

INSULL CHAIN DUE TO START IN APRIL

Former Utility Tycoon to Serve
Stations From Chicago Studios;
4 State Outlets Sign on Network

New System to Operate in Three Divisions Through
Wisconsin, Illinois, Indiana; Founder Hopes to
Have 30 to 35 Broadcasters Later.

BY RALPH NORMAN

IN the same Middle West where he built and lost a vast utility empire, Samuel Insull is attempting his business comeback with the affiliated Broadcasting Co., which is to start sometime in April. Indiana outlets probably will be in Elkhart, Muncie, Terre Haute and Evansville.

Seventeen stations to be served from a Chicago studio in Mr. Insull's Civic Opera building, have signed. When complete the hookup may include 30 or 35 stations. The new network is to operate from Chicago in three divisions, north southeast through Indiana to Evansville and southwest through Illinois to St. Louis. Programs may go over any one of these branches.

Smaller stations, worrying about how to fill their day light hours, and possibly even nine hours, if playing of phonograph records is prohibited by court decisions are accepting Insull's proposition.

Samuel Insull is offering to give them three hours of programs daily and to pay for time in excess of three hours a day. He expects, of course, to profit by sale of these three hours to advertisers whose products are sold only in



Mrs. Catt

Music

BY JAMES THRASHER

TOMORROW radio waves promise so elaborate a feast of fine music that little can be done except list the artists. Among the regular Sunday programs, the New York Philharmonic-Symphony offers Albert Spalding, premier American-born violinist, as guest soloist in the Bruch Concerto. Hans Lange conducts the Beethoven Second Symphony and two unfamiliar works, Hermann Zilcher's "Rameau" Suite, and "Escapes" by Jacques Ibert. The program is to come through CBS (WFBM) at 2.

Vera Briggs and Harold Brodsky, American two-piano team, are to play four pieces as part of the Ford hour at 8 tomorrow night, through CBS (WFBM). Both pianists are pupils of Josef Lhevinne, and have received favorable recognition both here and abroad. Grace Moore will sing arias from the operas "Louise," "Carmen" and "La Tosca" on the General Motors program at 9, NBC-WEAF (WIRE).

METROPOLITAN Auditions of the Air, which has admitted the public this season to the hitherto secret selection of new singers, goes into the semi-finals tomorrow. Broadcast at 2:30 by NBC-WEAF (WIRE), listeners will hear Arthur Carron, Anna Kaskas, Annamarie Dickey, Lionel Daumas and Lucile Browning. The winner, to be chosen next week, is promised an appearance at the Metropolitan, while as many of the finalists as possible are to be invited to sing in the company's spring season.

Two extraordinary features tomorrow, not carried by local stations, are to include a broadcast from Moscow, carried by CBS tomorrow morning at 8:30, and a concert by Morton Gould, pianist, at 10 tomorrow night. The Russian program is to present a symphony and piano compositions by Tikhon Khrennikov as part of a series devoted to music by young Soviet composers. Gould, 22, is listed as another Gershwin. In addition to playing his own compositions, he will improvise on an impromptu theme given by Leonard Liebling, noted New York music critic, in the styles of various composers selected by Liebling during the performance.

HENRIETTA SCHUMANN, young American pianist, is to be heard with the Radio City Symphony Orchestra in the seldom performed "Totentanz" by List at 11:30 tomorrow morning through NBC-WEAF (WLB). Goethe's character Faust will come in for some publicity, Jan Peerce singing a tenor aria from Gounod's famous opera on the subject, and the orchestra playing three excerpts from Berlin's symphonic poem, "The Damnation of Faust." Compositions by Smetana and Debussy are to complete the orchestra selections.

WILL INTERVIEW

Experienced shoe saleslady and saleswoman—Monday, March 23. Betty Lee Shoe Shoppe 112 Monument Circle

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LOCAL AND NETWORK DIALS

Abbreviations: N—National Broadcasting Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; Or—Orchestra.

Member stations and kilocycles of the network are:

NBC-WEAF—WEAF (760), WIRE (1400), WLW (700), WTAM (1070), WMAQ (670), and WSM (650).

NBC-WJZ—WJZ (600), WIRE (1400), WLW (700), WENR (870), WLS (870), WMAQ (670), and WSM (650).

CBS-WABC—WABC (860), WFBM (1230), WOVO (1160), and WNEB (700).

WEAF—WEAF (1400), and WNEB (700).

When there is no listing for a station at quarter and half-hours, its preceding used program is on the air.

SATURDAY

4—Tea Time Tunes WFBM.

Blue Town Echoes (C) WEAF.

Musical Adventures (C) WJZ, WLW.

Franklin's Or. (C) WJZ.

4:15—Jackie Heiter (C) WLW.

3:30—Stephen's Or. (C) WFBM.

Kindergarten (C) WEAF, WLW.

Treasure Trails (C) WJZ, WLW.

4:45—Bill and Ross (C) WJZ.

5—Frederick William Wile (C) WFBM.

OTTO Thurn's Or. (N) WEAF (WIRE)

Modo (C) WJZ.

Ithaca Choir (N) WJZ.

6—Arianna Singers WFBM.

News of Youth (C).

God's Evidence WLW.

5:30—New WFBM.

News (C) WJZ, WLW.

5:35—Alma Kiteen (N) WEAF, WIRE.

Jamboree (N) WJZ.

5:45—Renfrew (C) WFBM.

Religion in News (C) WEAF, WIRE.

Jamboree (N) WJZ.

5:45—Alma Kiteen (N) WEAF, WLW.

6—Jack Hylton (C) WFBM.

Concert (N) WEAF, WIRE.

King's Jesters WJZ.

6:15—Dopsey's WEAF, WIRE.

Home Town (C) WLW.

6:30—Hampton Singers (N) WEAF, WIRE.

Message of Israel (N) WJZ.

Philistines' Or. WLW.

6:45—Washington Morris-Go-Round (M) WLW.

7—Folies (C) WFBM.

Young Hit Parade (N) WEAF, WIRE.

Tom Cooley's Or. (N) WJZ.

7:15—Boston Symphony (N) WJZ.

7:45—Senator Baro (N) WJZ.

8—Nino Martini (C) WFBM.

Philistines' Or. (C) WFBM.

8:30—Basketball WIRE.

Barn Dance (N) WJZ, WLW.

8:30—Metropolitan Parade (C) WFBM.

9—Carnival of Goodies (C).

Barn Dance (Continued) (N) WJZ.

9:30—Carnival of Goodies (C) WEAF.

Seeker of Unknown (C) WFBM.

To Be Announced (N) WJZ.

10—Abe Lyman's Or. (C) WFBM.

Paul Morgan's Or. (N) WEAF.

WEAF (N) WJZ.

10:05—New WFBM.

10:30—Louie Lew's Or. WFBM.

Ozzie Nelson's Or. (C) WFBM.

11:45—News WFBM.

11:45—Kay Kyser's Or. WLW.

11:45—Bernie Cumming's Or. (C) WFBM.

Stan Wood's Or. (N) WEAF.

Griff Williams' Or. (N) WJZ.

11:45—Dix Radio News WIRE.

10—Mid—Jack Hylton's Or. WLW.

12:30—Phil Harris' Or. (M) WLW.

12—Friendship Circle WFBM.

Clouds (C) WFBM.

13:00—Romany Trial (C) WIRE.

Discussions (N) WEAF, WIRE.

Radio City Symphony (N) WJZ.

14:45—New Exchange (C) WFBM.

12—Friendship Circle WFBM.

Clouds (C) WFBM.

13:00—Romany Trial (C) WIRE.

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