

AGENCIES

CHARLES E. PRINS, v.p., and William W. Keifer, Jr., secretary-treasurer, have resigned from Kelsey, Prins & Keifer, Inc. and will form the firm of Prins & Keifer, Inc. They will retain all accounts previously directed to them.

BENNETT BATES, who recently resigned from Lennen & Mitchell, has joined the executive force of Benton & Bowles, Inc.

CAROLYN LARLINS, formerly with G. Lynn Sumner Co., has joined T. J. Maloney Inc. as an account executive. Miss Larlins had also been associated with the Mathes Advertising Agency.

R. H. TAGGERT, advertising manager of "Jersey Life," has resigned to establish his own advertising agency. Headquarters will be located at East Orange, New Jersey.

Minn. U. Scriptor Auditions

Minneapolis—University of Minnesota's class in radio script writing is in the throes of its regular semester auditions. The 40 scriptors not only wrote the respective programs that make up the three auditions, but they are both "audience" and "talent" in the shows. The script runs the gamut from one minute commercials to 15-minute family sketches and music shows. Transcriptions are used for the "orchestras". The auditions, ending May 21, are in the studios of WLB, the University radio station.

Decidedly high English requirements were fixed by Luther Weaver, Twin Cities radio agency advertising man, when he established the course in February, 1936, at the request of the University Extension Division of which Dr. Richard R. Price is director.

WHEC Aids Community Chest

Rochester, N. Y.—WHEC donated six 15-minute periods for publicity of the Community Chest campaign. Programs were dramatized stories of cases helped by various agencies which are supported by the Chest. The dramatics were planned, written, and directed by Walter Folmer. The casts were composed of professional Rochester actors.

Station also donated several spots the last few weeks to the Chest campaign which were used for talks by prominent Rochesterians. To complete the station's activities in this regard, the WHEC weekly Variety Show, "Stone 1320", in which Rochester industries and institutions are honored, saluted the campaign in a recent program.

NBC Signs Frank Forest

West Coast Bureau, RADIO DAILY

Los Angeles—NBC Artists Bureau has signed Frank Forest and will represent him in television as well as radio. Forest, just back from a four-month concert tour, leaves July 5 to fill an engagement at the University of Illinois, then to New York for television tests.



"PAUL REVERE"

Sustaining

WABC-CBS Network, Sunday, May 16, 7-7:30 p.m.

HISTORIC FOLK TALE IS GOOD LITERARY JOB BUT LIMITED IN GENERAL APPEAL.

Written expressly for radio by Stephen Vincent Benet, this production of the Columbia Workshop did not seem to have the dramatic suspense or popular interest contained in most of the previous Workshop presentations. From a literary standpoint, it sounded like a good piece of work, as Benet is no novice at the writing art. But suspense, excitement, thrills and climaxes were lacking, and these are basic essentials of any successful radio drama.

The dramatization was largely a narrative recited by an old man to a wide-eyed kid, with Parker Fennelly playing the former part in the same voice that he has used on many other rural characterizations. He told a somewhat whimsical folk tale about Paul Revere and what is suggested as the "inside story" of the American Revolution. The garrulous recitation becomes rather monotonous, with a brief interruption where a scene at Paul Revere's shop is dramatized. Edgar Stehli does well as Revere.

"OF GREAT RICHES"

Sustaining

WJZ—NBC-Blue Network, Saturday, May 15, 8-9 p.m.

FINE ADAPTATION OF ROSE FRANKEN NOVEL, EFFECTIVELY ACTED.

As a sample of the possibilities for full-length dramas on the air, this one-hour presentation is most encouraging. Adapted by Raymond Scudder from Rose Franken's latest novel of the same name, it is an excellent job of scripting, enhanced by first-rate performances and particularly appealing work by Helen Claire as the central character. It's the story of a girl who becomes a famous novelist after marrying a chap whom she met accidentally and romantically. Her success is followed by a rift in the happy domestic scene, with another man and another woman entering the picture, but true love brings about a happy reunion in the end.

Miss Claire put fine emotional feeling and fluid shading in her reading of the principal part. James Meighan was excellent as the husband, and there was very good work by Carl Reid as the wife's friend, Florence Malone, Frank Hale and Jimmy Donnelly. James Church directed.

"OF MICE AND MEN"

Sustaining

WEAF—NBC-Red Network, Sunday, May 16, 10-11 p.m.

ABSORBING THOUGH RATHER SORDID DRAMA BASED ON CURRENT NOVEL.

Seamy and a bit hard to swallow on some points, this drama of a

couple of farm workers struggling to get a few simple pleasures out of life is nevertheless one of those things that get under your skin and hold your interest. One of the two men has the strength of an ox but a nitwit mind. He is so strong that when he pets a mouse or a cat or a dog, he kills it. His favorite pastime is carrying a dead mouse around in his pocket and petting it periodically until his friend finds out and makes him throw the dead animal away. The other fellow is a good, industrious lad whose chief concern is to keep his infantile-minded buddy out of trouble.

The boys get a job on a farm and plan to accumulate a stake so they can buy a little place of their own. But their dream blows up when the unfaithful wife of another worker comes fooling around the strong man, and he unintentionally kills her.

Script is by Francis Wilson, who adapted it from the John Steinbeck novel, which the author also is dramatizing for Broadway. A fine performance was given by Warren Parker in the role of the sensible lad, while the goof was well played by Mark Smith, and the siren by Florence Malone. Direction was by Harry MacFayden.

Briefly

DR. HARRY HAGEN, a pioneer in the radio spelling bees, is back on WABC at 4-5 p.m. Sundays with his school teams of competing spellers. Though the show isn't as fast or as thrilling as some of its counterparts in which grownups participate, it's pretty good listening for the youngsters. Amusing highlight of the initial program in the new series was the failure of about 10 kids to spell "fluorescent."

SUE MITCHELL, heard on last Saturday night's Swing Club session over WABC-CBS, has a voice and style that sounded refreshing.

FISHFACE and FIGSBOTTLE, with Paul Stewart as emcee, had some very funny byplay on sponsors and products Sunday afternoon over the NBC-Blue. Their sponsor was "nobody" and his product was "nothing," and thereby hung a lot of laughable quips.

JACK BENNY again resorted to a scrap with his cast for much of his comedy last Sunday on the NBC-Red. The scrap idea has done such long and hard duty that it is entitled to a rest. Benny's "Ah, Wilderness" take-off was swell.

W. C. FIELDS again scored on the C. & S. program although the continuity surrounding him seemed a bit loose. Don Ameche, the industrious emcee, and guest Carole Lombard offered a slice of "Twentieth Cen-

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime, be granted.

KADA, Ada, Okla. Mod. of license to 1200 kc., 100 watts, unlimited, be granted.

Central Broadcasting Corp., Centralia, Wash. CP for new station. 1440 kc., 500 watts, unlimited, be granted.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited, be granted.

Experimental Scripts

KMBC, Kansas City, has inaugurated a series of weekly Saturday night experimental broadcasts in which members of the continuity staff turn out different type scripts for presentation by the studio dramatic staff. First of the series was a mystery show, "Mystery on the Excursion Steamer," in which the opening was written by Gomer Cool, who turned it over to Woody Smith to work out the second act, while the concluding act was left for Fran Heyser to untangle without suggestions from his collaborators. The series will include plays of all types and will be used to check listener re-actions to different styles of dramatic entertainment.

Jerry Cooper Celebrates

Jerry Cooper, now on "Hollywood Hotel," will celebrate his third anniversary of broadcasting Friday, which also marks his third appearance on the series. Cooper's first broadcast was as vocalist with Emil Coleman's orchestra, May 21, 1934.

Joseph Bentonelli sang in fine voice. Edgar Bergen and "Charlie" also held up their end in fine style.

LOUIS ARMSTRONG's orchestra has simmered to a nice tone and tempo in the NBC-Blue 9 p.m. spot on Fridays. Since the show's premiere, when the orchestra was a little too strong on volume, some restraint has been applied thereto, enhancing the rhythm and harmony. The comedy written by Octavus Roy Cohen and dispensed by Eddie Green and Gee Gee James continues very enjoyable.

FRANCES LANGFORD's return to "Hollywood Hotel" last Friday night gave the CBS program an extra cheerful note. She sang very gaily, individually, and in duets with Jerry Cooper, who also delivered. Charles Winger was grand in "Cappy Ricks."

EDDIE CANTOR brought in Block and Sully and Luis Alberni to help his card against the Chase & Sanborn opposition, and it was another good show for Eddie.

BOB HOPE got a little more into his stride Sunday night in the NBC-Blue 9 p.m. spot. Honey Chile was back with him, and helped a lot. Dick Merrill and Jack Lambie were guest stars.