



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 48

NEW YORK, N. Y., FRIDAY, APRIL 16, 1937

FIVE CENTS

Chesterfield Goes Sport

23 NEWCASTS DAILY AT WHBL, SHEBOYGAN

Sheboygan, Wis.—WHBL, The Sheboygan Press station, is now carrying 23 news broadcasts on six days a week, including the half-hour "Headlines and Melodies," news and music period.

Fifteen-minute summaries are presented at 8 a.m. and 6 and 9 p.m.; five-minute periods at 12:25, 12:45, 10 and 10:55 p.m., and flashes at 7, 9, 10, and 11 a.m., 12 noon, and 1, 2, 3, 4, 5, 7 and 8 p.m. In addition, (Continued on Page 3)

Ed Cashman to Direct Ford Motor Programs

Ed Cashman, who celebrated his sixth year as a member of the CBS production staff on April 13, was named director of the Ford Motor Dealer programs originating from New York on the same date. Cashman will handle the Al Pearce program, Tuesday nights, and the Rex Chandler broadcasts Saturdays. He was formerly in charge of the Saturday Night Swing show, but will no longer be associated with that program.

Heavy on Coronation; 60 Broadcasts by NBC

More than 60 broadcasts already have been scheduled by NBC for the coronation of King George VI on May 12. An equal number of internationally known statesmen, authors, commentators and other personalities will take part in the programs. Seven broadcasts already have been presented. Two are listed for today and there will be one or more on almost every successive day through May 13.

Add Service

Petersburg, Va.—WPHR has another public service feature to its already ample list. In this vicinity are a number of CCC camps which use a bugle call for morning reveille. So Program Director Bill Stell of WPHR now opens a program each morning with Bugle Call Reveille. Camps are equipped with p.a. systems to amplify the call.

Eclipse Bulletin

The Arlington observatory has just figured out that the Eclipse of the sun will occur at 3:07 p.m. on June 8 and conclude four minutes later. All of which means that NBC is now booking its eclipse program a quarter-hour earlier, 3-3:15 p.m., on the Blue network.

CBS UPS WHAS CARD TO \$450 ON MAY 15

Effective May 15, CBS has upped the rate card for WHAS, Louisville, from \$400 per hour to \$450. Half-hour is \$270 and quarter-hour \$180. This is for the 6-11 p.m. (station time) period. Daytime, 8 a.m. to 6 p.m., will be \$225 for the hour, \$135 for half-hour and \$90 for quarter-hour. WHAS is a 50,000 watt.

Sunday afternoon rate, 12 noon to 6 p.m., is \$300 for the hour, \$180 half-hour, and \$120 for 15-minute period. These rates supersede Rate (Continued on Page 7)

WOR's "Let's Visit" Going Mutual Network

"Let's Visit," WOR program handled by Dave Driscoll and Jerry Danzig, moves to Monday night spot 8:30-9 p.m. and goes Mutual network. Show has been heard at 10 p.m. Sundays, and brings the mike into various homes, without previous preparation or rehearsal. New time is effective on Monday.

C. I. O. Moves to Organize Technicians in Radio Field

A drive to organize 121,500 workers in the communications industry throughout the nation under a CIO charter granted the American Radio Telegraphists Asso. was launched yesterday by a National Communications Organizing Committee. Officers of the new organizing committee include Mervyn Rathborne, president of the radio telegraphers' union, chairman; Douglas Ward, the union's national organizer, secretary, and James B. Carey, president of the United Electrical & Radio Workers of

Daily Baseball Summaries on 60 CBS Stations Starting Monday for Run Through the Summer

SET STATION DETAILS ON FORD'S SAT. SHOW

Final station arrangements for the new Saturday night Ford Motor Dealers' program, which premieres over the CBS network this week, have been set. Station line-ups are unorthodox, with sponsor attempting something new to buck the headaches caused by daylight saving time. Program, split up with an early airing from 7:30-8 p.m. and repeat from 10:45-11:15 p.m., will carry 76 stations on the late show, with only 12 airing the first performance. For the April 17 and 24 broadcasts, however, 40 stations will air 7:30 show, with other 48 carrying repeat. The following week's switch will leave only WABC, (Continued on Page 8)

Cunningham Resigns As RCA Mfg. President

Resignation of E. T. Cunningham as president of RCA Manufacturing Co. was announced yesterday by David Sarnoff. Cunningham will continue as a member of the board of directors and has been retained as counsel on production, sales and trade relations.

In December, 1930, Cunningham (Continued on Page 2)

Liggett & Myers Tobacco Co., makers of Chesterfield cigarettes, next Monday will begin a series of baseball resumes on 60 CBS stations, Mondays through Saturdays, 6:35-6:45 p.m. Contract will run for the duration of the baseball season. Paul Douglas, who has been doing a similar CBS program as a sustaining feature, has been selected to announce the program.

The Chesterfield announcement, following so closely upon the start of the Lucky Strike-Edwin C. Hill series, also on CBS, makes it look as though radio advertising by tobacco manufacturers is in for its biggest summer. And once again the trade is crediting George Washington Hill, president of American Tobacco Co. (Continued on Page 3)

MUSICIANS' UNION BARS MENTION OF FILM STARS

As indicated in RADIO DAILY nearly two weeks ago, Local 802 of the American Federation of Musicians, has gone through with its long-standing resolution barring the mention of film titles on sustaining programs. Mention of such titles will necessitate the orchestra, whether in station studios or at a remote point, being regarded as a commercial broadcasting program, and the minimum fee of \$18 per musician and double for the conductor will have to be paid.

In the case of dance orchestras (Continued on Page 8)

Seal Insurance

J. Walter Thompson Co., on behalf of its client, Shell Union Oil, has taken out a \$300,000 liability policy on Charlie, a trained seal, which will guest star on the Shell show on the NBC-Red network tomorrow night. NBC house rule requires that agency insure the network against any accident to the seal or the studio audience witnessing the broadcast.

(Continued on Page 3)



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FINANCIAL
 (Thursday, Apr. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 1/2	167 1/2	167 1/2	- 3/8
Crosley Radio	21 7/8	21 3/4	21 7/8	+ 1/8
Gen. Electric	55	54 3/8	54 3/8	- 3/8
North American	27	26 3/8	26 3/8	- 7/8
RCA Common	10 3/4	10 1/2	10 1/2	- 3/8
RCA First Pfd.	74	74	74	- 1/4
RCA \$5 Pfd. B	(98 Bid)			
Stewart Warner	18 1/8	18	18	...
Zenith Radio	34	32 5/8	34	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 3/8	16 3/8
Majestic			
Nat. Union Radio			

OVER THE COUNTER

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

**William Neel Appointed
NBC Trade News Editor**

William R. P. Neel of the NBC press division has been appointed trade editor of that company, effective immediately. He will be in charge of the distribution of all news concerning NBC activities to the radio, advertising and industrial trade press.

Yankee Opener on WMCA

A play-by-play description of New York's opening baseball game at the Yankee Stadium will be broadcast over WMCA Tuesday afternoon, 2:45 to 5:30 p.m.

**MARTIN BLOCK'S
"MAKE-BELIEVE BALLROOM"**

A WNEW FEATURE
1250 Kc.

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

Health Series 15 Years on WGY

Schenectady—Weekly talks by the New York State Health Department have gone into their 15th year over WGY without missing a week. The programs were started two weeks after WGY made its bow on the air in 1922. For the first ten years five or ten minute talks were broadcast. Two years ago a dramatic series called "The Health Hunters," the story of an average American family named Hunter, was introduced. The sketches are written and directed by Thomas Stowell and acted by members of the Health Department. Today recordings are made for release to other New York state stations.

In reporting WGY mail recently, a figure of 34,587 letters for an 11-day period was given. Actual count of all mail coming to the station for the 11 days was 4,4608.

**"Everybody's Music"
Being Revived by CBS**

With the New York Philharmonic broadcasts fading from the CBS web after the April 18 broadcast, the network has announced that it will once again sponsor a series to be known as "Everybody's Music," which was inaugurated last year as a summer feature, with Henry M. Neely as commentator. Symphony now airs 3-5 p.m. Sundays, and new show will take over one hour of that time, 3-4 p.m. Howard Barlow has been selected to conduct the 57-piece symphony orchestra again this year, with W. B. Lewis, vice-president of CBS, Frederick Bethel, director of music division of program department, and Deems Taylor, CBS music consultant, in charge of series. First airing set for April 25.

"Today's Winners" Shifts Time

Webster-Eisenlohr cigar program on WMCA and Inter-City network, entitled "Today's Winners," sports show with Bob Carter, is moving its time to 5:45-6 p.m. in order to avoid conflict with baseball broadcasts which start next week. Broadcasts will include WMCA, WDEL, Wilmington, WOL, Washington, and WCBM, Baltimore. Rebroadcast for WIP at 6-6:15 p.m.

Arrangements for the later time were made yesterday with N. W. Ayer & Son agency.

Fats Waller in Detroit Spot

Detroit—Fats Waller and His Band move today into Eastwood Gardens, Detroit's popular summer spot. Waller will be heard for three nights at 9:30 over WJBK. On Monday Waller will be replaced by Art Mooney and his Club Powhatan musickers, who also will be heard over WJBK, same time.

3 New WOR Announcers

Three new announcers have been added to the WOR staff. They are: Howard Doyle, Carlton Warren and Richard Hubbell. Doyle was formerly with WMCA and WLW; Warren with WICC, Bridgeport, and Hubbell was previously in radio as a writer and actor.

Babcock in Consulting Field

St. Paul—Wayne Babcock, former engineer and operator at KSTP, Twin City independent, has joined the staff of Hector R. Skifter, consulting radio engineer.

**WTCN Becomes Outlet
For Farm & Home Hour**

Minneapolis—WTCN, the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, this week became the St. Paul outlet for the National Farm and Home Hour, which for the past eight and a half years has been presented by NBC and associated stations, the U. S. Department of Agriculture and major farm organizations.

A re-arrangement of WTCN programs made an opening for the Hour on the station's schedule and it will be heard at 11:30 a.m. daily except Sunday. WTCN is a member of the basic Blue Network of NBC.

The Farm and Home Hour is the latest addition of Blue network programs to the regular schedule of WTCN, which became an NBC affiliate in January of this year.

Fourth Paramount Program

The fourth weekly edition of "Paramount on Parade," which will be broadcast from the Paramount Hollywood Studio Sunday at noon over the NBC-Red network, will include a scene from "Internes Can't Take Money," the Barbara Stanwyck-Joel McCrea-Lloyd Nolan film. Ida Lupino and Lynne Overman will be heard in a sketch with a background of studio adventures. Kenny Baker and Val and Ernie Stanton will be heard in specialties, with Victor Young conducting the orchestra.

NBC Baseball Salute

Kenesaw Mountain Landis, Ford Frick and William Harridge, the big three of organized baseball, will participate in NBC's 1937 Baseball Roundup broadcast over the NBC-Blue network on Monday, 9:30-10 p.m.

Earlier in the day, Graham McNamee and Tom Manning, NBC baseball reporters, will describe the Athletics-Senators opening game in Washington.

LEO SAYS:
 GREETINGS
 to Mulsified Coconut Oil Shampoo—starting its third season with the WHN Movie Club tonight!
WHN DIAL 1010
 AFFILIATED WITH M-G-M • LOEW'S

COMING and GOING

BILL BURTON, publicity director of Rockwell-O'Keefe, left yesterday for Washington.

GLEN GRAY arrives in Washington this morning.

JOHN T. VORPE, production director of WHK, Cleveland, is in town to discuss station business.

GERTRUDE BERG arrives in New York on Monday from Hollywood.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., left yesterday for a week's business trip to Boston.

DICK FISHELL leaves today for Washington.

BERTRAM LEHBAR left yesterday for the west on a business trip. He is director of WMCA.

RALPH WONDERS leaves New York today for Philadelphia.

**Cunningham Resigns
As RCA Mfg. President**

(Continued from Page 1)

sold his radio tube company to RCA. At the same time RCA began to manufacture the apparatus that it had formerly purchased from others. Early in 1931 Cunningham was appointed by Sarnoff to the position he yesterday resigned.

**Barbara Ruddy Signed
To Campana Contract**

West Coast Bureau, RADIO DAILY

Los Angeles—Barbara Ruddy has signed a 52-week contract as leading lady and singer on Campana's "First Nighter" starting in June. Her contract has options for her exclusive services on this program running to June 1940.

**Gouverneur Morris
Adapts Own Stories**

West Coast Bureau, RADIO DAILY

Hollywood—Gouverneur Morris has made his own radio adaptation of his short story, "The Bride's Dead," the first of his stories to hit the air. It goes on as a part of the Silverwood Short Story Playhouse over KECA, with Lila Lee playing the lead. Cast also includes Joseph Kearns and Cy Kendall.

"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
VanCronkhite Associates, Inc.
 360 NORTH MICHIGAN AVE.
 CHICAGO
 State 6088

CIO MOVES TO ORGANIZE RADIO FIELD TECHNICIANS

(Continued from Page 1)

Telegraphists' Assn. plans a "structure of organization that will lead to a complete unionization of the workers engaged in various branches of the communications industry and thus serve the interest of the workers involved," as set forth in the agreement. The move affects, among others, 2,500 technicians, operators and service men employed by the broadcasting chains.

Basic demands, although not yet fully formulated, will include a forty-hour, five-day week for all and wage increases throughout the industry, especially in the lower classifications.

The A.R.T.A. at present has 25 locals and a membership of approximately 3,000, 700 of whom are in three New York locals, 400 in four San Francisco locals, and the remainder in locals scattered throughout seaboard cities of the Pacific, Gulf and Atlantic coasts. There are also three inland locals, in Cleveland, Rochester and Buffalo, and one in Honolulu. The bi-annual convention of the A.R.T.A. will take place in New York on Aug. 2, it was announced. Harold Katan is head of the ARTA's broadcast division.

The New York Newspaper Guild, an affiliate of the American Newspaper Guild, is already planning to organize the personnel in the news department of the networks. The Guild's by-laws at present do not allow publicity writers to join, but anyone handling news dispatches is eligible.

VIEWPOINTS

Directs Dramatic Shows

From the Control Room

"I've often been asked why I direct my dramatic radio productions from the control room and not the studio. The answer is very simple. It is impossible to get a true perspective in the studio proper, as the actors do not use normal voice. Secondly, an actor cannot remain in character if the director is giving him instructions and waving madly at him during a broadcast. Thirdly, I work in the control room with the engineer on the production, to get the proper balance of music and sound. This I could never do if I were in the studio. A good actor, thoroughly rehearsed, gives a better performance if left alone."—PHILIP BARRISON.

Network Buildup Helps

If Artist Has Talent

"Network build-ups may help the artist get attention from the dialers for a certain length of time, but attracting the public's ear and creating a good impression are two different things. The most obscure performer, if he has the ability, will eventually win recognition whether he gets a build-up or not. But the one who has little in the way of talent, despite any ballyhoo centered about him, will find himself in oblivion in quick order."—SEDLLEY BROWN.

NEW PROGRAMS—IDEAS

A Program Idea Is Born

Siloam Springs, Ark. — There are more ways than one for skinning a cat. KUOA has proved that from time to time in bursts of desperation and inspiration. KUOA's main studios are located near a power plant. Despite protests, wringing of hands and managerial evidences and demonstrations of disfavor, the whistle always blows at 5 o'clock. This whistle became as much a part of the broadcast schedule as the 5 o'clock commercial.

Something had to be done. From this rather peculiar beginning came an outstanding program and even more strangely a program of Hymns. The program is titled "Harbor of Harmony" and consists of a mixed octet singing beautiful old hymns accompanied by organ and vibraharp. The very smooth flowing program reaches a new high in quality. To the listener the illusion of a great peaceful harbor is perfect but it stands in more startling reality before the radio audience when at the end of the program a distant hoarse whistle coming over the air reminds the listeners that their ship must leave the Harbor of Harmony. This whirlwind finish for the program was accomplished by spraining the clock each evening at five and allowing

the power plant engineer to become a hard working sound effects man.

"Fishing Fantasies"

A new series of dramatic presentations under the seasonal title of "Fishing Fantasies" made its debut this week over WISN, Milwaukee. The program dramatizes fishing stories sent in by listeners and offers outboard motors as prizes for best stories. The campaign will include a number of other Michigan and Wisconsin stations.

The program was produced for the Black Eagle Oil Co. by the Morrison Advertising Agency, who handle the account under the direction of Fred C. Schnake, radio director.

"Fishermen's Forum"

Falling in line with the fishing season, WPG in Atlantic City has added a timely feature known as "Fishermen's Forum," presented each Friday at 10:20 p.m. The program features timely and entertaining data on fishing conditions along the South Jersey coast and also contains information of interest for all of Izaak Walton's disciples. Josh Kitching, "the man at this end of the line," made a fine "catch" of mail on his first broadcast. He was featured in a singing role and also as one of the Subway Boys several years ago.

RADIO EDITORS' FORUM

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

By WILLIS WERNER

The San Diego (California) Sun

IT is always easy to tell the other fellow what to do, and radio has accomplished much, so it should be understood the views expressed below are not necessarily blanket criticism. For the purpose of this argument, the good things of radio will be taken for granted.

The principal annoyances of radio today are:

Spot announcements.

Cutting of musical programs to fit quarter- or half-hour slots plus commercials. Effect: one just begins to enjoy a number when an announcer shouts in your ear.

Still too many exaggerated, over-long commercials which tend to build resentment rather than conviction.

Still too many sponsors who insist their announcers shout as though addressing a huge audience: actually they are heard by huge audience but broken up into individual family groups which do not appreciate being shouted at.

Lopsidedness of listening. On one hand, one or two network programs coming from any number of stations. Only alternative on the other

hand, small stations grinding out records and endless commercials.

Lack (out here anyway) of sparkling, light concert music such as is often heard on foreign short-wave stations but seldom on our airways.

Congested condition of the ether with resultant riot of heterodyning stations filling gaps on dial between locals.

For the future of radio we should like to anticipate some such developments as these:

Specialization in broadcasting, whereby certain stations or chains would feature music, others drama, news, talks.

Crowded channels make long-range reception unsatisfactory, improved network facilities make it unnecessary in an increasing number of instances. A combination might re-

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,

NBC Blue, 9 P. M.

Paramount, New York

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

CHESTERFIELD STARTING DAILY BASEBALL SERIES

(Continued from Page 1)

(Luckies), with starting another trend in radio.

The Chesterfield network only extends as far west as Texas. Luckies, starting with daylight saving, takes in the Pacific coast. The first Chesterfield program will emanate from Washington, with the President throwing out the first ball to officially open the baseball season, thereafter all programs will be keyed from New York. Newell-Emmett Inc. placed the account.

23 Newscasts Daily At WHBL, Sheboygan

(Continued from Page 1)

there's a 15-minute sports summary at 5:45 p.m. and the morning Homemakers' hour contains two special news periods for women.

The Sunday schedule calls for bulletins every hour on the hour, with 15-minute summaries at 9 a.m., 5:15 p.m., and 9 p.m., five-minute periods at 10 and 10:55 p.m., and "Musical News," a half-hour review of the week illustrated with music.

sult in the establishment of low-power twin-stations servicing the immediate area in which they are located.

To paint a picture, San Diego has two radio stations, one NBC, the other Mutual (ex-CBS). Out-of-town reception, from Los Angeles, is desirable but unsatisfactory.

Under this theory of low-powered twin-station specialization we might have a twin NBC station—one wavelength carrying music, another a notch away on the dial with talks; a twin CBS station, a twin Mutual, perhaps an independent unit or two.

The area thus would be thoroughly serviced with non-fading stations, outside reception being made unnecessary. Low power adequately covering the area would reduce operation costs, meanwhile reduce possible interference with similar complete coverage in nearby local areas. Other bands still would be available for long-range regional stations to service isolated or rural areas.

This is perhaps an imperfect theory, but anyway it is an idea.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

PROMOTION

KSTP 1937 Market Data

St. Paul — KSTP's new "Standard Market Data" for 1937, the station's second annual yearbook of facts on the Twin City area, is off the presses this week and in the mails.

The new book points out several important new facts about the region:

First, the advancement during the past year of the Twin City area from the eighth to seventh retail market area of the nation.

Second, a more than 500,000 population increase in the station's primary coverage area because of its new \$300,000 transmitter re-location and re-designing project; also an increase of nearly 2,500,000 in the station's total coverage since the new installation.

Third, a \$78,179,000 increase over 1935 in the cash income of Minnesota farmers; and, fourth, an increase of nearly \$800,000,000 in Twin Cities' buying power over 1935.

"Bulletin Board" Campaign

Star Radio Programs Inc. starts a promotion drive next week on its most popular feature, the Morning Bulletin Board. Part of the mail campaign will feature a full page Bulletin Board ad run by one of Star's subscribers, KCKN, in a Kansas City newspaper. On May 1, under the direction of Burke Boyce, the firm's program director, several new features will be added to the Morning Bulletin Board. Boyce, former NBC continuity head, believes, with others, that there is a definite need for individual showmanship in the small station field. The Bulletin Board was designed with this thought in mind and the script offers station program directors an excellent opportunity for building their own showmanship and their station's own personality into the program.

Baseball Score Books

Texaco, sponsoring Hal Totten's airing of baseball each afternoon over WCFL, Chicago, are offering copies of Totten's 1937 Score Book as a merchandising tie-in and will give over 100,000 copies to listeners. W9XAA, short wave transmitter of the Labor station will not air games miked by Totten as formerly believed. Ruling deprives shut-ins and fans in isolated areas of their diamond sport description.

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

April 16
Greetings from Radio Daily to
Milton J. Cross
Lester Tremayne
Lou Goldberg



• • • The deal for Texaco putting "Bingo" on the air fell through.... The new director at CBS is Bill Robeson from California, who handled the Sears-Roebuck show there.... Ed Byron, agency radio exec, joined the United Press yesterday.... Fran Elliott, CBS hostess, is back at work, her friends will be happy to learn.... Althea Hoffman has resigned from the research dept. of Phillips H. Lord, and joins the J. Walter Thompson agency immediately, doing writing and research on the Joe Cook show.... Mishel Fiastro will pinch-hit for Erno Rapee Sunday on the General Motors concert, because of the latter's continued illness.... Vincent Lopez is another baton-wielder bedded with la grippe and may miss the Grace Moore show this week.... Kelvin Keech has been invited by Gov. Hoffman to attend the dinner for New Jersey Senators at the New Yorker, making him the only outsider.... Vincent Travers is looking for a femme vocalist.... He's at the French Casino.... Jerry Cooper replaces Fred MacMurray, May 28.

• • • Jan Garber opens at the Earle in Philly today.... Irving Kaufman's wife (he's Lazy Dan), Belle Brooks, writes the complete script for his National Silver show via WOR.... Frank Banter (he's the pianist) lost his sister.... Phil Napoleon has been signed by MCA.... Press agent Sam Blake will start publicizing 52nd Street FROM Broadway TO 8th Ave., organizing the seven eateries in this sector to compete against the nite clubs east of Broadway.... Val Irving of Jackson, Irving and Reeve, starts a single this week.... Guy Lombardo gets this week's Pilot Award—to be announced Monday.

• • • Kate Smith starts for General Foods three weeks after fading for A. & P., which will be toward the end of July.... Hour show will be titled, "Kate Smith's Hour".... Ted Collins says that he will retain his Thursday time on COLUMBIA.... Professor Quiz's show next Saturday will emanate for the first time from outside New York, coming from Springfield, Mass.... Idea is to see what it'll sound like away from "home".... Mary Ellen Phillips of the Kudner agency rushed to the hospital with appendicitis.... Gus Arnheim follows Lennie Hayton into the New Yorker after the latter concludes his four-week engagement there.... Kay Thompson made a recording for Victor on Wednesday with hubby Jack Jenny conducting the band.... Leon and Eddie toast Jack Waldron on Sunday night at their celebrity shindig because Jack concludes the longest run of emcee on Broadway—at the Hollywood for the past two and a half years.

• • • Thank you, Arthur (Street Singer) Tracy for writing to say the RADIO DAILY is liked by you and others over in Merry Ol' Lunnon.... We, over here, know that you're doing swell at the Music Halls there; that you're just beginning your third flicker and that every Sunday your voice rings across the British Isles, sponsored by Tokalon powder, an Erwin Wasey account.... On Wednesday at 12:30 in the Victoria Hotel, promotion and advertising men of the radio industry will meet for a social get-together.... It's Gene (WOR) Thomas' idea and may develop into a bi-monthly affair.... Associated Advertising Men of N. Y. hold a Monte Carlo nite at the Pennsylvania tomorrow.

• • • Mickey Alpert's audition for CBS is on for Monday nite. Show will feature ten stooges with an orchestra conducted by Pat Harrington, clown of Jack White's Club 18.... Bob Ross and Allen Lipscomb scripted with Brewster Morgan directing...

NEW BUSINESS

Signed by Stations

WBTM, Danville, Va.

New accounts signed by Commercial Manager Ovelton Maxey over the past two months: Atlantic Ice & Coal Co. (ale and beer), 4 daily spots, 13 weeks; Clements Chism & Parker (furniture and frigidaire), four 15-min. programs, 13 weeks; Darling Shop, six 5-min. daily programs, 52 weeks; Budget Shop, 13 announcements; Sample Furniture Co., two 15-min. programs weekly, 13 weeks; Wyatt Buick Co. (used cars), 312 spots; Schoolfield Jamboree, 10 participating sponsors, hour weekly, 13 weeks; Mountain William Revue, 10 participating sponsors, half-hour weekly, 13 weeks; Moskins Inc. (clothing), 312 spots; Danville Plumbing, Heating & Electric, Inc., 312 spots; W. R. Purdum (paints), 312 spots; Chevrolet Motor, renewal, two 15-min. weekly programs, 13 weeks; People's Oil Co., 312 spots; Martinsville on Parade, 10 participating sponsors, half-hour weekly, 13 weeks; J. & J. Kaufman (men's clothes), 624 spots; Sears-Roebuck, half-hour weekly, 13 weeks; Eskelund's Beauty Shop, 312 spots; People's Auto Supply, 15-min. program weekly, 13 weeks; Merit Shoe Co., 15-min. weekly, 13 weeks; L. Herman Dept. Store, half-hour daily, 52 weeks; Goodrich Silverton Stores, two 15-mins. weekly, 13 weeks; People's Furniture Co., 15-min. weekly, 13 weeks; Swain Watson, Inc. (hardware), two 15-mins. weekly, 13 weeks.

KNX, Los Angeles

Klingtite Products, spot in Fletcher Wiley's participating program, to run indefinitely, through Allied Advertising Agency.

WXYZ and Mich. Network

NuNuts Foods Inc., Plainwell, Mich. (Cream of Nuts, Homogenized), 15-min. "Music in the Morning," featuring Richard Rolland, baritone, and his Strollers, starting April 19 at 10 a.m., five days a week.

WISN, Milwaukee

Black Eagle Oil Co., through Morrison Advertising Agency, Milwaukee, series of dramatic episodes, "Fishing Fantasies," Mondays.

WNEW, New York

Madison Personal Loan, 13 weeks with "Lend Me a Hand," program which begins tonight, 9:30-10:30 p.m. Martin Block conducts new series. Sponsors has been doing spot business and bankrolling portion on "Make-Believe Ballroom" on same station.

"Kitty Kelly" Time Switch

"Pretty Kitty Kelly" changes from the 6:45-7 p.m. spot Mondays through Fridays to an afternoon spot, 1:15-1:30, with a rebroadcast from 4:15-4:30, effective April 26.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

HELEN MENKEN, the stage's most recent contribution to the air, loved every minute of her Wednesday night debut on the Aspirin program....Insisted it was just like an opening night, with the attendant excitement and the subsequent immersion in the part....Demanded an audience in the studio.... Likes their reactions, and believes they come expecting to be pleased....Doesn't approve of directed applause.... Her conviction is an actor is as good as his material, therefore radio scripts as well as plays should be top of the heap.... Instinctively uses all her wealth of gesture, result of stage conditioning, before the mike, which adds a particular poignancy to her performance, since the other radiators, trained in the ether school, are immobile...Histrionic anomalies... Played Elizabeth in "Mary of Scotland" and Josephine in her guest-shot on the Kate Smith program....Starred in the "Old Maid", but her air vehicle is "Second Husband"....

Enid Beaupre of the NBC advertising and sales promotion dept. will reveal a "Woman's Viewpoint of Radio from the Inside" to the Easton (Pa.) branch of the American Association of University Women.... Geraldine Garrick, who scripts WMCA's "Warning Signals", was commercial dramatic director at CBS for two years....Martha Spalding, H. Dean Fitzer's sec (he's general manager of WDAF) has become a member in good standing of the cast of the Insured Savings and Loan Associations' program, as a result of impromptu subbing on last Sunday's program....Linda Lee, the Whiteman vocalizing eye-filler, doing lots to help Paul and the boys pack them in at the Drake in Chi....Midge Smith, Eve Love's amanuensis, and Zeke Manners, have gone coast-to-coast....The U.S. mails carry many missives back and forth for them....

General Motors program will have Kitty Carlisle as its May 9 guest-artist....Mary Knight, Lit. Digest scribe who was only femme foreign correspondent for U.P.—whose "We Cover the World", a compendium of articles by world-famous correspondents, appeared yesterday—is attracting the interested gaze of radio talent-snatchers....

RADIO PERSONALITIES

No. 26 in the Series of Who's Who in the Industry

NILES TRAMMELL, vice-president and manager of the Central Division of NBC with offices in Chicago, has been in charge of the network's midwest activities for nine years.

Born in Marietta, Ga., July 6, 1894, he is a member of a well-known Southern family.



Built up NBC in the middle west

Trammell's preparatory and college schooling was at Sewanee, Tenn., where he attended the Military Academy and the University of the South. In college he was a member of Kappa Alpha and a star end in football. When the U. S. entered the World War he left school and was commissioned a Lieutenant in the Regular Army.

On resigning from the service in 1923 he went to work for RCA and has remained with that company and its subsidiary, NBC, ever since.

From April, 1923, until January, 1925, when he was appointed assistant sales manager of the Pacific Coast, he was moved rapidly about from one assignment to another.

Trammell remained in San Francisco as ass't sales manager until March, 1928, when he was summoned to New York to work for NBC—then less than a year and a half old. Two months later, in May, 1928, the task of building NBC in the midwest was handed to him and he moved to Chicago as manager. The following March he was made vice-president.

Under his leadership two powerful Chicago stations have been added to the network and the Central Division has increased rapidly in size and activity until now more than 1,800 programs a month, including nearly 1,000 network programs, originate in Chicago studios.

ORCHESTRAS - MUSIC

PHIL SPITALNY says goodbye to his afternoon series on April 19 with a program of musical tributes to the evening "Night-Time Serenaders," "Deep Night," "You and the Night and the Music," "Serenade in the Night," "Night and Day" and "When Day Is Done."

Maestro Ray Noble will combine the playing of a character part, that of an English butler, with his music-making, on the April 19 broadcast of the Burns and Allen show at the special request of the network nit-wits.

Paul Hindemith, composer, will broadcast a program of his music on April 18 in connection with his first visit to this country. Nathan Shepard Lincoln will act as commentator, 2-2:30 p.m.

Raymond Paige, "Hollywood Hotel" maestro and youngest conductor ever to present a Hollywood Bowl concert, on July 8 will again offer a "Symphony Under the Stars" concert at the film city's music center.

Jack Jenney, trombonist and band-leader, states that although the normal music tempo is 72 beats the average swing song hovers between 88 and 90 beats and that the fast pace indicates that Americans have passed from the doldrums of depression to the exhilarating feeling that accompanies the return of business stability.

Michael Zarin and his Orchestra,

now making merry in their third season in the Empire Room of the Waldorf Astoria broadcast regularly over the Mutual Coast to Coast Network.

Horacio Zito and Ork debut at Le Coq Rouge on Tuesday.

Everett Hoagland and band leave the Blackstone Hotel in Fort Worth, Texas, April 24, after a four months' engagement there, in favor of an Oklahoma City engagement. They were heard over WBAP, in the Blackstone Hotel, several times weekly.

Spring opera will be broadcast from the Met. via NBC and the Red web, effective May 8. The first opera to be aired will be Smetana's "Bartered Bride," on that date.

Joe Marsala, batonist of the Chicagoans, who made a guest appearance as clarinet soloist on the WABC "Spring Sessions," has been signed for a repeat performance with his entire band for the May 1 airing.

KDKA Boys' and Girls' Program

KDKA, Pittsburgh, will present a special program in connection with International Boys and Girls Week, which starts April 26. Reverend William Wise, of Christ Methodist Episcopal Church, will be the speaker and the program is scheduled for 4:30 p.m. April 28.

★ F. C. C. ★ ACTIVITIES

EXAMINER'S RECOMMENDATIONS

KINY, Juneau, Alaska. CP for change in frequency and power to 1430 kc., 250 watts, unlimited, be denied.

W. H. Marolf, Escanaba, Mich. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

Escanaba Daily Press Co., Escanaba. CP for new station. 1500 kc., 100 watts, daytime, be dismissed.

Ralph Beal to Present Paper on Television

A paper on television will be one of the features of the Spring Meeting of the Society of Motion Picture Engineers to be held at the Hollywood-Roosevelt Hotel, Hollywood, May 24-28.

Ralph R. Beal, Research Supervisor of RCA will deliver the paper, entitled, "RCA Developments in Television."

Rockwell-O'Keefe Sets Orks

West Coast Bureau, RADIO DAILY

Los Angeles — Rockwell-O'Keefe has set Earl Hines' orchestra at the Cotton Club, April 27-May 25. The Casa Loma Orchestra opens at the Palomar to be followed by Bob Crosby. Jimmy Dorsey is now on tour and plays the University of Arizona Pan-Hellenic and Interfraternal Ball, April 17. Les Hite starts a series of one night dates going east.

NBC Spring Dance

NBC Athletic Association will hold its spring dance in the main ballroom of the Hotel Roosevelt on May 7. Pert Van Steeden and his orchestra will play for dancing. Tickets \$2.50 each.

AD AGENCIES

D. B. HAUSE, for the past 14 years advertising and sales promotion manager of Sprague, Warner & Co., Chicago, will join the Chicago office of L. W. Ramsey Co. on May 1. Hause will be retained as an account executive.

H. P. FORRESTER, formerly manager of New York office of Corday & Gross Co., has joined Fuller & Smith & Ross as account executive.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

Los Angeles

WALTER CRAIG, producer of the Rubinoff Chevrolet program, has signed Carmel Myers for a series of five appearances, doing the song-monologs that have been her most recent specialty. Ella Logan has been signed for the April 18 show.

High spots in the cast—except Walter Winchell—will be guests on next week's Ben Bernie program, doing scenes from "Wake Up and Live". Understood that Winchell will be Ben's guest the week following, as a further build-up for his picture.

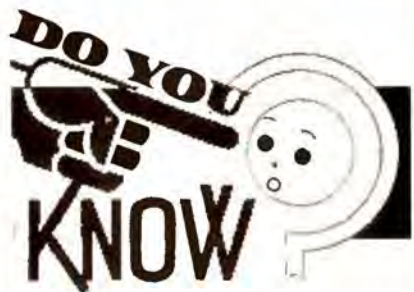
Walter McCreery of Allied Advertising Agencies has taken over publicity and exploitation for Los Angeles Six Day Bicycle races, April 21-27. Ken Baxton will announce them when they go on the air—station not yet announced.

Sale of Raymond R. Morgan's disk series, "Drums," reported for WDAF, Kansas City, Hogan Advertising Co.; for KTUL, Tulsa, Oklahoma, La France Cleaners & Dyers, and to 2GB, Sydney, Australia, where it was bought by the station.

Linton Wells, war correspondent, author, 'round the world stowaway and radio commentator, has signed a year's contract with Samuel Goldwyn, to be Eastern and European publicity representative, to make two European trips yearly, six Hollywood trips. Contract leaves him free to broadcast on his own.

Mayor Shaw Committee of 100,000 has signed, through Ray Davidson agency, for a series of seven 15-minute broadcasts stretching from this week through May 2, to go on KFI and for seven on KECA, running through to May 3.

Arthur Tibbals' recording plant is getting squared away to start next week on a series of 100 15-minute transcriptions, "The Adventures of Tom Brown", planned to provide a clean adventure serial for boys. Series will have several giveaways to tie in with commercial sponsors. Jack Lescoulie (of Starlight Review, etc.), Mark Brenneman, John Prince and Les Thomas have been signed for the lead parts.



In 1861, Philip Reis of Germany made a make-and-break platinum contact microphone capable of transmitting musical sounds.

★ Coast-to-Coast ★

PAUL W. NORRIS, program director at WSOC, Charlotte, N. C., is laid up by the measles. Charles Glenn Hicks is acting program director in the absence of Norris.

Dr. L. F. Rayburn, member of the sales staff at WMT, Cedar Rapids, after being connected with the station for the last three years, has decided that the job is permanent and has moved his family to Cedar Rapids from Oskaloosa.

Gif and Harry Bixbee of the engineering staff at WCAE, Pittsburgh, are settling in Dormont for the summer.

WCAE's chief engineer Jim Schultz and Jimmy Greenwood, one of his assistants, are camera enthusiasts.

The Jay Dennis Girls, presented by Bill Duffield and Ben Greene, open a three-week engagement at the Roxy Theater today. There are 12 girls in the unit and they are said to have radio possibilities.

Funeral services were held Wednesday in Ft. Wayne, Ind., for Paul D. Maxwell, former chief engineer of KSO, Clarinda, Ia. He died April 11 in Chicago.

Four members of the KMOX, St. Louis, staff were made members of the Hoboes of America when a "hobo jungle camp" program was broadcast to CBS network the other day. Quartet are Larry Neville, J. Norman Green, Elmer Mueller and Jerry Hoekstra.

Gene Cagle has been named assistant baseball announcer to help Zack Hurt, chief announcer, in handling the 161 sponsored games scheduled for KFJZ this season.

"Music in the Morning," with Richard Rolland, baritone, and his Strollers, a modern instrumental ensemble, will succeed Gus Clark's "Fun in a Nutshell" over WXYZ and the Michigan network on Monday, it is announced by H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., Detroit. The new show, as well as the old, sponsored by Nut-Nuts Foods, Inc., five days a week.

When Mutual Broadcasting System airs the world premiere of the Janet Gaynor picture, "A Star Is Born," which will debut at Grauman's Chinese theater, Los Angeles, on Tuesday, George Fischer, movie commentator-columnist, will officiate in bringing the celebs to the mike. Scene from pix may also be presented on the broadcast, which originates through the facilities of KHJ and Don Lee web.

Barnacle Bill, WMCA artist, heard in a program of songs will broadcast

at a new hour starting Monday, April 19. The new schedule will be 8:15 a.m., Monday through Saturday, and 10:15 a.m. on Sundays.

WBAL, Baltimore, today will air an exclusive half-hour broadcast, 4:43:30 p.m., in connection with the annual convention of the Maryland Federation of Music Clubs.

A "Testing Kitchen" service, with a seal of approval issued over the signature of Martha Lane to sponsors' products which measure up, has been added to "The American Kitchen" home economics feature being recorded by Mertens & Price Inc., Los Angeles. As Gold Medal's original Betty Crocker, Mrs. Lane established Washburn-Crosby's testing kitchen and organized its plan of kitchen-tested recipes.

David F. Syme, managing director of Station 3HA in Western Victoria and 3TR in Gippsland, is in Hollywood checking the transcription and script market for his chain of stations. Mrs. Syme accompanies the radio tycoon.

Elizabeth Judson, who handled radio for the Barnes Chase Company in San Diego, has returned to her first advertising love in New York, and is succeeded in San Diego by David Titus.

Bob Carter, former NBC network singer, will make his first appearance on the KDKA (Pittsburgh) Strollers Matinee Tuesday. Jean Galbraith will represent the treble clef with other songs and Bob Keller will add another page to life story of Elmer and Elsie on the same program. For Thursday, the Strollers will feature Lois Best and Ted Yearsley in songs and Dale Jackson with a fresh skit in the character of the irrepressible Tipperary chap, Alf Blodgett.

In appreciation of the excellent work they have done for him during their association of more than a year, Jack Benny will reward his script writers, Bill Morrow and Ed Beloin, with a free European trip when the comedian vacations for the summer. The writing pair will accompany Benny and frau Mary Livingstone abroad.

The Atlantic City Daily World moves its City Desk to the WPG microphone each Wednesday at 5:15 as Vincent Clark, eminent journalist, gives the radio audience the actual "stories behind the news." Diplomacy, plots, reporters' strategy and scoops alternate with other interesting highlights.

Berenice Fink, who, because of her efficiency as service manager for

GUEST-ING

ROSCO ATEs, ANN LESTER and CECIL MACK CHOIR, on Brooklyn Paramount Professional Parade, with Buddy Walker as m.c., tonight (WMCA, 9:30 p.m.).

NIELA GOODELLE, on Ed Wynn program, April 24 (NBC-Blue, 8 p.m.).

WINIFRED CECIL, on American Album of Familiar Music, April 18 (NBC-Red, 9:30 p.m.).

BILL TERRY, manager of N. Y. Giants, and BURLEIGH GRIMES, manager of Brooklyn Dodgers, on Al Pearce program, April 20 (CBS, 9 p.m.).

CLARENCE DERWENT, on Charlotte Buchwald's Playgoer program, April 20 (WMCA, 1:45 p.m.).

ANTHONY KEMBLE COOPER, interviewed by Frankie Basch, today (WMCA, 2:15 p.m.).

ELLSWORTH VINES and FRED PERRY, on SAM TAUB'S "Hours of Champions," April 18 (WHN, 1 p.m.).

LEONARD LIEBLING, music critic, on Music Box Program, tomorrow (WHN, 6:15 p.m.).

WALTER WINCHELL will appear on Ben Bernie's program Tuesday.

FRITZI SCHEFF, JULES GARFIELD of "Having A Wonderful Time", and MITZIE HAYNES of "Behind Red Lights", lead the list of guest stars for Chamberlain Brown's broadcast Monday (WMCA, 3:30 p.m.). Others lined up are Maida Reade, Earl Eby, Anne Nichols, Joe Cook, Jr., Fay Baker, Harold Cummings, Herbert Lyle, tenor of "Blossom Time", Dorothy Ruben, Berta Donn and Renee Carroll.

BERT SWOR, LOU LUBIN and ARLINE JACKSON, on Al Pearce show, April 27 (CBS, 9 p.m.).

Mertens & Price Inc., Los Angeles discreators, is known as "Mr." Fink to scores of station staffs, has become a member of the corporation and a director. Miss Fink is a graduate of Redlands University, had several years of newspaper experience, and then served with the San Bernardino Chamber of Commerce.

KTAT, Fort Worth, broadcast the thirteenth annual Golden Deed Award banquet of the Ft. Worth Exchange Club, marking the first time this affair has been on the air waves. Many distinguished personages, including Gov. James V. Allred, paid tribute to Stanley A. Thompson, the honoree. A build-up from the studio acquainted listeners with the purpose of the organization before the affair was picked up from the ritzy Ft. Worth Club.

Rev. Robert Fraser, noted singing, blind evangelist, has been compelled to transfer his program from the Neptune Studio of WPG to the First M.E. Church in Atlantic City in order to meet the demands of those who wished to witness his broadcasts.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,076,633—Electron Tube. Donald G. Haines, Bloomfield, N. J., assignor to RCA.
 2,076,662—Electron Tube. Fritz Michelsen, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
 2,076,761—Incandescent Cathode. Johannes Richter, Bernhard Hensel and Kurt Hess, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
 2,076,674—Television Apparatus. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
 2,076,685—Modulated Carrier Wave Transmitter. William S. L. Tringham, Surrey, England, assignor to RCA.
 2,076,710—Radio Direction Finding System. Harry M. Dowsett, Winchmore Hill, London, England, and Roland J. Kemp. Chelmsford, England, assignors to RCA.
 2,076,731—Centralized Radio System. Ernst Krueger, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
 2,076,771—Radio Receiver Construction. Leonard E. Eastman and Clarence B. Knudson, Springfield, Mass., assignors to United American Bosch Corp.
 2,076,787—Variable Carrier System. Edmund A. Laport, Glen Ridge, N. J., assignor to Wired Radio, Inc.
 2,076,803—Noise Suppression Circuit. Jacob von Slooten, Eindhoven, Netherlands, assignor to RCA.
 2,076,812—Tuning Selectivity Control Circuit. Paul O. Farnham, Boonton, N. J., assignor to RCA.
 2,076,814—Automatic Gain Control. Christopher J. Franks, Boonton, N. J., assignor to RCA.
 2,076,874—Electrical Condenser. John J. Auryinger, Takoma Park, Md.
 2,076,900—Radio Control Device. Carl H. Langley, Los Angeles, Calif., assignor of 45 per cent to Philip K. Wiseman.
 2,077,030—Television Apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor, by mesne assignments, to Mildred S. Reisner.
 2,077,031—Television Apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor, by mesne assignments, to Mildred S. Reisner.
 2,077,045—Wave Signaling System. Clyde K. Huxtable, Flushing, N. Y., assignor to Hazeltine Corp.
 2,077,049—Signal Selecting System. William A. MacDonald, Little Neck, N. Y., assignor to Hazeltine Corp.
 2,077,069—Radio Receiver. Rudolf Rechnitzer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
 2,077,126—Volume Control Arrangement. William J. O'Brien, Chicago, Ill., assignor to RCA.
 2,077,139—Automatic Gain Control Circuit. Hans Bartels and Hans Friedrich, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
 2,077,156—Electron Discharge Device. Victor L. Ronci, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc.
 2,077,160—Radio Transmitter. Henry D. Wilson, Jr., South Orange, N. J., assignor to Bell Telephone Laboratories, Inc.
 2,077,179—Standby Tube System. Francis L. Moseley, Pelham, N. Y., and John L. Bird, Radburn, N. J., assignors to Sperry Gyroscope Co. Inc.
 2,077,177—Electron Discharge Device. James O. McNally, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.
 2,077,196—Airplane Landing Field Using Directional Radio Beams. Ernst F. W. Alexanderson, Schenectady, N. Y., and John H. Hammond, Jr., Gloucester, Mass., assignors to General Electric Co.
 2,077,205—Radio Receiver. Stewart Becker, Schenectady, N. Y., assignor to General Electric Co.
 2,077,223—Modulation System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
 2,077,269—Oscillation Generator. Kurt Schlesinger, Berlin.
 2,077,270—Braun Tube. Kurt Schlesinger, Berlin.
 2,077,270—Braun Tube. Kurt Schlesinger, Berlin.
 2,077,272—Braun Tube. Kurt Schlesinger, Berlin.
 2,077,284—Automobile Radio Receiver. Ed-



"SECOND HUSBAND"

with Helen Menken

Sterling Products Inc. (Bayer aspirin)
 WJZ (NBC-Blue Network),
 Wednesdays 8:30-9 p.m.
 Blackett-Sample Hummert, Inc.

SIMPLE DRAMA, WITH EXCELLENT PACING AND AUTHENTIC EMOTIONAL APPEAL.

Bringing much of the glamor of the theater to the air, this program, starring Helen Menken, should exercise a universal appeal. The drama is predicated upon simple, human emotions, dealing, as it does with the effort of a widow to rear her children in the face of the further claims life makes on her. Helen Menken does a beautifully sensitive job, with Janice Gilbert and Jimmy Donnelly displaying adult poise as the children. Joe Curtin, the love interest, is a worthy protagonist for Miss Menken.

MAX BAER-TOMMY FARR FIGHT

Special Event

WABC (CBS network), April 15,
 4:30-5:35 p.m. EST.

UNRUFFLED RINGSIDE DESCRIPTION, UNLIKE SPIRITED U.S. FIGHT BROADCASTS.

Compared with the ringside broadcasts of fistic matches in this country, the transatlantic description of the Baer-Farr match was a calm and cool affair. The principal commen-

QUOTES

RICHARD BONELLI "Capable translations would go a long way toward popularizing the great musical works with the American public. My idea of a capable translation requires the services of a thorough student of English, a thorough student of Italian, German or whatever the original language may be; and a singer or conductor to preside over the collaboration and see that everything is lined up properly. The last mentioned job would be mine."

MYRTLE VAIL: "Murder someone! Not in real life . . . but in a radio script! Mystery and suspense always add interest to a story."

mund J. Te Pas, Rocky River, O., assignor to Walter A. Frantz.
 2,077,288—Cathode Ray Tube. Manfred von Ardenne and Siegmund Loewe, Berlin; said von Ardenne assignor to Radioaktiengesellschaft D. S. Loewe.
 2,077,289—Method of and Arrangement for Receiving Short Waves. Manfred von Ardenne, Berlin.
 2,077,290—Method of and Arrangement for Receiving Short Waves. Manfred von Ardenne, Berlin.
 2,077,314—Device for Distant Control. Heinrich Eberhard and Walther Gutzke, Berlin.
 2,077,326—Multistage Valve. Paul Kapteyn, Berlin.

tator, a gentleman with a dignified manner of speech and a touch of effortless humor in his observations, talked mostly in subdued tones and without getting very excited about it all. It was as though he were describing a parlor ping-pong game. Perhaps the vocal restraint was due to position of the mike, although it didn't seem to restrain the alternating commentator who filled in during the intermissions with more snappy summaries of the rounds.

Scheduled to start at 4:30 p.m. EST (about 10 p.m. in London), some rather prolonged preliminaries delayed the main event for nearly a quarter of an hour. Then it took time for the fight to work up some action, making it necessary for the commentators to draw upon their vocabularies for time filler. Not being very resourceful for an occasion of this kind, the chief remarks were about Baer's beautiful and powerful physique—which was commented upon time and again, thus making it look all the better for Farr when he was declared winner of the 12-round bout.

From a transmission and reception standpoint, it was a good job.

F. T. C. CASES

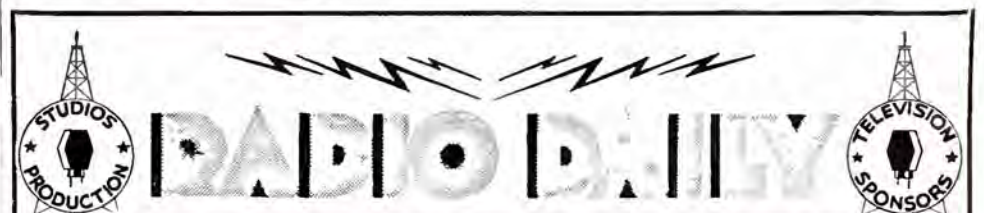
Cease and Desist Orders

Ralston Purina Co., St. Louis, is named respondent in a complaint issued by the Federal Trade Commission, alleging misrepresentation of a dog food sold under the trade name "Purina Dog Chow."
 Misrepresentations in the sale of cosmetics is alleged in a Federal Trade Commission complaint issued against Colonial Dames Co., Ltd., trading also as Colonial Dames Inc., Hollywood.
 Chicago Mail Order Co., Chicago, has entered a stipuation that, in the sale of a turtle oil cream designated "Vivani," it will cease using the words "turtle oil" as descriptive of a product whose oil content is not composed of turtle oil.
 Benjamin Ansehl Co., St. Louis, signed a stipulation to discontinue use of the words "turtle oil" to describe preparations sold under the names "Vivani" and "Amethyst."

CBS Ups WHAS Card To \$450 on May 15

(Continued from Page 1)

Card No. 22, and all new contracts written by CBS on and after May 15 will be at the new rate. CBS advertisers currently using WHAS will be protected on present programs which are continued without interruption at the base rate of \$400 per hour, until May 14, 1938. CBS advertisers who are protected until December 31, 1937, under rate card No. 21, will be billed at the \$400 base rate from January 1, to May 14, 1938, and at the new rates thereafter.



★ ★ **Little Talks on Big Subjects** ★ ★

The audience is waiting . . . Are YOU on the program? . . . The Radio Industry is Alive, Big, Growing, Prosperous . . . It is constantly on the lookout for innovations, new personalities, ideas and equipment . . . RADIO DAILY with its crisp breezy columns reaches this audience bright and early every morning . . . Advertising in RADIO DAILY brings RESULTS . . . A TEST will TELL.

SET STATION DETAILS ON FORD'S SAT. SHOW

(Continued from Page 1)

WOKO, WEEL, WGR, WDRC, WCAU, WJAS, WPRO, WORC, WLBZ, WMAS and WIBX on first hook-up.

Majority of stations carrying repeat broadcast will be located in Eastern and Central Standard time zones. Sponsor believes that first airing, reaching public at 6:30 p.m. EST would be too early to catch many listeners. Present plans call for the revised schedule to run for 13 weeks, with changes, if any, to be made thereafter. Program will have no visible audience for first five broadcasts as there will be no playhouse available before May 15. N. W. Ayer & Son has the account.

650 to 800 Attending Associated Press Meet

Between 650 and 800 members of the Associated Press will attend the annual meeting of the association being held next Monday at the Waldorf-Astoria Hotel.

Session will open at 10 a.m., adjourning at 1 p.m. At a luncheon Secretary of Commerce Roper will be the guest of honor and his speech will be aired over the NBC-Blue network, 2-2:30 p.m.

There are now 1,360 AP memberships of which Hearst holds 18, the largest individual sum. Reports have been current that the AP board will take up the question of revising the association's by-laws so as to allow the organization to sell news to radio stations. AP is the only news association that has not entered the field to date.

On the following Tuesday the American Newspaper Publishers Association will begin its annual convention in the same hotel. With over 200 radio stations now controlled or affiliated with newspapers, New York will be host to hundreds of radio executives.

Yale Drama on WICC

New Haven—Yale Drama Department made its debut last night at 7:30 in a regular quarter-hour series over WICC.

ONE MINUTE INTERVIEW

LILY PONS

"No one, of course, could possibly question the supremacy of the great classical masterpieces. But it is difficult for the average, untrained member of a radio audience to grasp and appreciate classical music as readily as music in a lighter vein. Therefore, good popular music can do a great deal both in providing entertainment and in preparing for an appreciation later on of the more difficult classical music."

★ EQUIPMENT ★

New Du Mont Oscillograph

Upper Montclair, N. J.—Du Mont Laboratories has developed a new three-inch Oscillograph. This instrument is complete in every detail; it embodies the desired features of the new type 34-XH Du Mont Three-Inch Cathode Ray Tube, separately controlled horizontal and vertical high gain amplifiers, flat from 30—30,000 cycles, internal or external positive synchronization, high and low voltage power supplies insuring a brilliant pattern and no interaction of controls, direct connection to the horizontal and vertical deflection plates of the cathode ray tube, amplified sweep, frequency range allowing observation of a single wave form 15 to 30,000 c. p. s. and separate positioning controls on the front panel.

Although this unit is designed as a service instrument to be used in conjunction with any standard frequency modulated oscillator, it is also designed to serve the many purposes of a really efficient portable three-inch Oscillograph.

Playback Equalization

A folder discussing equalization in direct playback recording has been issued by Sound Apparatus Co. of New York, in its "Sound Advice" series of monthly bulletins dealing with recording and reproducing problems. The article, which is available without charge, is illustrated with curve charts by A. C. Keller of Bell Telephone Laboratories Inc.

WBAL Gets Program Booster

Baltimore — WBAL, Baltimore, has installed a new Western Electric type 110-A program booster as its latest move to serve the listeners. Following its use for several days the station has announced that it has proved highly advantageous in producing a stronger and more uniformly controlled program signal. It is said that only a few other stations in the country have the equipment.

New Philco Home Aerial

Philadelphia — A new aerial, designed for apartment and hotel dwellers, and solving the antenna problem involved in the use of more than one set in a home where the extra sets are operated from indoor "nuisance" aerials, has been introduced by Philco. Named the Philco Utility Aerial, it is easily installed by the customer himself and is used for both radio and short wave broadcasts.

Radio Wave Burglar Alarm

Philadelphia—The radio wave has entered a new field of usefulness, as a device to foil burglars. A curtain of radio waves, capable of setting off a shrieking alarm and lighting blazing floodlights the moment anyone passes through the Teletector invisible field, is thrown around the exterior openings in a home or made to radiate from the floor in case of a

warehouse or storeroom. The device is being marketed by the Teletector Property Protection System.

Station Improvements

Sherman, Tex.—KRRV has asked the FCC for a construction permit covering new transmitter, vertical antenna, increase in power and full-time operation.

Cleveland—Permit to install directional antenna for night use is sought by WHK.

Canton, O.—Installation of automatic frequency control is planned by WHBC.

Columbus, Ga.—License has been asked by WRBL to cover construction permit for changes in equipment, move of transmitter and studio, and increase in power.

Kosciusko, Miss. — Move of transmitter and changes in antenna are planned by WHEF.

Milwaukee—WTMJ has asked the FCC for permission to install a new transmitter.

Wichita Falls, Tex.—The FCC has granted KGKO's application to install new equipment.

Gadsden, Ala. — WJBY has been given authority to install automatic frequency control equipment.

Enid, Okla.—KCRC is seeking authority to put in new equipment and a vertical radiator, along with increase in power to 500 watts unlimited.

Ashland, Ky.—Permission to move transmitter site locally, install new equipment and increase power is sought by WCMI.

New Orleans—Plans for the construction of a new transmitter, new tower and re-equipping of WDSU studios are proceeding while the station awaits ruling of the FCC on its request for an increase to 5000 watts day and night. Station owners claim they are now bidding on land for the new transmitter houses, which is to be modernistic in style with a front of glass brick. Transmitter and new equipment is to be RCA, with 409 foot non-directional tower.

Lincoln, Neb.—KFAB has applied to the FCC for construction permit to install new transmitter and directional antenna for night use, along with change in frequency to 1080 kilocycles and increase in power to 50 kw.

Charlotte, N. C.—WBT plans installation of a directional antenna for night use.

Atlanta—License to cover CP for new transmitter and antenna, increase in power and move of transmitter and studio, has been requested by WATL.

Don Kerr to Emcee Party

Don Kerr, WMCA announcer and commentator, will act as master of ceremonies at the Monte Carlo Night affair of the Association of Advertising Men of New York, to be held at the Hotel Pennsylvania roof tomorrow night. Kerr will also handle the auction. Larry Nixon will be in

MUSICIANS' UNION BARS MENTION OF FILM STARS

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originating at restaurants and hotels, the orchestra leader will be held responsible by the Union. However, in the event an announcer makes an infringement, the orchestra leader obviously will seek to hold the station or network responsible. CBS yesterday informed its announcing and production staff accordingly, and sought to impress upon all concerned the importance of following the ruling very closely. H. I. Rosenthal of CBS music division, in informing the production department on the matter, said that on all studio programs the responsibility is that of CBS since they pay the musicians. The only exception is studio programs where the orchestra is on a 24-hour commercial and sustaining basis and continuity for sustaining programs are to be carefully written and watched. Continuity department especially has been told to be on the alert. Also the ad lib jobs are pointed out as spots to be watched by the director and announcer concerned.

Publishers Lifted Ban

As pointed out in these columns recently, while the music publisher group controlling most of the music originating on Hollywood lots and used in films do not hail the union ruling with glee, they decided to remove restrictions as far as possible and thus preclude majority of the numbers involved being off the networks during the late evening hours. Lifting the restriction does away with the necessity of the announcer, leader or emcee mentioning the film which originates the song.

Publishers also wish to avoid getting the conductors all bawled up by having to re-arrange their books and many popular tunes.

NBC has already ordered its studio orchestra not to play the restricted numbers and like CBS is taking all due precaution. Other web and indie stations of course are following suit. Precaution, however, is still necessary due to an occasional movie tune being still on the restricted list and the new songs coming out continuously. The movie title ban has been in effect in Chicago for some time.

Ray Markey at WHTT

Ray Markey, for the past four years news editor of WNBH, New Bedford, has joined the radio staff of WHTT, Hartford.

charge of the entertainment. Stage money will be used on the roulette wheels, but winners will be entitled to prizes such as an air trip to Washington down to a case of wine. Professional croupiers will also be on hand.

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