, Wednesdays, Fridays, 5:15-5:30 p.m. with the repeat at 5:45 p.m.

NBC Chicken Account Renews

Richardson & Robbins Co., Dover, Del. (boned chicken), has signed a 52-week renewal for its "R. & R. Revelers", program on WJZ, Mondays, Wednesdays and Fridays, 6:35-6:45 p.m. Charles W. Hoyt Co., Inc. has the account.

Three Marshalls Add Spot

The Three Marshalls, heard twice weekly over WJZ and the NBC-Blue network, get another spot starting April 26. The popular swing harmonists will be heard Monday, Wednesday and Friday, 12:30 p.m.

Stanley Cup Final Game On Mutual Net Tonight

Gordon Baking Co. will sponsor the final game of the Stanley Cup Hockey play-offs tonight over the Mutual network at 8:30-10:30 p.m. Program will originate from Detroit studios and will be aired over WOR, CKLW and WGN.

NBC Shakespeare Broadcasts

NBC will air three network programs April 26 to celebrate the 373rd anniversary of William Shakespeare's birth. One broadcast will come from Stratford-on-Avon, another will be presented here by the NBC Radio Guild, while the third will be "Will of Stratford", original radio script by Bosley Crowther.

Studios at Denton College

Dallas—The North Texas State Teachers' College, Denton, has completed new studios from which by remote control they will broadcast their weekly programs through WFAA here. Dedication programs will be held April 21st.

New Doris Hare Series

New NBC-Blue series featuring Doris Hare, English comedienne and singer, starts tomorrow at 7:30-7:45 p.m.

LEO SAYS:

WHN LEADS AGAIN—Adam Hats broadcasts the Perry-Vines tennis match on Sunday! WHN DIAL 1010 AFFILIATED WITH M-G-M LOEW'S

FINANCIAL

(Wednesday, Apr. 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Lahr Starts Sunday In Dr. Lyons NBC Spot

Bert Lahr will take over the Dr. Lyons tooth powder period on the NBC-Red network, 9-9:30 p.m., next Sunday, it was announced yesterday by Air Features, Inc.

In the new role Lahr is a young man who falls heir to a hotel and runs into hilarious situations.

Brooklyn Hearings End

Washington Bureau, RADIO DAILY Washington—Broadcast division of the FCC stated yesterday that hearings on the Brooklyn cases had been completed.

BIRTHDAYS grid showing dates 1-30

April 15 Greetings from Radio Daily to Dave Alber Marian Jordan

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

STATION TAX MEASURE READY WITHIN A WEEK

(Continued from Page 1)

son, House naval affairs committee, has agreed to hold hearings before his committee this month on the Celler bill providing for a government station. Celler's office is arranging for groups from network headquarters in New York to come to Washington and submit testimony. Radio interests are expected to oppose the idea of a government-owned station, but favor a clause in the bill providing for leasing of the station's facilities to private interests.

Rubinoff Coast Shows Get Emcee and Guests

(Continued from Page 1)

a visitor this Sunday. Ella Logan and Carmel Myers will also be guests.

This is the first change in general style for Chevrolet programs in past few years. Walter Craig and Joseph H. Neebe, latter of Campbell Ewald agency, are handling production.

Showboat's Coast Shift Is Taking Place Sooner

(Continued from Page 1)

will not be on the new show but will probably be in a new series this Fall under his present sponsor, General Foods. Showboat will continue in its present spot on the NBC-Red, Thursdays, 9-10 p.m. opposite Major Bowes on CBS.

AD AGENCIES

GEYER, CORNELL & NEWELL, INC., has been appointed by Nash-Kelvinator Corp., Kenosha, to service the Nash motor car account in addition to the Kelvinator which they have been servicing. Both units are now using Saturday programs on CBS. Kelvinator has "Prof. Quiz" on at 8-8:30 p.m., with the Nash show at 9-9:30 p.m.

STAN WORSDELL and WALTER MARTIN, JR., have added to the sales organization of Allied Advertising Agencies, Los Angeles.

WILLIAM GUYER, formerly advertising manager of Schenley whiskey, and sales manager of Seagram whiskey, has joined the White-Lowell Co., Inc., advertising agency, as an account executive.

CASIMER-BEST, INC., advertising agency has been appointed by Frederick Lowenfels & Sons, makers of hotel bar butter, to handle a new spring and summer advertising campaign. A spot radio schedule will be included, but as yet it has not been set.

VAN HECKER-MacLEOD INC., advertising agency in Chicago, will move to larger quarters in the Mather Tower on May 1.

NEW PROGRAMS—IDEAS

Trading Post Clicks

The WTMV (East St. Louis, Ill.) Trading Post has caught on in a big way. It is designed to help persons trade or sell useful but unwanted articles about their household, etc. The program is in the form of an auction, WTMV announcers serving as the auctioneer and his assistants and they read letters from buyers and sellers.

Woman's Slant on Sports

WBAL, Baltimore, has a sports program arranged by Don Riley, commentator, presenting the woman's slant on sports with the aid of Harriet Grafton. Gunther Brewing Co. sponsors the spot.

A series conducted by the Baltimore Safety Council, dealing with safety in the home, also has started at WBAL. It comprises interviews with prominent citizens.

Another recent series, "Matching Minds," conducted by Louis Azreal, newspaper columnist, is gaining a following.

Varied Use of News

WHBL, Sheboygan, Wis., is presenting news bulletins every hour on the hour throughout each day, with frequent interruptions of regular programs for "hot" bulletins. The station had news of the Chrysler strike settlement on the air exactly five minutes after it was announced in Lansing, Mich.

News service also includes 15-minute summaries at 8 a.m., 6 p.m. and 9 p.m. daily and two five-minute commercials during the noon "Wisconsin Home Hour." Another news show is "Headlines and Melodies," 4-4:30 p.m. daily, with headlines from the current Sheboygan Press illustrated by sound effects and appropriate music.

WHBL aired an hour's "Election Parade" last week for H. C. Prange Co., Sheboygan department store, with bulletins on local, county and state election returns and general news, with music supplying the background.

CRA Signs Middleman; New Hotel Spots Set

Consolidated Radio Artists Inc. has signed Henry Middleman and his orchestra, now playing the Nixon Restaurant, Pittsburgh, and heard over KDKA. Band will be heard via NBC network shortly.

Bookings by Consolidated include John Hamp and orchestra, Peabody Hotel, Memphis, opening about May 1. Band now at Muelbach Hotel, Kansas City. Joe Venuti and band for the Nicollet Hotel, Minneapolis, opening soon. Ferde Grofe has been set for a spot on the NBC Music Week celebration, playing his own compositions.

P. & G. Oxydol Show Spot Broadcast Only

Chicago—According to Blackett-Sample-Hummert, Inc., Procter & Gamble Oxydol show which started on WGN and repeated later in day on WLW ("The Couple Next Door") are two spot broadcasts and not Mutual network accounts. Agency clarified situation as result of query from WLW. It had been reported as an MBS show, a release to this effect having gone out from WGN.

Shelley Taking Bride

Des Moines—Jack Shelley, assistant news editor at WHO, will be married Saturday.

Short Wave Stations On Revised Schedule

Beginning Sunday, transmissions from the BBC short-wave stations at Daventry will operate on a completely revised schedule. Transmission 1, directed upon the Antipodes and the Far East, daily 1-3:15 a.m. EST over GSG, GSO and GSB; Transmission 2, directed towards India, Ceylon, Malaya and Far East, daily, 5:45-8:55 a.m. EST over GSH, GSG and GSF. Transmission 3, directed towards India, Burma and Ceylon, daily 9:15 a.m.-12 noon EST over GSH, GSG and GSF. Transmission 4, directed towards Africa and Near East, 12:30-3:45 p.m. EST over GSI, GSB and GSD. Transmission 5, directed towards North America, daily, 6:20-8:30 p.m. EST over GSF, GSD and GSB. Transmission 6, directed towards Western North America, daily, 9-11 p.m. EST over GSF, GSD and GSC.

Another station will be added to the list operated by BBC as soon as tests now being held are completed. New super-power transmitters have been installed for the station. Call letters assigned are GST and frequency is 21.55 megs.

Ascap Bill Up for Vote

Lincoln—Senator Brady's proposed anti-Ascap measure is scheduled for a vote sometime this week. Recently the legislature's constitutional committee voted 2 to 1 that the measure, if passed as it stands, will be held unconstitutional in the first brush with the Supreme Court. Brady, pointing to the laws of Washington and Montana which make Ascap illegal, believes the law can be made to stick.

URGES SPONSOR ADS IN RADIO LISTINGS

(Continued from Page 1)

scale by John H. Miller of the Frank Presbrey Co., advertising agency.

In an article in the April 8 issue of Advertising and Selling, Miller suggests that sponsors of 15-minute programs be required to use at least 14 lines, and the longer shows proportionately. The plan, in addition to giving the public desired information and helping to boost listeners, would increase newspaper revenue and cause many non-newspaper advertisers to utilize the radio listing columns and thus improve the relations between radio sponsors, advertising agencies and newspapers.

Sustaining programs with sponsors in view also could be built up in listener-interest under this method, Miller says.

Canadian Chain Names U. S. Campaign Counsel

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United States and Canada. Taylor, Pearson & Carson at present have stations CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CJOC, Lethbridge CFAC, Calgary, and CJCA, Edmonton. The chain, covering western Canada, is represented in the U. S. by Weed & Co.

R. H. Stiepoek, vice-president of Rintoul-Stiepoek, is at present on an extended tour of these stations, preparatory to launching the advertising and promotion campaign, which will include comprehensive market data and a study of radio coverage and conditions peculiar to western Canada. The purpose of this undertaking is to draw the attention of U. S. advertisers particularly to a rich and comparatively untapped market.

40 Radio Acts Set For Cleveland Expo

(Continued from Page 1)

Uncle Ezra brings his act to Cleveland June 8-9. Mario Cozzi and his NBC program was set last week.

Arthur Cook is handling some of the radio bookings and publicity, working directly under Ralph Wonders of Rockwell-O'Keefe.

"It's A Fact!"

You're missing a good bet if you don't have this expertly written daily feature of oddities in the news.

It is INSTANTLY SPONSORABLE!

Write or Wire

Van Cronkhite Associates, Inc.
360 NORTH MICHIGAN AVE.
CHICAGO
State 6088



BEN LARSON, Ruthrauff & Ryan's producer on the Gillette Community Sing, says talent lineup will remain the same when the Sing shortens to half an hour April 25. Frederick B. Ryan, here in connection with the time change, and Myron P. Kirk, here for the past month, return to New York this week-end.

Amos (Freeman Godsen) moves up from Palm Springs on May 1, to make his home in Beverley Hills, where he has just purchased a huge home.

Harold Wiler will be Fuller Smith & Ross Agency's man and producer on the Ben Bernie American Can program when it resumes airing from Hollywood. Eddie Cantor will be first guest star.

Raymond R. Morgan Agency finishing 39th and concluding disk in the Buck Jones serial, "Hoof Beats", being done for Young & Rubicam to sell Grape Nuts Flakes. Recordings Inc., waxing.

Playboys, who made one series for Standard Radio library when the Bernie band broke up last month, readying to do another series for same library.

Harry Balkin series, The Success Doctor (Raymond R. Morgan Co.), sold to WFAA, Dallas, for Honey-youth, Inc. (Erle Racey agency) also to Loblaw Groceries, Inc., Rochester, N. Y. (Addison Vars, Inc., agency).

Ray Buffum, Bob Taplinger Coast office, flew to Kansas City to bring back beauties for the Radio Show beauty contest. Pauline Swanson, office's head on the Coast, hops a United plane Thursday, for New York.

Eddie Cantor, to announce winner on the contest Sunday, had to pick from more than 175,000 replies.

Thomas Conrad Sawyer's "Looking at the World" (comments on news) starts May 5 on NBC-Red outlets for California. Sweetheart Soap being plugged by Manhattan Soap Co. of New York. Milton Weinberg agency.

Helen Merchant's Fifth Year

Helen Merchant, heard on the WINS "Musical Clock" program, celebrates her fifth anniversary on that show April 18. Program is heard daily from 6:30-9 a.m. Miss Merchant leaves on a vacation April 19, returning to WINS on May 3. Louis Charles will pinch-hit.

Salary Bill Reported

Washington Bur., RADIO DAILY

Washington—The House Ways and Means committee yesterday reported favorably on the repeal of the present law which requires the publication of all salaries above \$15,000.



● ● ● The Sealtest Saturday Night Party will shortly emanate from Hollywood...No changes in makeup or cast, however...Shell Chateau with Joe Cook and gueststars now heard via NBC on Saturday nights, will switch to Tuesdays in May, taking over the time vacated by Fred Astaire-Charlie Butterworth Packard show which fades...Dick Humber reports that he has Kate Smith booked for his Studebaker spot in two weeks with James Melton slated for a turn the week after...George Wallace, CBS page boy, will double-in-brass as Paul Douglas' assistant on the baseball airings starting Monday...Tim Ryan and Irene Noblette, who start their WOR shows Sunday, will also be featured in a series of shorts being made at Warners.

● ● ● NBC engineer O. E. Bowman originated an idea that may be picked up by other control men in the country...O. E. found that the "mixing controls" knobs were not tagged to indicate for what mike...So, he writes the info on slips of paper—and plugs them against the board (and over the knob) with paper-matches—using the head as a stopper...Some one asked Joey Nash what he was going to do this summer. To which the singing "comic" replied: "I don't have to worry. I have the empty crackerjack box concession in the Polo Grounds."

● ● ● Peck agency's deal for George Beatty and Ruth Elting is being held up pending the arrival of an exec from the west...Lum and Abner have had their contract with the malted milk sponsor renewed until November, 1938—and they will remain on all through the summer...Decision on the Jell-o show with Henry Hull, Ray Perkins and Miff Mole's band will be made today...Nothing definite on the successor to Fred Allen...Eunice Howard, star of the "Young Stanley" script show, will throw a party for the cast next month when the show starts its second year...Mark Hampton starts rehearsal June 22 on "As The Drums Begin" in London with musical compositions by Johnny Green and Conrad Thibault starring.

● ● ● Bernice Judis of WNEW entertains intimate friends via special recordings which will never be aired...They are five minute commercials plugging a loan company—using the "voice" of FDR saying that under such and such section of the constitution, money may be borrowed—at a certain per cent of interest. "Please call Sterling—and get a loan" is the punch-line...Other records feature the "voices" of Fred Allen, Father Coughlin, and so on...Very amusing to hear these imitators spiel...In a radio poll held by the Gramercy Boys Club in N. Y., a former local kid, Eddie Cantor, was first with Jack Benny from out west trailing second...Announcers at WROK, Rockford, Ill., staged a "shut-up strike" demanding the sampling of items they are made to advertise via the air.

● ● ● The Archbishop of Canterbury will broadcast the services preparatory to the Coronation from the Concert Hall of British Broadcasting, London, May 9. It will be heard over the NBC-Blue network, from 3-3:55 DST.



PAUL WHITEMAN will be heard Sunday nights over WGN starting April 18 in a full hour symphonic concert from 7:30-8:30 CST, with the sustaining stanza titled "Rhythm in the Whiteman Manner." The King of Jazz will have a specially augmented ork for the shot. Local listeners getting plenty of King's jazz and symphony through WGN-MBS channels with his current two-a-night airings from Drake.

Bruce Kamman, prof in Kaltenmeyer's Kindergarten and former member of ork with Hagenbeck-Wallace big top, holding re-union with his old tanbark and spangle mates while circus is current in Chi.

That the American League has created its radio department to handicap or censor baseball broadcasting was branded a myth by C. L. McEvoy, "czar" of the league's diamond airings and principal speaker at the first nationwide assemblage of more than 70 announcers, station reps and advertisers in a "hot stove" session held in the Edgewater Beach hotel.

FCC Inquiry Hits A Political Stymie

New Orleans—FCC inquiry into the company seeking the license of WBNO, the 100-watter here, had political repercussions yesterday when it was discovered that James A. Noe, the Huey Longite and anathema of the present state administration was majority stockholder in the new company.

Simultaneously former Mayor T. Semmes Walmsley claimed that he purchased a half interest in the station as a silent partner in 1934, and opposed the transfer. The hearing lasted all day before George B. Porter, assistant general counsel of the broadcast division, and other FCC members including Andrew Ring, assistant chief engineer, E. B. Massey, chief of the FCC license bureau and Andrew Dalrymple, attorney.

Edward Musso, manager of WBNO denied that Walmsley had any interest in the station and asserted that the money paid to the station was for political time. Noe told newspaper men that he owned 197 shares of WBNO, Inc., with Musso, George Pierce and W. A. West, Jr., and found it peculiar that Walmsley waited so long before coming forward.

Indict Marx Brothers

Los Angeles—Chico and Groucho Marx, the comedy team, were indicted yesterday by a Federal Grand Jury on charges of violating the copyright law.

Garrett and Carroll Graham alleged that the Marx Brothers had stolen their story "The Hollywood Adventures of Mr. Dibble and Mr. Dabble" and used it for a radio script.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

EARLY SPRING posies to Maybelle Jennings, the WJSV Washington commentator, for her door-to-door, short-wave, man in the street interviews... The clever lass knocks at doors and persuades the lurking householder to speak his piece from under his own roof-tree... Eddie Sanz, Paramount's Eastern make-up director, will gladden the feminine heart with chat about facial renovation on the NBC Fashion Show today... WGN's lady of the drama, Alice Hill, spending mornings, afternoons and the p.m.'s between broadcasts at the Passavant Hospital... voice trouble developed on Monday... The Connie Gates deal with Number One Fifth Avenue never coagulated on account of they wanted her to deliver ditties of sophistication too sensational for La Gates' genteel genre... Durelle Alexander can't decide whether to join that show at the Dallas Exposition in competition with the one she graced last year (Casa Manana)... Marie Nordstrom of radio and the theater becomes a permanent member of "Pepper Young's Family" at today's broadcast...



"Twenty-Five Years Ago This Week", WQXR's program of reminiscence, has ten (count 'em) damsels including a gal called Marguerite Faust who specializes in children's parts... Hildegard, blonde caroller who's Coronation-bound, takes 32 gowns with her and a specially constructed wardrobe trunk 5½ feet high to prevent creasing... Betty Worth, WHN's stock company ingenue, once glorified in the Ziegfeld manner, is heard on "We, the People", "Ripley's Believe It or Not", the Camel program and "Gang Busters"... Eve Love, the publicity lass with the you-all in her voice, temporarily worsted by toxic poisoning... Edythe Wright, the Tommy Dorsey chanteuse, still showing eye and nose scars from the collision with a hit-and-run truck.



Katherine Garrison Chapin, Philadelphia poetess, brings her lyre to WFIL this afternoon, with the first of a series of poetry broadcasts... "Trouble House's" Ann Elsner will assist at the fly-casting at the invitation of Bob Edge, at the official opening of the trout season at Saddle River... WOAI's femme conductor, Ethel Strong, devoting days each week to presenting her programs in South Texas communities for P.T.A. meetings, church groups and stores... She uses local talent.

RADIO PERSONALITIES

No. 25 in the Series of Who's Who in the Industry

QUIN A. RYAN, manager of WGN, Chicago, has had a colorful career including such vicissitudes as reporter, actor, sports correspondent, magazine editor, advertising man, syndicate humorist, columnist, feature announcer and station manager.



Made radio history at the Scopes trial.....

Born in Chicago, Nov. 17, 1898, he divided his education between Loyola Academy, Northwestern University and the Old Essanay film studios, with early interest fixed in writing and acting.

While in college he became sports correspondent for the Chicago Tribune, and following his graduation came into the local room of that paper as a full-fledged newspaperman.

In 1922, Ryan became a sports columnist for the Herald-Examiner and in the same year tried his hand at the first written radio continuity in Chicago, in verse, which the author read himself.

In 1924 Ryan was an announcer, continuity writer and general utility man for WLS, then under banner of Sears, Roebuck. When the

Chi Tribune purchased WDAP and renamed it WGN, Ryan signed up, along with two promising young radio men, Sen Kaney and Jack Nelson, as publicity director.

In 1924 Ryan became manager of WGN. In 1925 when the Scopes trial burst on the bewildered fundamentalists of Tennessee, Quin and his engineers commandeered the courtroom and broadcast the proceedings—which is radio history. Later Quin was named by Judge Kenesaw Mountain Landis along with Graham McNamee to air the first world series to go on the beginning chain of stations.

In February, 1931, Ryan married Roberta Nangle of the society side of the Tribune. In this same year he was renamed manager of WGN, the job he held between 1924 and 1927, and a position he has held ever since.

ORCHESTRAS - MUSIC

MARK WARNOW, signing off the CBS Hit Parade show May 1, switches immediately to the NBC broadcast for same sponsor, May 5th. Program heard 10-10:45 p.m. over NBC-Red web, is sponsored by American Tobacco, with Lord & Thomas the agency. Al Goodman will make a return appearance on the series when he replaces Warnow on the CBS show May 8.

Jan Savitt, KYW musical director and leader of the NBC-Top Hatters swing band, stages a return to the old masters in presenting a violin recital weekly over KYW, Philly, with Martin Gabowitz, concert pianist. Savitt used to be a fiddler with the Philadelphia Orchestra.

Although the CBS Speed Show moves to the coast after the April 24 broadcast, Vincent Lopez has his first airing on that program from the coast May 1.

The first Chicago "Musical Jamboree" bows in Saturday night (Sunday morning) at 4 a.m. at the Chez Paree under the combined sponsorship of Henry Busse and Maurie Stein. It will combine the two great bands at the famed cafe in a clown jamboree when all good musicians let their hair down and perform the antics inherent in every good tune-smith.

Milton Berle introduced the new

Abner Silver-Al Sherman musical revelation "Today I Am a Man" on his Sunday, April 11 program over a coast-to-coast network. The publishers are Mills Music, Inc.

Jack Mills has taken over the American rights to two new English tunes now adding to the gayety of Piccadilly Circus. Francis, Day and Hunter Ltd. offer "I Once Had a Heart, Margarita," by Eddie Lisbona, Tommie Connor and Jupp Schmitz. Peter Maurice Ltd. contributes "When Lights Are Low" by Spencer Williams and Benny Carter. The deal was completed by trans-Atlantic phone.

Helen Marshall completes her first six months as soprano soloist of the Fireside Recitals in the NBC-Red network program of Sunday, April 18, at 7:30 p.m. EST. She had the distinction of enjoying two scholarships at once in the Juilliard School of Music, one in violin and one in voice, before choosing voice as a professional career.

In celebration of Peter Van Steeden's second anniversary as musical director of Town Hall Tonight, Fred Allen turns over the variety half of the show to the bandmaster and his musicians to do as they please with during the Wednesday April 21 broad-

GUEST-ING

BEN BERNIE, WALTER WINCHELL and ALICE FAYE on Hollywood Hotel, April 23 (CBS, 9 p.m.)

JASCHA HEIFETZ, on Ford Sunday Evening Hour, May 9 (CBS, 9 p.m.). GLADYS SWARTHOUT, KATHRYN MEISLE, BIDU SAYAO, MISCHA LEVITZKI and JOSEPH ANTOINE, on same program on succeeding weeks in order named.

STUART ERWIN and RUFÉ DAVIS, on Jack Oakie College, April 20 (CBS, 9:30 p.m.).

LOU HOLTZ, replacing Sheila Barrett, on Rudy Vallee Hour, tonight (NBC-Red, 8 p.m.)

JAMES RENNIE and PEGGY WOOD, on Theater Guide, today (WINS).

ARTHUR BYRON, star of stage and screen, on the Movie Club, tomorrow (WHN-8 p.m.).

JESSICA DRAGONETTE and CHARLES KULLMANN in "The Vagabond King", April 21 (CBS-9:30 p.m.).

JANE PICKENS on "The House That Jack Built", April 23 (NBC-Red, 7:45 p.m.).

Examination for Damskov

Examination before trial of Dorothea Damskov, president of Damskov Inc., suing the Knickerbocker Broadcasting Co. (WMCA) for \$10,000 for breach of contract was ordered yesterday in Supreme Court.

The Damskov suit sets forth that Knickerbocker contracted to give three broadcasts weekly in advertisement of a reducing product sponsored by Damskov, but failed to carry out its agreement.

cast, over the NBC-Red network at 9:00 p.m. EST. Van Steeden will put his Troubadours through their paces in a series of solo and group acts demonstrating their talents and versatility.

Paul Whiteman and his lads will play a series of one-night engagements on their Chicago to New York trek, before embarking on the two weeks they are committed to at Loew's State.

SELL TIME WITH SOUND

Make your sales story BRIEF — CONCISE — DRAMATIC Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

PRESTO RECORDING CORP. 149 W. 19th St., N. Y.

NEW BUSINESS

Signed by Stations

Iowa Network

Skelgas Co., five quarter-hours, featuring WMT German Band, through Ferry-Hanley agency, Kansas City; Western Growers Protective Ass'n (lettuce), spot participation on "Magic Kitchen" over WMT-KRNT, through J. Walter Thompson; Washington State Apple Growers, spot on "Magic Kitchen", WMT-KRNT, through J. Walter Thompson; American Tobacco, daily spots on KRNT-WMT, through Lawrence C. Gumbiner agency; Maher's 7-Up Co., Orville Foster's "Day Dreamer", quarter-hour daily soon as time is cleared; Goodman Motor Co., Des Moines, Jimmy Corbin, KSO singing pianist, six weekly quarter-hours; Winterset (Ia.) Monument Co., Betty Jean and Freddie, three quarter-hours weekly over KSO; Kelvinator dealers of Iowa, "Iowa Speaks", half-hour, Saturday nights, with Dale Morgan, Bill Brown and Michael McElroy at the mikes.

Kansas City

WHB: Gorman Furniture Co., with 12-month contract, increases from three quarter-hours daily to six; Wyandotte Furniture Co., supplemented spots with six weekly quarter-hours; Long-Hall Laundry Co., added Sunday program.

WDAF: D. W. Newcomer's Sons Funeral Home, renews annual contract with additional quarter hour Sundays.

KECA, Los Angeles

Davis Perfection Bakeries, 13-week spots, through Bert Butterworth agency; Smilin' Frankie Gordon, 10 weeks of thrice weekly spots, through Milton Weinberg agency.

WFAS, White Plains, N. Y.

Craftsman Products Co. (floor wax), North Hackensack, N. J., Saturday quarter-hour, "Melody Favorites", featuring Lydia Scott with Ran Kaler, starting April 17, through Joseph Stocker, Ramsey, N. J.

WFAA, Dallas

C. S. O. Laboratories (germicide), one-year, thrice weekly, 15-min. program

SAN ANTONIO

KABC will air both the local and road games played by San Antonio Baseball Club.... Glenn Lee's combo now heard nightly from the Olmos over KABC.... Col. Ray Hatfield Gardner ("Arizona Bill") appearing on some station in a new series of programs at 9 a.m. under auspices of Y.M.C.A.... Willett's ork now airing through this station.... KONO has two new musical programs, The Hilo Trio, followed by Musical Messengers.... Percy Barbat recently joined the news staff at WOAI.... Mary Ferguson now heard twice weekly over KTSA in music and songs.... KMAC adding more music and talent with Home Folks Frolic, Studio Trio and The Mexican Hour.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 20 of a Series

WDOE—Chattanooga, Tenn.

5,000 Watts Day—1,000 Watts Night—1280 K.C.

N. A. THOMAS, Pres.

E. W. WINGER, Station Mgr.

WDOE serves a population of a million and a half people within a hundred-mile radius, in the states of Tennessee, Alabama, Georgia and North Carolina. The station was established in 1925 and has been under the same ownership and management since its inauguration. The station broadcasts 17½ hours daily from 6 a.m. to 11:30 p.m.

In October, 1929, WDOE became a member of the Columbia Network and has presented Columbia programs since that time. The continual program of expansion has been carried out since the birth of the station. Today, it is one of the most modern, mechanically, in the entire south, with high fidelity amplification and transmission equipment, and modern vertical radiator. The station staff has grown from two in 1925 to a total of 60 in 1937. In addition to ample studio facilities in the Hotel Patten, the station also maintains a complete radio playhouse in the heart of down-town Chattanooga, with a seating capacity of 650 people. Many of the station's most popular programs are presented from this theater, playing to packed houses.

In addition to presenting CBS programs, news, sports, and the best of local programs, WDOE facilities have always been available to local service organizations such as schools, Boy Scouts, Red Cross, Parent-Teachers, Chamber of Commerce, etc. A report by the F.C.C. in 1936 revealed WDOE as being one of four regional stations in the country presenting an outstanding service to its area. As a result of WDOE's broadcasting activities, radio set ownership in the territory that it serves has shown a higher rate of increase per year than the average through the south.

★ QUOTES ★

PICK and PAT: "In the hey-day of vaudeville the biggest man kept control of his jokes. There were many black eyes passed out to gag-lifters who didn't have the physical strength to back up their material stealing proclivities. But radio has changed all that. Most of the jokes are not worth fighting over a few days after their creation. Radio has put them in the public domain. It surprises us when two leading exponents of humor use the same joke on the same night—and then laugh over it together, later."

ALAN ROBERTS: "Summer affords the greatest opportunity to develop and test the popularity of new artists, at the same time giving listeners diversity and relief from the winter's steady routine shows. Moreover it gives the headliners a chance to rest

program featuring Monte Magee, starting April 22; Gulf Refining (Gulf Sprays), twice weekly, 15-min. show featuring Rambling Cowboys, starting April 27; Honey-Youth Inc. (cosmetic), thrice weekly, 15-min., starting April 16, featuring Harry Balkin, "The Success Doctor".

WHO, Des Moines

Gardner Nursery, Osage, Ia., 15-mins. of Iowa Barn Dance Frolic, April 17 and 24.

WHN, New York

Welch Grape Juice Co. (tomato juice), for 13 weeks of two spots daily, Monday through Friday, starting April 19, through H. W. Kastor & Sons advertising agency; Willis Lane Studios, 26 week renewal, effective April 18, "Uncle Tom's Kiddies," weekly; Mulsified Coconut Oil, 26-

and to collect fresh ideas. This summer should either make or break many performers now budding forth as future star material".

LEE WILEY: "Radio definitely doesn't kill the worth of a popular song. If a number is good it will last despite constant usage. People never tire of the popular tunes they like any more than they shun the works of Bach, Beethoven or Brahms. I've found that listeners prefer a tried and true selection that they can whistle or sing rather than a new number with which they have to familiarize themselves, unless the new song happens to be 'one in a thousand'".

CAROL WEYMAN: "Singing and radio work are businesses like everything else but they are nerve-wracking

week renewal, effective April 16, "Movie Club," featuring Radie Harris and guest stars (once) weekly, through Blackett-Sample-Hummert.

KSL, Salt Lake City

Royal Baking Co., "Adventures of Jimmie Allen", thrice weekly.

KOMO, Seattle

Eastern Outfitting Co., new aerial mystery serial, with awards for solution.

KMOX, St. Louis

Hyde Park Beer, "Dope from the Dug-out" from Sportsmen Park, with France Laux at the mike.

KHQ, Spokane

Gilmore Oil Co., Gilmore Circus, produced by Raymond R. Morgan.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 Kw., unlimited.
WEED, Rocky Mount, N. C. CP for changes in equipment, increase power to 500 watts, frequency to 1240 kc., and operate unlimited hours.

APPLICATIONS RETURNED

McHenry Tichenor, Harlingen, Texas. CP for new station. 1370 kc., 100 watts, unlimited. (Incomplete)
Evans & Vandivier, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.
WAAB, Boston. Mod. of license to increase power to 1 Kw.

ing. The really great singers are the ones who can make their listeners believe that singing is easy and that a high note isn't so hard to reach after all. Some singers, it is true, really do sing easily and they are the fortunate ones. Other singers have to work hard but they are all the greater for being able to conceal it."

ARTHUR GODFREY: "In my work with Professor Quiz, I've been able to disprove one of the 'adages of the air'. It is possible to ad-lib on the air, if you find a tasteful, amusing manner in which to do so. Our program uses ad-lib chatter consistently with results that audiences approve and which no one would ever censor."

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.

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

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

May 23-25: National Radio Service Ass'n convention, Dallas.

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

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

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

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

PROMOTION

KFEL Presentation

KFEL, Denver, has issued a promotional piece with an offset cover showing the various station affiliations and services, such as Transradio Press, Mutual, World Broadcasting System, Transamerican, etc. Inside is a comprehensive picture of KFEL's coverage maps and considerable market data. The latter includes an item on the City of Denver, how the Denver-ites spend their money and relation of Denver to the State of Colorado. Circulation and radio audience analysis is also presented from data made by Russell B. Williams, radio director of Reinecke-Ellis-Younggreen & Finn, Chicago. Primary area and other coverage, plus maps, conclude the presentation.

Candid Camera With Remote

The candid camera has become a part of the regular remote pick-up squad equipment at WFAS, White Plains. From now on, nemo details covering athletic events, parades, streetcasts, etc., will be instructed to "shoot" snaps of news or promotional value in conjunction with the station's pick-up. Suitable photos will then be used in the station's bi-weekly house-organ, the WFAS NEWS, in promotional data of the sales department, and for the occasional easel-displays used in sponsor's show-windows, theater lobbies, and other places of public gathering.

Good-Will Moves

Clay Center, Neb.—Two exploitation moves to build community good will are being sponsored by KMMJ. Through the station-owned local newspaper a community auction, to which everybody is invited to bring articles for which they no longer have use, is being held this week. The auction is broadcast at 2:30 each day. Station also has allotted a 15-minute period six times a week at 3:30 p.m. to weekly papers in six surrounding towns. Each paper gets one period a week and is allowed to broadcast world news as well as items of purely local interest.

Labor Union Co-Operation

Example of co-operation relationship between a radio station and labor union, is presented by WROK, Rockford, Ill., via an arrangement with the Central Labor Union of Rockford. Last fall WROK established a "Builders" program, time given free by the station to the union. Musical entertainment was supplied by the various union bands and other groups, also dramatic skits. Each program is dedicated to one of the 28 affiliated unions. Copy and program material is prepared by the union.

Lloyd C. Thomas, general manager of the outlet, arranged the tieup as part of WROK's desire to give time to all classes and activities in its area.

Prize Letter Contest

Tennessee Valley Electric Co., with an 8:45 a.m. program over WROL,



"SING TIME"

Sustaining
WOR (Mutual network)
Tuesday, 10-11 p.m.

COMMUNITY SING AND COMEDY. ESTABLISHED ON COAST AND MAKING ITS NETWORK DEBUT.

Program is a commercial on the Coast and originates from the Film-art theater in Los Angeles. Going coast-to-coast on Mutual, the commercial angle remains local and hookup carries it as a sustaining. Ed Lowry acts as emcee, assisted by a large cast of entertainers, including Milton Watson, tenor, Joe Marks, comedian, Peggy Bernier, comedienne, three Bryant Sisters, harmony singers, male quartet, Maxine Lewis, contralto, and others.

Community sing gives the nod to various cities, states and localities with a song from time to time, and considerable continuity along the comedy line. Opening was particularly strong, due to Lowry's "Laugh" bit and for the next half hour was on the upgrade. Latter part of the program to some extent seemed like repetition, but this may be due to the full network not being in on the first half, and also due to the necessity of introducing the talent and going through the usual exposition on what's what for the first web performance.

For the most part the program was very entertaining, but production will have to be so tightened as to avoid making it appear stretched out. Fast moving, however, and should find a welcome spot for itself on Mutual. Lowry always tries to sell his supporting talent, which is a good trait, but on subsequent shows it is desirable that the talent make good and sell itself.

BABE RUTH

Sinclair Refining Co.
WABC (CBS network), Wednesday and Fridays, 10:30-10:45 p.m.
Federal Advertising Agency

A DOPESTER PROGRAM FOR THE BASEBALL FANS.

Initial number in this series of programs featuring Babe Ruth gave the impression that the quarter-hour is designed for the rabid baseball fans and prognosticators of the sport. John King acts as the interlocutor for the Babe, asking all the questions that fans are supposed to be interested in. Major part of program was devoted to predicting the American League winners this year. Babe

Knoxville, is conducting a \$500 prize contest for the best 200-word letter on "Why I Prefer the Grunow Electric Refrigerator with Safe Carrene Refrigerant and Air-conditioning". Contest ends April 30. Extra prizes for the best letter each week.

picked the "Yanks" first with Cleveland, Detroit, Washington, Boston, Chicago, St. Louis and Philadelphia to follow in that order.

Rest of program was taken up by explanation of Sinclair contest and a dramatization of crucial game in which Babe won the game with a home run. Contest will award 522 weekly prizes consisting of two Nash sedans, 20 RCA-Victor auto radios and 500 Spalding baseballs autographed by the Babe. Entry blanks are only available at Sinclair dealers. As the season gets under way program ought to pick up in interest. Wonder is that the sponsor picked such a late time for this type of program. Certain that the kids would like to hear the Babe.

FORD BOND

American Cigarette & Cigar Co.
(Pall Mall cigarettes) WEAJ,
daily except Sunday, 6:35-6:45 p.m.

Compton Advertising, Inc. SNAPPY RESUME OF DAILY SPORTS NEWS DELIVERED WITH PUNCH.

On three counts—selection, diction and snappy delivery—this broadcast of baseball and other sports news by Ford Bond ought to have no trouble attracting the listeners interested in this type of daily reports.

Bond has a good voice and style for sportcasting. If intended for him to attract the male trade in particular, he'll do it. No reason why sport-minded femmes also shouldn't go for the program.

"KABIBBLE KABARET"

With Harry Hershfield
Sustaining
WINS, Wednesdays, 6:15-6:30 p.m.

INFORMAL AND LOOSELY CONDUCTED HODGE-PODGE WITH GUEST TALENT.

With N.T.G. and a batch of girls from the Hollywood Restaurant as his guests, Harry Hershfield put on a willy-nilly jumble as the opening program of this new series. Patricia Gillmore, a young singer with a cute voice, did a couple of numbers. There was some interviewing of a Russian dance team by Hershfield and N.T.G., also other gagging and a specialty or two, all done rather informally and frequently with the confusion of several speaking at once. Perhaps the nature of the guest talent on this occasion wasn't as conducive to mike performance as it could have been. Hershfield can do a good job of emceeing when he has the material.

Traffic Safety Booklet

In reply to one announcement on the night edition of the WOAI (San Antonio) Newscasts, offering listeners a booklet on traffic safety entitled "Fun with Facts" if they sent in a three-cent stamp. Over 353 requests came in within 24 hours.

COMMENTS

On Current Programs

Ben Bernie

If Ben Bernie ever loses his popularity as a maestro, 20th-Century Fox surely would take him on as a press agent. Bernie has plugged the picture "Wake Up and Live," Bernie and Walter Winchell are in it, on every American Can program for the past six weeks and he will bring all the cast to the program next week. Sponsors should clamp down on these over-enthusiastic individuals who insist on plugging themselves. Everybody who is anybody in radio today is or has just made a picture, so the chatter about "my new picture" isn't news to the radio audience. Bernie has the Tuesday, 9-9:30 p.m. spot on the NBC-Blue.

Jimmy Fidler

Jimmy Fidler's last broadcast hit a low in listener interest for this series. Program is now down to a pattern which includes an open letter about some picture star. Mary Pickford and Buddy Rogers were the stars concerned in the latest letter. Fidler wanted to know why all the announcements regarding their wedding, the date and where it would take place. He contended that each announcement called for a new date and location. Fidler's program is sponsored by Procter & Gamble (Drene shampoo) and the soap manufacturer is looking for a wide audience. If the audience who cares about when, where or how Pickford and Rogers finally marry is catered to, the program will not be worth its salt. Fidler reviewed the Bernie-Winchell picture "Wake Up and Live" and gave it "three bells." Program is aired over NBC-Red, 10:30-10:45 p.m.

Packard Hour

Charlie Butterworth, Fred Astaire and Johnny Green's orchestra turned in an hour's entertainment last Tuesday night that must have held plenty of listeners away from the Camel hour opposite. Program was good clean nonsense with ample chuckles. Rendition of "Isn't It a Lovely Day" by Astaire and orchestra, with Green doing a piano solo, was good. Green always could make the ivories talk and should be allowed more time on the program for such numbers. Commercials are plugging a Packard for only \$35 a month, which is the key-not of all Packard's current advertising. Even if you know what the plug is going to be before it starts, it is not hard to take. Program airs on NBC-Red, 9:30-10:30 p.m.

"Music for Moderns"

Differently clad pop music with "fragmentary comments by 'Gulliver'", originating in studios of KYW, Philly and heard over NBC-Red network as late evening sustaining. Very clever arrangements, included a variation on child's piano exercises, done in symphonic style, and down to "St. Louis Blues". Gal torch singer is also heard. Good listening.

SEE 2 MILLION RISE IN HOME RADIO SETS

(Continued from Page 1)

average week-day (Monday through Friday) in July, 1936. Other conclusions were that there will be 25,000,000 U. S. radio homes this summer, an increase of 2,000,000 over 1936, and that there will be 5,000,000 auto radios in use, one for every fifth car.

NBC will not issue any regular "summertime" booklet but will tie-in with its summertime white space advertising which broke earlier than usual this year. Present plans call for reprints of the Fortune series of ads which will begin in about two weeks. Facts in the ads will be brought up to date, so when the campaign is completed recipient can file the series for future reference.

Radio to Play Big Part In Foreign Trade Week

West Coast Bureau, RADIO DAILY

Los Angeles—Radio, particularly short wave, will play a heavy part in the Los Angeles observance of Foreign Trade Week, with good-will programs and exchange of international back patting, according to Frank D. Andrews, radio chairman.

Already Andrews has located a spot in South Western Los Angeles for a balanced remote control line unit to pick up a series of broadcasts being arranged from The Netherlands, Colombia, Venezuela, Chile, France, Australia, Japan, China, Argentina, the Philippines, Norway, Sweden and Czechoslovakia, during the week of May 15 to May 22.

At least two local stations will be on the air at intervals during the week, and it is possible that one or more national net programs will be used. Besides the short wave programs to be received and rebroadcast here, it is planned to have a series of local programs.

ONE MINUTE INTERVIEW

LEO REISMAN

"More than ten years ago when other orchestras were playing in a delirious marathon tempo, we introduced over the radio the slow type of dance music which seems to be the style today. We came to this matter of playing as a result of that fact that we decided a tune should be played in the mood in which it was written, and not merely performed mechanically to suit the then requirements of the hectic post-war dancer."

★ Coast-to-Coast ★

C. P. SHOFFNER, who started his 14th year of broadcasting over WCAU, Philly, this week, estimates he has answered more than a quarter million queries.

Rosamond Rosenbaum, daughter of Prexy Samuel R. Rosenbaum of WFIL, Philly, will be married in May to Lewis Adams Riley, Jr.

Scott R. DeKins, secretary of St. Louis Chamber of Commerce, is presenting a weekly series over KMOX on the Missouri General Assembly, now in session.

Bryce Oliver, news commentator at WEVD, is guest speaker at tonight's Wagner Law rally of 2,000 girl workers in the paper box industry at the Brooklyn Labor Lyceum.

George Burns and Gracie Allen, on next Monday night's Grapenuts broadcast over NBC-Red, will offer an English playlet, "Tweet, Tweet—Tweedle," with Ray Noble, orchestra leader, and Dick Foran, vocalist, in the script.

Pinky Tomlin, while appearing at the Roxy Theater, Salt Lake City, over the week-end, did some guest singing over KDYL.

Charles Gerson, radio and drama director with Gerson-Visick productions, was a recent Salt Lake City visitor.

Mary Small, appearing at the Hippodrome, Baltimore, aired her Monday program through WBAL in that city.

Frank Barhydt, publicity head of WHB, Kansas City, is out of the hospital following his auto accident. Expected to be at home for another week at least.

John Frantz, formerly of the WNOX (Knoxville) dramatic staff has been promoted to the continuity department.

A new 30-minute show has been built around the "Oscar and Elmer" team on WHBL, Sheboygan, Wis. It's on the air 6:15-6:45 p.m. Mondays, Wednesdays and Fridays. Music is by Jimmy Grier's orchestra and the Uptowners, with a guest star on each show.

Pot of Gold, the contest announcement feature started by Mary Little in her Des Moines Register and Tribune radio columns, is now aired over KRNT five minutes daily by Ronald Cochrane. He calls audience

attention to local and national contests on the air.

H. R. Gross, chief of the WHO news staff, has returned to the airwaves over the Des Moines station after a week's trip to New York and Washington on business for Central Broadcasting Co.

Lila Lindhe of the studio staff at WFAA, Dallas, is now Mrs. Gene Cooper.

Eddie Dunn, announcer on the Lightcrust Doughboys' program for past two years over WBAP, Dallas, returns to WFAA as master of ceremonies for Early Birds program.

Chromium-plated, engraved cowbells—symbols of the WLS National Barn Dance—were presented to 10-year veterans of this program on WLS' 13th anniversary. Entertainers who have appeared on the National Barn Dance for 10 years or more are: the Maple City Four, Ralph Emerson, Tom Owen, Tom Corwine, Grace Wilson, Bill O'Connor, John Brown, Herman Felber and Ted DuMoulin. Engineers Tom Rowe, Charles Nehlsen and William Anderson have handled the controls for the 10-year period. Grace Cassidy and Clementine Legg, secretaries, also received the souvenirs.

Howard S. Keefe of the announcing staff of WSPR, Springfield, Mass., is to speak to students of the Agawam (Mass.) High School, April 26, on "Radio Broadcasting."

Lee Chadwick, scripter and spieler at WTAR, Norfolk, subbed for Sandy Nevins on Sears-Roebuck's "Talk of the Town" while Nevins attended his brother's wedding in N. C.

Jeff Baker, WTAR announcer, preparing to pass out the cigars again next month.

Wayne Cody now has three commercials on WFIL, Philadelphia. They are: "Jolly Man," daily, for Strawbridge & Clothier; "Ole King Cole," thrice weekly, Bachman Chocolate, and "Melody Man," Sundays, Krane Products.

James Allan, program director at WIP, Philadelphia, has started an "announcer's sweepstakes," imposing a quarter fine for announcer boners. Entrants are Ed Wallace, Jack Barry, Sandy Guyer, Howard Jones, John Weber, Howard Brown, Jack Facenda and Don Martin.

Dewey Drum and Dick Faulkner acted as roving reporters at the National Home Show presented by FHA in Charlotte and aired over WSOC.

GBS PRESS SERVICE IS BEING EXPANDED

After a conclusive trial of its exclusive feature news service to out of town radio editors and columnists, CBS press department has decided to enlarge the scope and make it a permanent service. Under the direction of Ben Hyams, assisted by Helen Nolan, more than 200 newspapers have been serviced throughout the country, each paper receiving feature stories and two sheets of notes.

Where two or more newspapers are contacted in one town, each is protected indefinitely on stories sent to the respective editors and the copy may be held in type for weeks without danger of competing paper in town using similar material in the meantime.

Whether week-end service or daily columns are concerned, lineage received as a result of the exclusive method fully warrants enlarging the service according to Don Higgins, head of the CBS press department, who plans to further supplement the work now being done by Hyams and Nolan.

Another item being worked out by CBS is to confer with publicity men of ad agencies in order to avoid duplication. Whenever an agency jumped the gun with a first release, premature or otherwise, the artists or program involved usually was caught in the middle. Present plan being worked out is to share the spot news and regular run of releases, one confining itself to the former and the other handling the latter. In the past considerable bad blood arose over duplication of effort.

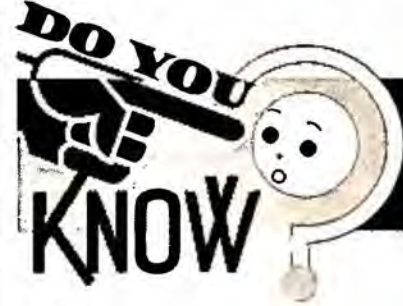
Pierre Andre at Chez Paree

Chicago—Pierre Andre, radio announcer, who returned early this week from a brief rest at Palm Springs, Cal., was immediately signed by Joe Jacobson to take over the floor show emceeing the Chez Paree Springtime Fantasy.

Berlin Televises Opera

Berlin—"Erika in the Swallow's Nest", operetta, was successfully presented by television here early this week.

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Afghanistan is erecting one of the most powerful short-wave transmitters in the world, to begin operations before the end of this year.

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