VOL. 1, NO. 49

NEW YORK, N. Y., MONDAY, APRIL 19, 1937

FIVE CENTS

18 WLW-WHN Shows Set

Hopes of Television Are Spurred by Test

West Coast Bureau, RADIO DAILY
Los Angeles — Successful spanning
of a distance of 10½ miles with "sight and sound" by the Television Division of the Don Lee Broadcasting System here last week has spurred interest and hopes in the proximity of regular television broadcasts. The latest demonstrations here, piloted by Harry R. Lubcke, were witnessed by both laymen and noted scientists, among them Nobel Prize Winner Dr. Robert A. Millikan. The television programs were transmitted many times (Continued on Page 6)

Playwrights Granting Film Television Rights

In selling the film rights to a stage play, the Dramatists' Guild is now granting film companies the right to televise the motion picture produced from the play, but reserves to the author the right to televise the play with living actors, RADIO DAILY was advised Saturday by Sidney R. Fleischer, arbiter for the Dramatists' Guild.

Previously the Dramatists' Guild had refused to include television rights in the sale of movie rights to a play.

New Radio Invention Improves Reception

Salt Lake City-A device which, in tests, eliminated static in voice reception, beam signals and telegraphic signals, and may ultimately do away with the crackling and squealing in home radio sets, has been invented by Warren C. Hill, radio operator for the U.S. Dept. of Commerce, stationed at the municipal airport here. Hill has applied for patent.

Sponsor Next

The experimental program recently launched by WINS under the title of "New Ideas," inviting listeners to send in scripts for consideration, has been amplified with a new twist...

Literary and drama editors and authorities are being invited to participate in constructive criticism of the script chosen each week.

High Mass on Air

Buffalo-The distinction of being the only station in the United States to broadcast regularly a High Mass of the Roman Catholic Church is claimed by WBNY here.

It is on the air every Sunday at 11 a.m. from St. Louis' Church. A choir of 60 voices is featured.

Gen. Foods Takes Over Coast Network Show

West Coast Bureau, RADIO DAILY Los Angeles—General Foods Corp., New York, today will take over the sponsorship of "House Undivided" on behalf of La France and Satina, General Foods products, and broadcast the program five days a week, Mondays through Fridays, 11:15-11:30 a.m., over the entire Don Lee network.

Program is a dramatized script show dealing with the life and struggles of a small town doctor, and is signed for 26 weeks through Young & Rubicam, keyed from KHJ. Agency's office here, headed by Tom Har-

Additional News Spots For KIRO, Seattle

Seattle-KIRO has signed for Universal News Service, which will be used in addition to INS, and will supplement its hourly news broadcasts with several quarter-hour evening spots.

Dedicatory Program for New Network Being Aired Tonight—"Flying **Dutchman**" Heads Openers

\$550,000 to Networks On P. & G. Drene Series

Procter & Gamble will spend about \$550,000 for network time alone on a single product, Drene, it is disclosed with the setting of Jimmy Fidler on a second weekly Hollywood gossip program starting May 21 for 52 weeks on the coast to coast NBC-Red network of 30 stations, Fridays, 10:30-10:45 p.m. Network will use the basic Red, WLW, WDEL, and the Red mountain and Pacific groups. Fidler's other program is heard on the same network on Tuesdays at the same time. Twenty one programs (Continued on Page 7)

3rd Factor Disk Series For 22 Latin Countries

rington, will handle the quarter-hour series. Series may go coast-to-coast next fall if it clicks on coast. up) is to start production this week on a third series of disks to sell products, via radio, in Latin American countries. Success of first two series was so outstanding that new series will go on a twice-a-week basis on some 50 stations in 22 Latin American countries. Series will be done in Spanish, using orchestra, guest stars and a short dramatization, a-la March of Time, of movie lot episodes. Paul Gurruchaga, who produced the last series, is to produce the new ones.

With 18 sustaining programs already set, WHN-WLW wire will begin functioning on a regular series of exchange programs tonight at 9 when WLW officially welcomes WHN to Cincinnati. One of WLW's most popular musical programs, "The Flying Dutchman," heads the list of opening shows. Powell Crosley, president of the Crosley Radio Corp., and William S. Hedges, v.p. of same company, will speak from the studios
(Continued on Page 7)

Brown & Williamson Sport on 21 Stations

Brown & Williamson Tobacco Co., Louisville, for various products, within the next week will launch sports resume programs on 21 stations throughout the country using local talent. With exception of eight Don Lee stations, all programs will be spot.

B. & W. has been a consistent user of sports broadcasts in the past and on May 8 will sponsor the Kentucky Derby for the third consecutive year, (Continued on Page 6)

Oldest Commercial Fades After 15 Years

Chicago-Said to be the oldest commercial on the air, the Sunday evening Edison Symphony concert series called it quits after observing its 15th anniversary on the air yesterday over WENR (NBC-Blue), Program has been running since April, 1922. Morgan L. Eastman, director, plans to retire and go to California

Eighth Repeat

A record in repeat performances for a single radio drama on a network will be established Saturday when "Sebago Lake," by William Ford Manley, is presented for the eighth time, going over NBC-Red at 9 p.m. Sketch, originally heard in 1928, will again star Arthur Allen, with Effie Palmer, Ruth Russell and William Adams, all of original production.

THE WEEK IN RADIO

... Proposed Wattage Tax By M. H. SHAPIRO

John J. Boylan, (D., N. Y.) FCC Commissioner George Henry Payne proposed a measure seeking to tax radio outlets according to their wattage, starting at \$1 a watt and scaling up to \$3 . . . which doesn't sound reasonable from any angle . . . virtually tax the industry out of business if the fantastic proposed bill ever slipped through. . . .

On the heels of the news that the

WORKING through Congressman Wagner labor act had been upheld the Supreme Court, by various branches of radio began to feel the urge to organize, particularly the technicians, more or less considered unionized already to some extent . . CIO most likely will branch out more in the communications field and electrical workers, it would seem . . . ATT looks like a fertile proposition.

NAB ran into conflicting dates (Continued on Page 2)



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JOHN W. ALICOATE : : Publisher

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

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is pending.
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FINANCIAL

(Saturday, Apr. 17)

NEW YORK STOCK EXCHANGE

				- 1	vet
	High	Low	Close	CH	g.
Am. Tel. & Tel	1673/4	1671/8	1673/8	+	1/8
Gen. Electric	551/4	54	543/8	-	
North American	261/2	261/8	261/8	4.43	
RCA Common	103/4	101/2	101/2	**	8.5
Stewart Warner	193/8	183/8	19	+	1/2
Zenith Radio	361/4	3538	353/4	+	5/8
NEW YORK	CURB	EXCH	ANGE		
Hazeltine Corp	16	16	16	_	3/8
Nat. Union Radio	23/4	23/4	23/4	-	1/8

KFEQ Appoints Rep

St. Joseph, Mo. — KFEQ has appointed Kelly-Smith Co. as its national representatives, effective tomorrow, it is announced by Glenn Griswold, the station's national advertising manager. Kelly-Smith, wellknown in the national newspaper field, recently established a radio division under the direction of Frank Headley of the New York office, with branches in Detroit and Chicago.

Ernest Kosting Joins CBS

Ernest D. Kosting, formerly assistant to the advertising manager of Abraham & Straus, will join the CBS sales promotion staff effective April 26.

WPA Symphonic Dramas

A Tuesday night series of Symphonic Dramas put on by the WPA will start tomorrow at 9-10 p.m. over WQXR. Minnie Dupree heads the first cast, Ibsen's "Peer Gynt," adapted by Michael Davidson and directed by Donald Macfarlane. Idea is to present dramatic classics with incidental music.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

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

☆ THE WEEK IN RADIO ☆

... Proposed Wattage Tax

(Continued from Page 1)

the annual convention at the Stevens Hotel, Chicago, June 13-16, but later switched to the Sherman, with the dates set as 20-23 inclusive . . . the Pacific Advertising Club meets in Salt Lake City June 13-16 and many attending this gathering wished to also attend the NAB meet . . . even at that the Advertising Federation of America provides conflict with its 33rd Annual Convention in New York, during the same three days. . . .

Disk and spot biz led the February industry gain in so far as percentage of increase is concerned . . . NAB again moved toward facilitating return of license fees paid the Warner Bros., music subsidiaries . . Both radio and music men opposed the Duffy Copyright Act in its present form, the broadcasters through attorney Sidney Kaye seeking changes before offering full support, while the music men through John G. Paine, saw no benefit to be de-

with its original intention of having rived by U.S. joining the Berne Convention. . .

New merchandising plan for electrical transcription distribution and sales came from the Universal Radio Corp., which seems to have excellent ideas up its sleeve via the expedient of applying motion picture and other tested methods . . . will use 29 ET exchanges around the key centers of the country . . . soap business led the advertisers on CBS during the first quarter of 1937 . . . the to-do over sale and removal of KTHS, Hot Springs, apparently settled down, as a result of the court decision declaring everything in order . . . CBS foresees a rise of 2,000,000 sets in the home this summer, based on data collected by Daniel Starch Associates . . Local 802 of the AFM went through with its resolution and definitely barred mention of movie titles on sustainings whether studio or remote broadcasts, unless musicians are paid commercial scale. . . .

WILL Resumes Activity Following Improvements

Champaign - Urbana, Ill. — On its new frequency of 580 kilocycles, WILL, the University of Illinois station, resumed broadcasting this week on a full daytime schedule. Two new 325-foot vertical antennae, tallest in the state away from Chicago, were put into operation with the change of the transmitter to a new out-of-town location and transfer of frequency.

The new equipment and change of frequency from 890 kilocycles will increase listener area approximately 125 per cent despite the fact the power output remains at 1000 watts. Time on the air is being increased 75 per cent.

WILL is the only state-owned, educational, non-commercial broadcasting station in Illinois. It endeavors to offer programs not available elsewhere, taking advantage of the 1,500 experts of the University's staff for educational and information offerings, and of talent selected from the University's 11,000 students for entertainment and dramatic produc-

Leonard Lewis Joins WBS

Leonard Lewis joins WBS today in a publicity and sales promotion capacity, succeeding Slocum Chapin, who resigned to join WOC. Lewis comes to WBS from Printers' Ink where he has been radio editor of the monthly publication.

Dill Seeks Station

Washington Bureau, RADIO DAILY Washington—Former Senator Clarence C. Dill has asked the FCC for permit to establish a new radio station here, and his request is understood to have been approved by the Examiner. Transmitter would be located near Bethesda, Md., operating on 139 kc. with 1,000 watts.

WHEC Fight Program **Becomes Institution**

Rochester, N. Y .- The Monday Night Fights at the Elks Club, aired since Feb. 8 over WHEC, basic CBS outlet here, have become a sort of local institution, with big listener interest besides helping the Club attract overflow crowds to the weekly events. The programs are expected to continue through May, or at least until the season expires.

Several Golden Gloves champions have been included in the bouts. Lowell MacMillan, expert sports announcer who incidentally will cover the pro baseball games for WHEC this season, handles the descriptions. He is assisted by Harry LeBrun, who provides color and background. While MacMillan was in Florida, LeBrun and Ken French handled the fights.

New WCHS Auditorium Being Dedicated Saturday

Charleston, W. Va.-Formal opening of the new WCHS Auditorium will take place Saturday. Dinner dancing and other entertainment and ceremonies have been arranged for the occasion by the Charleston Broadcasting Co.

Bernie Moving East

On and after May 4 the Ben Bernie-American Can program on the NBC-Blue network, Tuesdays, 9-9:30 p.m., will originate from NBC's New York studios, instead of Hollywood.



COMING and GOING

HERBERT PETTEY, associate director of WHN, now visiting in Chicago, returns to New York on Wednesday.

JOE BOLTON, announcer, back in town after a week in Chicago, where he attended the baseball announcers' meeting called by General

GERTRUDE BERG, arriving in New York to-day, leaves again in two weeks for Hollywood, where she is slated to work on Bobby Breen's new picture.

EDWARD G. ROBINSON is on his way east from Hollywood to guestar on the Kate Smith

HAROLD MICKEY, Southern band leader, is in town comparing notes with other maestros.

CARMEN CASTILLO, wife and vocalist of Xavier Cugat, left for Hollywood with her niece, MARGO.

ED WOLF and BILL COBLENZER in Chicago

HELEN JOHNSON, director of the American School of the Air, sails for Holland May 21.

DICK HARTMAN and his hillbilly band left WBT, Charlotte, N. C., last week for Holly-wood, where they'll appear in a western flicker.

MARK SANDRICH, RKO director, is in town lining up radio talent for his next picture, "The Joy of Loving", which will star Irene

MORRIS WEST, assistant program director of WCAU, Philadelphia, and announcer of the Philadelphia orchestra broadcasts, will spend the next five weeks traveling with the symphony group on its concert tour.

BOB BERGER, radio publicist for the National Democratic Party in Philadelphia for the Farley dinner, is visiting WFIL, where he was for-merly a member of the sales staff.

DEWEY H. LONG, sales manager of WBT, Charlotte, who has been in Chicago on a busi-ness trip, returns to his office this week. JAMES ALLAN, program director of WIP, was in and out of New York on Friday.

E. C. MILLS, general manager of Ascap, left for Helena, Mont., with legal aid to supplement local counsel in representing Ascap in state tax and other matters. Hearing comes up April 23, in Federal court, relative to legality of the new state tax law.

GORDON WHYTE of the Henry Souvaine office is in town for a few days. Leaves again shortly to contact schools for the Pontiac Varsity show.

PAUL ROSS of the CBS artists' bureau is back at his desk today from Detroit trip. GERTRUDE NIESON booking in the auto city.

J. J. ROBBINS, head of Robbins Music Corp. is expected back from Hollywood and the M-G-M lot late today.

GEORGE STORER, owner of WSPD, WWVA and WMMN, was in and out of town last week. GEORGE HICKS, NBC announcer, left New York yesterday for San Francisco on the first leg of his trip to Enderbury Island.

TOM C. GOOCH of KRLD, Dallas, is in town to attend the ANPA convention.

CONRAD THIBAULT flew to the coast on Saturday to join the Fred Astaire program on Tuesday nights.

CARLTON SMITH, commentator of the Chicago NBC Symphonic Hour, left Saturday for Washington, to deliver an address before the

JEAN SABLON has returned from Montreal.

It's A Fact!"

Don't forget, this daily script of news oddities, expertly written AND IN-STANTLY SPONSORABLE, is also available in GERMAN, POLISH, ITALIAN and JEWISH.

Write or Wire

VanCronkhite Associates, Inc. 360 NORTH MICHIGAN AVE. CHICAGO

State 6088

NEW BUSINESS

Signed by Stations

KFRC, San Francisco

Procter & Gamble (Camay), 10 broadcasts, floating one-min. announcements, through Pedlar & Ryan, N. Y.; E. P. Reed & Co. (shoes), 7 weekly broadcasts, disks, through Geyer, Cornell & Newell, N. Y. Procter & Gamble (Crisco), 90 broadcasts, one-min. spots, through Compton Adv'g Co., N. Y.; Lever Bros., 260 broadcasts, spots, through Ruthrauff & Ryan; Borden's Associated Companies, 702 newscasts with John B. Hughes, through McCann-Erickson, San Francisco; Kendall Dog Food Co., 52 weekly 15-min. disks, through W. S. Kirkpatrick Adv'g Co., Portland, Ore.; Bauer & Black (corn plasters), 30 spots, through Ruthrauff & Ryan, N. Y.; Chevrolet, 26 "Musical Moments" through Campage. 26 "Musical Moments," through Campbell-Ewald, Detroit.

The Kendall Dog Food account also placed with KDON and KSDM.

KSLM, Salem, Ore.

Kelvinator, two daily spots for a month, disks, with Arthur Godfrey as commentator; Gardner Nursery, Osage, Ia., "The Old Gardner," 5min. daily disk, through Northwest Radio Adv'g Co., Seattle; Graham-Paige Motors, daily spots for three months, through U. S. Advertising Co. Mary Pentland Agency, Portland, Ore., "Cashbuyer Plan" of First National Bank of Portland, two daily time signals for a month; Columbia Empire Industries Inc., 15-min. talk, through MacWilkens & Cole Agency, Portland, Ore.; Paramount Shoe Store, Salem, spot disks; Stevens-Brown (jewelry), 10-min. noonday "Street Reporter" with Boots Grant; WBS "Musical Moments" with Rubinoff, twice weekly.

WBT, Charlotte

Snow King Baking Co., Cincinnati, 10 one-min. weekly spots, 13 weeks, through H. W. Kastor & Sons, Chicago; Pure Oil Co. of the Carolinas, Charlotte, increase to two 100-word studio announcements weekly, 52 weeks, for Yale Tires, through Freitag agency, Atlanta; Refrigeration and Air Conditioning Training Corp., two 15-min. test programs, through National Classified Agency.

WNEW, New York
United Drug Co., five-day disks
series simultaneously with Rexall 1-cent sale starting April 27, through Spot Broadcasting, Inc., Street & Finney, Inc., agents; System Brake Service, "Dugout Interviews" for three baseball games weekly, 13

KEHE, Los Angeles

Union Pacific, 52 weekly one-min. djsks, through Caples & Co.

WFIL, Philadelphia

NEW DROGRAMS-IDEAS

Put Entertainment in Resume

The program resume on KUOA, Siloam Springs, Ark., has become an entertainment feature. For a long time there had been head scratching about the dryness of an ordinary program resume. It seemed to be a necessary evil. That was until the program department really got down to business. Now the program resume combines music, drama, and sound effect with humor for a quarter hour entertainment feature.

The program is conducted something like this: Each program announced on the resume is identified as it is mentioned by using its theme or some characteristic sound effect as the background. A teletype sound effect is faded up five seconds and then down as a background for the announcer to say that "United Press news is presented at 7:00, 9:00, 11:00, 2:00, 4:00, and 6:00." The idea lends itself to infinite variation and it is surprising how smoothly it can be produced. It actually becomes of program value. A different theme selection is featured each day and is played in full. Sponsorship is in the offing. Credit for this idea goes to Virginia Rae Daniels, KUOA's program director.

KFRU Spelling Novelty

Latest feature to catch public fancy via KFRU, Columbia, Mo., is the Show-me Schoolmaster's Spelling Bee. The idea has grown to state-wide proportions in a scant two weeks' airing. Although elimination contests being broadcast over KFRU from Columbia high schools will not be completed for a month or more, having been scheduled three times weekly, other schools are waiting to challenge the local champions for spelling supremacy. The program will continue until the issue is decided. Columbia, the state's educational center and home of the University of Missouri, is backing its

spots weekly for a full year, through Dorsey Agency; Gardner Mfg. Co., hair shampoo, 6 spots weekly for 11 weeks; M-G-M, Inc., pictures, 14 spots for one week, through Donahue & Coe Agency Brown & Williamson Tobacco Co., three 15min. periods weekly, for 13 weeks, using Hal Simonds' sporting news, through B. B. D. & O.; Nu-Enamel Inc., paints, weekly 15-min. period, using "Romance and Melody" ET, for a full year, through Schwartz Agency; Bauer & Black, corn remedies, 6 spots weekly for a full year, through Ruthrauff-Ryan.

WTMJ. Milwaukee

Gridley Dairy, thrice weekly script show, "Lefty Culpepper," contracted by Neale Bakke.

WCKY to Feed NBC Blue

Cincinnati-WCKY will supply a Hecker H-O Co., cereal, 4 spots part of NBC-Blue's 9:30-10 p.m. proweekly for 2 weeks, through Erwin, gram tonight. Celebs in baseball Wasey agency; B. C. Yuengling, beer, world will be interviewed here.

students against all comers. Success of this feature illustrates the brand of showmanship being displayed at KFRU.

WBT Reveals Innermost Secrets WBT, Charlotte, N. C., had instituted a series of programs, conducted

by Lee Kirby, announcer, to acquaint the public with the little-known details of a major station's activities.

The first 15-minute spot was devoted to explanations from the control room, during which Engineer J. M. Whitman talked about the various gadgets on the complicated board which is the nerve center of a station. Few people know how network programs come in and are broadcast through a transmitter, so Whitman switched to the network while Crutchfield and Kirby explained what was happening.

The series will continue with a broadcast from the WBT transmitter, located seven miles from Charlotte. The WBT transmitter is one of the most modern in the world, including a vertical radiator 429 feet high, and equipped with the latest devices of the industry.

AGENCIES

FRANKLIN OWENS, formerly associated with NBC and BBD&O, has joined the radio department Maxon, Inc., advertising agency.

CAL SWANSON of the J. Walter Thompson office in Hollywood, has returned to the coast to break in Paul Rickenbacker as Dan Danker's assistant. Then back to New York to stay.

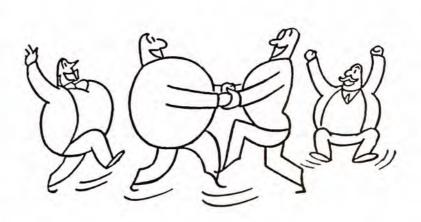
UNITED ADVERTISING CORP. has moved its New York offices to larger quarters at 60 West 42nd Street effective today.

J. FRANK DUNN, recently associated with Barnhill & Dunn, has joined the Wadsworth & Walker, Inc., advertising agency as vice-president and account executive.

CBS Gets Television Permit

Washington Bureau, RADIO DAILY

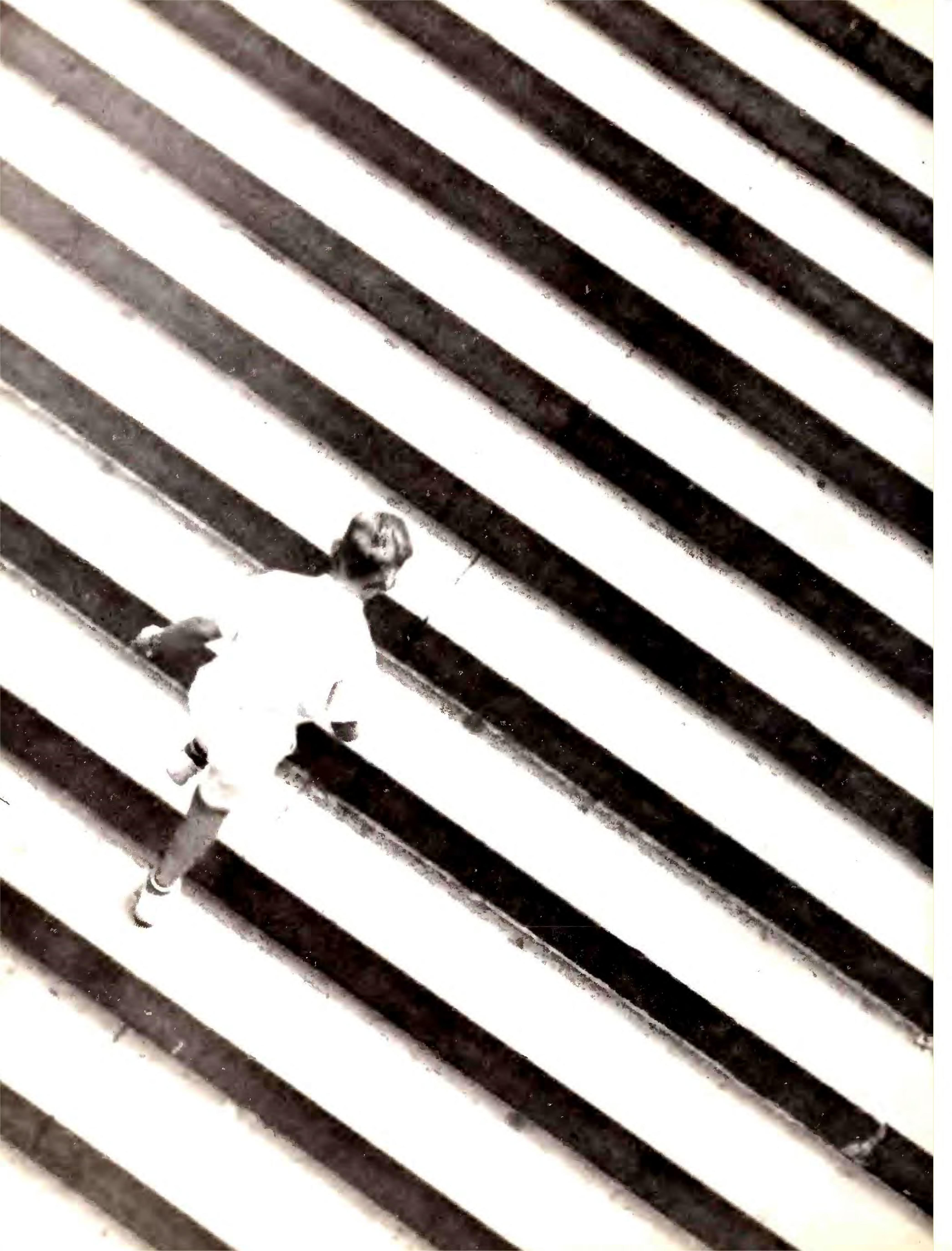
Washington-FCC Saturday granted application of CBS for construction permit authorizing changes in equipment, increase in power of visual broadcasting transmitter to 7500 watts and move of transmitter to top of Chrysler Building.



Life Begins at 1440

Gaze upon the four gay gentlemen above. Silly? Fantastic? No . . . a common occurrence rather with most WOR sponsors. For even the most inhibited director finds it difficult to remain calm once WOR begins producing very remarkable results at a very reasonable cost. You're really not getting the most out of life till you come up and see us sometime at 1440 Broadway.





STEP RIGHT UP

—particularly if you are a NEW product

Step right up and tell the world! If you're a new product how else can you become a familiar product unless you do? And—since the busy new world you enter must be filled with both customers and dealers—why not tell both at the same time? The quickest way, you'll find, is the air way. For radio advertising is adapted by its very nature to the special problems of merchandising the new product. Because...

RADIO IS INTIMATE. By its personal manner, by its friendliness, it overcomes the instinctive hostility to newness—quickly makes the unknown product a familiar one.

RADIO IS IMMEDIATE. What can stir impulse into action, thought into decision, as profoundly as the human voice? (Have you read the CBS study, "Exact Measurements of the Spoken Word"? It tells the story of 34 years of investi-

gation by 21 scientists into the effectiveness of the spoken word. And what they say counts!)

RADIO IS ECONOMICAL. Its files abound with dollars-and-cents histories of advertising economy for every type of advertiser.

stated, radio is universal enough in its appeal to reach all the people with money to spend..., and reach your dealers at the same time. (Dealers have expressed an overwhelming preference for radio. For they, better than anyone, know its power on both sides of the counter.)

But no inventory of radio's attributes, as brief as this, can even begin to cover all its significant points. Why not examine the actual cases of new products catapulted into public acceptance by the use of radio? Why not step right up, and let us tell you about them?

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue

New York, N.Y.

F. C. C. ☆

APPLICATIONS RECEIVED

Ward Optical Co., Fayetteville, Ark. CP r new station. 1310 kc., 100 watts, unlimited.

Burl Vance Hendrick, Salisbury, N. C. CP for new station. 1340 kc., 1 Kw., daytime. HEARINGS SCHEDULED

April 19; Food Terminal Broadcasting Co., leveland. CP for new station. 1500 kc., Cleveland.

Cleveland. CP for new station, 1500 kc., 100 watts, daytime.
Summit Radio Corp., Akron, O. CP for new station. 1530 kc., 1 Kw., unlimited.
Valley Broadcasting Co., Youngstown, O. CP for new station. 1350 kc., 1 Kw., unlimited. limited.

Joplin Broadcasting Co., Joplin, Mo. CP for change in frequency and power to 1380 kc., 500 watts, unlimited.

April 21; Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 Kw., unlimited.

Philadelphia Radio Broadcasting Co., Phil. CP for new station. 1570 kc., 1 Kw., unlimited.

limited. April 22; Hildreth & Rogers Co., Law-ence, Mass. CP for new station. 680 kc.,

April 22; Mildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 Kw., daytime.
Old Colony Broadcasting Corp., Brockton, Mass. CP for new station. 680 kc., 250 watts, daytime.

oril 23; John C. Hughes, Phenix City, CP for new station. 1310 kc., 100

watts, daytime.

Ann Arbor Broadcasting Co., Inc., Ann
Arbor, Mich. CP for new station. 1550 kc.,

Arbor, Mich. CP for new station. 1550 kc., 1 Kw., unlimited.
WBCM, Bay City, Mich. Mod. of license. 1410 kc., 500 watts, 1 Kw. LS., unlimited.
EXAMINER'S RECOMMENDATIONS
Knoxville Journal Broadcasting Co., Knoxville. CP for new station. 1200 kc., 100 watts. 250 watts LS, unlimited be denied. Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS, unlimited, be denied.
Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts, 250 watts LS, unlimited, be granted.

Hopes of Television Are Spurred by Test

(Continued from Page 1)

during the day at 15-minute intervals. These repeated demonstrations were performed via the Don Lee owned and operated experimental television station W6XAO which carried the images, and an auxiliary ultra-short wave channel which conveyed the sound.

They marked the first time that high-definition television (300 lines to the image, repeated at the rate of 24 images per second) had been proadcast so great a distance. Transnitters were located in the Don Lee Building in Los Angeles while the television receiver was located in he Physics Exhibit at the California institute of Technology in Pasadena, a distance of slightly more than 101/2 niles.

Research Fund

For the first time in the history of the Rockefeller Foundation, research work in the radio field was included in last year's expenditures. The World Wide Broadcasting Foundation, makers of electrical transcriptions for research broadcast purposes, was given \$40,000 to experiment in an attempt to build higher grade educational and cultural programs.



PETTY CASH VOUCHER

Week ending April 16th

- Friday ... AT NBC lunch is brought up for Jack Pearl and Cliff Hall. Jack is panicky about being operated on the following day. Encouragement is offered by Tommy Dorsey, BBDO's production man and others....Sick as he is, Jack insists on attending the Press Photographers' affair that night....Tells us "Sharlie" and he will cut in on the Derby airing (which his sponsor will carry with Clem McCarthy from Louisville) and do five minutes of comedy.
- Saturday....Attend the Cocoanut Grove and take in a bit of Jerry Blaine's "streamlined" music with charming Phyllis Kenny giving out on the vocals... Later in Reuben's, Lester Lee pushing a pen into the hands of Ted Hammerstein with writer Jerry Devine beaming. Learn that Ted will produce Jerry's play "Black-Eyed Susan" and that they are looking for a big air name to star after which immediate production is contemplated.
- Sunday....Start out for Atlantic City with Arthur Boran, getting as far as the ferry and then having the rear axle go on the new car....Arthur hops a train and we attend the Professional Music Men's affair at the Alvin and thrill over the fact that Sid Gary closes the Monster Show, causing the crowd to cheer.
- Monday....At NBC Bob Hope greets us with "Honeychile"....Seems he's lost looking for Dick Himber's rehearsal.... Bob is up in the air about the Woodbury show-because his show goes to Chi At Lindy's for lunch, Vice Prexy of WMCA Bill Weisman inquires how we knew Max Steuer's stand on the Supreme Court....Prexy Donald Flamm waves to Bill and then begins telling a few riddles that has everyone stumped ... That evening in Dave's, "Potash" Davies and "Perlmutter" Fleischman thank us for "top billing" in the day's column "Press Agent Paradise" and then Eddie Weiner stops to say a few inconsequential words....Leon Navara waves to us and we're introduced to lovely Lillian Gilman.
- • Tuesday....Listen to the Jell-o audition and thrill to Miff Mole's arrangements... Five people rush over to tell us about Jerry Cooper going to Hollywood Hotel-when we printed it here two weeks ago Joey Nash suggests to Harry Salter a name for a band...."Twelve-pickedup-in-front-of-the-Trans-Lux-Theater-Swing-Band"....Len Lyons walks in and some one tells us that he refused to go on the air because they wanted him to present "guestars"....Ira Schuster stops Irving Caesar and plays with "Inc," the dog....Dick Himber walks past Lindy's slapping songpluggers on the back.
- · Wednesday Henny Youngman calls us into the Astor to show comedy photos of his script-writers at work ... At CBS, Col. Snyder, Ruth Etting's hubby, wants to know where we got the line about the wife and then confirms our item ... Mark Warnow cuts in with a bit of news about the new "Hit Parade," telling us the No. One tune.... Overheard two execs in the Sales dept. rave about RADIO DAILY Take Vick Knight to lunch at Lebus.
- Thursday....Lunch with John Mayo, Teddy Bergman, Jules Nassberg, Harry Salter, Frank Curley, Zeke Manners, Irving Kaufman and Joey Nash....The bunch roar over Frank's suggestion of putting Joey into the ring....Later at the Kate Smith rehearsal, she offers us some of her sponsor's coffee with cake made with the flour of her new sponsor....That nite Ted Collins tells us that the new Smith Hour will remain on CBS IF the network is able to clear time with Du Pont late Thursdays for a "repeat" to the coast. Otherwise, the show will go NBC.

Total expenses Ten cents carfare

F. T. C. CASES

Cease and Desist Orders

Federal Trade Commission has issued an order to cease and desist against Paul Greenberg, trading as Beverly Products Co., 66 Vernon St., Springfield, Mass., prohibiting certain unfair representations in the sale of medicinal preparations advertised as Beverly Femin Tablets and Beverly Menses Tablets.

Among cease and desist orders issued by the Federal Trade Commission last month

were:
Refrigeration Engineering Institute, Inc.,
Youngstown, courses of instruction; B. C.
Remedy Co., Durham, N. C., "B C Remedy",
treatment for headaches and muscular aches;
Custom-Bilt Radio Co., Brooklyn, midget
radio sets; Munsell's Mineral Products Co.,
Lincoln, "mineralization tablets"; Konjola,
Inc., East Port Chester, Conn., "Konjola".

Brown & Williamson Sport on 21 Stations

(Continued from Page 1)

aired on NBC-Blue network, 6:15-7 p.m. Complete list of programs includes two already on the air, WSB, with five commentators from the Atlanta Journal sports staff, O. B. Keeler, Morgan Blake, Guy Butler, Ed Miles and Bill Camp, 10:30-10:45 p.m., Mondays through Saturdays, and WJDX, Jackson, Miss., where Dalton Brady is airing the program three times weekly.

Starting today five stations will be added: KMOX, Vic Rugh doing reenactments of all out-of-town games of the Cardinals and Browns; WBNS, Columbus, Ken Durfee doing a sports resume, three days a week; WFIL. Philadelphia, Hal Simonds, Mondays through Saturdays, sports resume; WTMJ, Milwaukee, daily expect Sunday, with Charlie Nevada in sports talks; KOIL-KFOR, Lincoln, Bob Cunningham and Hal Johnson, daily except Sunday; WSJS, Winston-Salem, Ralph Burgin, daily except Sunday.

WOR will be added Tuesday, on Stan Lomax sport period, three days weekly. WFBM, Indianapolis, and KSTP, St. Paul, start Thursday, the former using Len Riley daily except Sunday, and latter with Halsey Hall doing sport oddities, daily except WRVA, Richmond, Bob Sundays. Burdette, daily except Sunday, 10-10:15 p.m. starts on April 26, and the following day Frank Bull starts his series on eight Don Lee stations (KFRC, KHJ, KGB, KDB, KDON. KHJ, KGB, KDB, KDON. KXO, KVOE, KDGM) three days a week.

B. & W. will promote Viceroy on the Don Lee network, the first time the new brand has been promoted via of radio on the coast. Avalon cigarettes and Sir Walter Raleigh tobacco will be plugged on WFBM, WRVA, KMOX, KSTP, KFOR-KFAB, WBNS, WOR, WFIL. Avalon cigarettes only on WJDX and WSJS, and the same cigarette plus Bugler tobacco, the roll-yourown tobacco will be plugged on WSB. Batten, Barton, Durstine & Osborn, Inc., handle the entire B. & W. account.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

CARMEN CASTILLO, wife and vocalist-in-chief to Xavier Cugat, is Hollywood-bound with niece Margo, who'll pursue her pix career....Cugat has found no substitute songbird as yet.... Helen Johnson, broadcasting director of the American School of the Air, sails for Holland May 21 to take a brief peek at the windmills and tulips....Lucy Monroe relaxing at Hot Springs.....Lois Lorraine, CBS Press Dept. lass, to spend a few days in Philly, contacting the local papers and renewing friendship at the WCAU studio....Sally Burns, recently of that station's sales promotion dept., becomes secretary to H. Elliott Stuckel of CBS Exploitation....Evelyn Hassner, WNEW switchboard divinity, drawing blue prints for her European trip....Ed Wolf and Bill Coblenzer in Chicago, on hot leads anent Mary Small and "Hilltop House," the Selena Royle, Janice Gilbert opus.... Harry Wurtzel, on the coast, will listen in tonight with a view to finding out if Mary Small's O.K. for sound. the idea being a Grand National film contract.

Enoch Light's new femme vocal trio will sing, play the violin, the bass viol and the clarinet during nonvocal interludes Louise Massey and the "Westerners" to guestar collectively on the Schaeffer program, April 25....Great-grandmother Flora Spiegelberg, two daughters, five grand-daughters and eight greatgrand-children will all listen to the Nila Mack "Let's Pretend" broadcast featuring a fairy tale script authored by the matriarch....Ann Barley, who was a "March of Time" co-author several years ago, is punching typewriter keys in behalf of that program again....Kay Reed, WNEW music librarian and organist, bestows self-photos as prizes to winners of her "Can You Name It" contest She plays five numbers and the audience guesses what their names are.

Among the early risers....Margaret Lewerth who has an all-male cast and an all-male production staff for "Morning Almanac," rises at 6 for her 8 o'clock broadcast....Helen Merchant, the "Musical Clock Girl" who celebrates her fifth anniversary at WINS this week, rises at some ungodly hour to START that station's broadcasting day at 6:30....Jean Abbey, Woman's Home Companion Shopper, starts one shot a week series on KMOX April 20....she gives department 7:30 p.m. store shopper advice.



Madison Personal Loan Co. WNEW, Fridays, 9:30-10:30 p.m.

IOB CLINIC INTERESTINGLY HANDLED AND DOING A GOOD PUBLIC SERVICE.

Combining real-life incidents containing a good deal of human interest and the worthy public service of trying to find jobs for the unemployed, this program conducted by Martin Block looks headed for good results. Similar service features in other sections are proving very successful and doing their sponsors much good, and there is no reason why this one shouldn't do likewise.

Block handles his applicants with intelligence, tact and consideration. Among the long list of job-seekers appearing on the initial program was a wide variety of workers, nearly all with qualifications that deserved consideration, and the several telephonic responses from listeners with jobs to offer gave the program a dramatic touch, supplying suspense for listeners as well as for the hopeful

The brief case histories of the applicants, their education, experience and some of their personal problems proved interesting. Names were withheld, unless the job-seekers desired otherwise, and the various cases were designated by numbers.

Sponsors, the Madison Personal Loan Co., deserve credit not only for financing such a program, but also for utilizing very little of the hour's time for commercial announcements.

applicants.

Dr. Frank Black's String Symphony Program on Wednesday, 9-10 p.m. EST over the NBC-Blue network, will begin with the playing of "Fuga Scherzando," one of Bach's shorter fugues. The arrangement has been performed but once previously by Dr. Walter Damrosch. The "Intermezzi Goldoniani," "Die Liebende," and Arensky's "Variations on a Theme by Tschaikowsky" will also be heard.

ORCHESTRAS

EULTON McGRATH, pianist of the Lennie Hayton Ork, has penned

The International Chorus, a group

of thirty mixed voices, under the di-

rection of Victor Larsen, will broad-

cast a series of four programs over

WMCA, effective last Saturday. They

will be heard every Saturday from

8:45-9:15 p.m.

a number called "Nonchalance."

Zinn Arthur, who hit a new rhythmic stride with "Maraccas Swing," follows it up with "Bongo," which is in the same manner. Zinn and his musical aggregation featured the number on their program Friday night at 9:45 over WHN.

Two all-American concerts from the annual American Music Festival of the Eastman School of Music will be broadcast over the NBC-Blue network on April 27 and 29. "Songs for Autumn," composition which won the Prix de Rome for composer, Frederick Woltmann, will be heard in the Tuesday concert. "Prelude" and Toccata" by Gardner Read will be the featured selections of the Thursday broadcast. The work which won an award of \$1000 by the New York Philharmonic Society for the best new American Symphony, will be played by the Rochester Philharmonic Orchestra, Dr. Hanson conducting.

Former music director Bob Mc-Combs of station KOMA is now working as an organist for the new Mutual Broadcasting System in Oklahoma City. Programs are released through the Oklahoma City Station KTOK.

\$550,000 to Network On P. & G. Drene Series

(Continued from Page 1)

are now on NBC exclusively sponsored by P. & G., of which three are for Drene; the two above and a two station hookup WMAQ, WEAF, Thursdays, 7:45-8 p.m.

To the \$550,000 must be added the talent cost, also the time and talent budget of the Drene quarter-hour WBS disk series featuring Jerry Cooper which are being broadcast by 100 stations. H. W. Kastor & Sons agency of Chicago has the account.

Jerry Cooper to Disk Balance of Drene Pact

Jerry Cooper, signed last week to replace Fred MacMurray on the Hollywood Hotel broadcasts, will fulfill the balance of his Drene contract, which expires June 10, and which was exclusive with the shampoo maker, by making a series of disks for the Drene spot programs now being aired over approximately 100 stations nationally. Drene is at present airing Cooper over the NBCred net Thursdays, 7:45-8 p.m. Sponsors have auditioned George Griffen to replace Cooper on the network show.

Cooper will depart for Hollywood May 1 and will begin Hollywood Hotel series May 7. Program is aired over CBS network, Fridays, 9-10 p.m., sponsored by Campbell Soup Co. F. Wallis Armstrong, Philadelphia, handles account.

WINS to Recreate Games

Reconstructed play-by-play broadcasts of major league baseball games, following the Yanks and Giants in all out of town games, will be aired WINS starting tomorrow at 7- since 1931. Pat Barnes will be at ! the mike, assisted by Don Dunphy. | Hall tomorrow night.

18 Programs Are Set In WLW-WHN Hook-up

(Continued from Page 1)

of WLW during the program.

Tests were made throughout the day yesterday in an attempt to get everything in working order. Programs were transmitted from WHN studios to WLW, KQV and WFIL with those stations repeating performance at set intervals.

Herbert Pettey, WHN associate director, is now in Cincinnati where final arrangements for program ex-change schedules are being com-pleted. Pettey returns to New York Wednesday.

Shows aired in yesterday's preliminary broadcasts were "Once Upon a Time," 9 a.m.; Little Jack Little and Orchestra, 7:45 p.m., and "Moon River," midnight.

Sustaining program schedule set for today through Wednesday of this week includes: Buster Locke and Will Osborne orchestras, and "Flying Dutchman," musical show, between 8 and 9:30, tonight. "Moon River" goes on at midnight.

Tomorrow afternoon has Carl Freed and harmonica band, Larry and Sue, harmony duo evening has Will Osborne; "Moon River," Orrin Tucker and Locke orchestra around midnight. Wednesday has "Variety Time," at 1:30 p.m., with Ray Shannon and Toy band late in afternoon. Late evening again has Tucker, "Moon River," and Phil Levant orchestra for the midnight trick.

Guizar Re-Signed

Tito Guizar, Mexican tenor, has been signed to a new exclusive management contract by the Columbia Artists Bureau, Inc. Guizar has been associated with CBS management

Guizar givcs a concert in Carnegie

"BARON MUNCHAUSEN"

JACK PEARL

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

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



and will be succeeded by C. Merlin Hotel. Dobyns, original founder of the station. Cole took over when the station leased its original site, saw it through two other moves to its present site in Hotel Clark, and its rise to approximately 85 per cent time sold. Cole is going to take a trip and rest before announcing his fu-

Raymond R. Morgan, head of the Raymond R. Morgan company, home

from an Eastern trip.

Federal Theater of the Air is starting a series of dramatic episodes on the life of the Biblical character, Jezebel, on KFAC. Program started out as a one-shot Jezebel playlet, had such response that a serialized script was decided on.

Lum and Abner, for the first time in 6 years, will bring in a third mem-ber to their cast. Heretofore they have done all the characters, and sound effects as well, by themselves.

Donald W. Thornburgh, CBS v.p. in charge on the coast, has gone to San Francisco, in connection with the new Palace hotel studio construction there.

Mertens and Price are starting next week on the first of 104 pisodes of Martha Lane's Radio Kthen. So far, only audition disks have been completed, and recordings will be made a few at a time to keep the material timely and keyed to seasonal conditions.

Dick Stockton's orchestra has been signed on for a weekly half hour program on KGFJ.

"First Nighter" to Chi With Tremayne, Luddy

"First Nighter" program shifts back to Chicago next month when Don Ameche, headliner of the show, goes to the new Chase & Sanborn Sunday night program on May 9. Les Tre-mayne of "Grand Hotel" and Barbara Luddy are expected to head new cast. Campana, sponsor, will keep the show on NBC all summer.



Ann Shelley

Betty Winkler

Los Angeles : Coast-to-Coast

WADSWORTH COLE, for the A Denver, on his third anniversary riot. Traffic jam. Art lost new Easpast six years manager of KGER, at the station last week, was given ter hat. P-o-l-i-c-e! last week tendered his resignation, a stag party at the Cosmopolitan

> Harry Hill is a new member of the news staff at KVOD, Denver. Formerly with UP, AP and Colorado newspapers.

> France Laux, in addition to his baseball broadcasts for Kellogg, will present daily "Dope from the Dugout" for Hyde Park Beer over KMOX, St. Louis.

General Mills is extending its baseball broadcasts to take in WGCN, Gulfport, Miss., airing the New Orleans Pelicans' road games.

"Little Dan the Movie Man," film chatter sponsored by Dan Cohen Shoe Co. over WROL, Knoxville, has caught on big. It's heard in the same quarter as Chapman Drug's "Tonight's Movies." On the same station, Supreme Foods Co. has added a "Job Clinic," which is doing a good public service.

While Dick Hartman and his hillvilly band is moviemaking in Hollywood. Fred Kirby will handle the RCA show on WBT, Charlotte, N. C.

Bernie Armstrong at the organ, Tony Rang and his electric guitar, and Bob Carter, vocalist, start a new program today on KDKA, Pittsburgh. The three boys will be heard at 4:45 p.m. Mondays and Thursdays.

Sammy Fuller, of the KDKA announcing staff, will be heard regularly in a new program at 7 p.m. Fridays.

Art Wallburg, ace Man-of-the-Street announcer at WPRO, Providence, sure did pull a boner. Broadcast invitation to school children to come down next day and talk over the air. Thought only right that youth should have their fling. Day happened to be school holiday. More 'n a million (estimate) future presidents and first ladies accepted invite.

. E. NELSON, manager of KOA, All wanted to orate. Insisted. Near

Amy Lawrence now staff pianist at KLX, Oakland, replacing Alice Blue, who went to Hollywood.

Herb Allen, free lance relief announcer in the San Francisco bay region, assigned to announce KROW's local baseball games on their General Mills program. Herb beat four other competitors.

T. A. McClelland, chief engineer for KLZ, Denver, can't go home for a few weeks. Both his daughters have scarlet fever, and he is quarantined out.

Charles Sigmund and Thomas Baird of the British Broadcasting Co. were entertained at the WHA stu-dios while in Madison, Wis., last

Mrs. Adelle Gahnz, soloist and pianist, has signed a 13-week contract to broadcast each Sunday over WSAU, Wausau, Wis.

Vent Callahan, formerly with WTMJ's Badger State Barn Dance, is now conducting his own show. Cal's Barn Dance Round-Up.

Claude Herring, new sports an-nouncer at WWSW, Pittsburgh, was introduced to radio editors last week at a dinner given in the Roosevelt Hotel by the Atlantic Refining Co. Herring came from WCAU, Philadelphia.

Radio will rib the film that ribs radio when "Wake Up And Live," 20th Century-Fox film musical which makes comedy out of radio controlroom situations, is represented on Ben Bernie's program over the NBC-Blue network tomorrow night. Walter Winchell, co-star of the picture, will heckle Bernie to his face, and there will be free-for-all comedy from Alice Faye, Jack Haley, George Givot, Walter Catlet and Leah Ray, all of the "Wake Up And Live" company. Picture also will be previewed Thursday on the "Hollywood Hotel" program over CBS.

Commentator Magazine Takes Air for 13 Weeks

"Commentator," the new pocket-edition magazine, will take the air today over WEAF, 11:05-11:15 p.m., with a program entitled "Free for All," John B. Kennedy acting as 'head of the round-table." Discussions will be staged before the mike between one of the editors of Commentator and a reader of the magazine. In tonight's broadcast Lowell Thomas will carry on a conversation with a reader. Series is signed for 13 weeks, once weekly, through Cecil, Warwick & Legler Inc.

Jean Dickenson Gets Spot

Jean Dickenson has been selected as new prima donna of "American Album of Familiar Music," Sunday 9:30 p.m. series over NBC-Red network. She starts May 2. Singer is under contract to NBC Artists Ser-

"March of Time" on WEOA

Evansville, Ind-Though not affiliated with CBS network, WEOA here has been added to the "March of Time" hookup which Servel Inc. started last week.



NEW half-hour variety program A NEW nair-nour variety tunes, of western and hillbilly tunes, "Vagabond Varieties," started Saturday on WGN. The Vagabond Cowboys and the Country Cousins, latter being familiar to WLS and NBC Barn Dance listeners, are in the cast. It will be a regular Saturday feature. 10:45-11:15 a.m.

"Life of Mary Sothern," WGN-Mutual network drama, changed time to 2:15 p.m. CST, Fridays.

Harry Weber, director of WGN's concert orchestra, is back from his vacation.

Hans Lange directs the final Chicago Symphony concert of the season over Mutual network Saturday. Henry Weber will be commentator, with James Fleming announcing.

Anson Weeks, heard over CBS from the Edgewater Beach, is the father of a girl. Ditto for Jean Mc-Gregor of the NBC serial, "Today's Children."

Letsy Pickard, 21/2 year old granddaughter of Dad Pickard of the Hillbilly clan, is warbling at WJJD.

Don McGibeny, NBC commentator, is in Lake Forest Hospital, due to larvngitis.

Bob Trendler of Mutual's "Con-tented Hour" lost his appendix in Passavant Hospital.

Louise Campbell of "Romance of Helen Trent" and "Leaning on Letty" leaves this week for Hollywood to play in Paramount's "Wild Money." Virginia Clark and Parker Will-Virginia Clark and Parker Willson also were screen tested last week.

Joe E. Brown is due here by plane tomorrow from the coast to appear in a baseball broadcast with John Harrington over WJJD.

Kay Kyser has induced Virginia Sims, vocalist, to rejoin his ork. She is coming from California. Harry Babbitt is another new voice. Kyser's first four Willys commercials will be aired from here, then several from New York and others from Memphis and various cities.

Hal Holman Joins Rambeau

Chicago—Hal A. Holman has joined the sales staff of the local office of William G. Rambeau Co. Holman was formerly associated with Paul Block & Associates.

Today's WHAT - WHAT!

WHAT-WHAT! Only ten new SUNDAY PLAYERS contracts this week! Those boys must be slipping. I'll write for samples and cheer 'em up. Take a letter: "Mertens and Price, Inc., 1240 South Main, Los Angeles . . . send free samples of SUNDAY PLAYERS Shows."

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