



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 6

NEW YORK, TUESDAY, FEBRUARY 16, 1937

FIVE CENTS

Defer Organizing Actors

Looking On ... AND LISTENING IN

TALENT Consumption of talent on the air is greater than in any other field of entertainment. For that reason, greater attention should be paid to means of conservation. Yet never in history has there been such a splurge and scramble of star talent as the jamboree that is taking place these days on the radio.

The splurging isn't so bad and can't very well be avoided. The scrambling is and can.

A little interchanging of guest stars on programs may be all right, but the practice lately has reached alarming proportions.

Amusement records of past years show that the names who remained longest in public favor have been the ones who did not give the fans a steady overdose of themselves.

They realized that an artist, no matter how good, can become monotonous. Or he may wear himself out.

And the "you pat me and I'll pat you" game is one that plays out very quickly.

JOKES One of the banes of radio comedy is the old joke. It pops out from even the best programs and hits you in the face like a pitcher of ice water.

Gag writers defend their regular recourse to Joe Miller with the argument that there is always somebody who hasn't heard the quip before.

It's a poor defense.

In this day of broadcasting there is hardly anyone who hasn't heard anything that's been repeated from three to ten times.

Why cater to the minority who hasn't?

Prosperity

Raleigh, N. C.—Signs of increasing prosperity are noted at WPTF, which reports that mail received in January set a new record for the station. Total was more than double the amount received in the same month last year. Cards and letters came from almost every county in the state, also from such distant states as Colorado, Ohio, Louisiana, Maine and Massachusetts.

TRANSCRIPTIONS SHOW 50 PER CENT INCREASE

Transcriptions showed the greatest gain in broadcast renditions last year, amounting to 50.6 per cent more than in 1935, according to the reports of the National Ass'n of Broadcasters. Live talent volume rose 26.2 per cent, record volume 9.7 per cent and announcement volume 15.5 per cent. Transcriptions accounted for 24.7 per cent of the total amount of non-network sales, live talent 47.9 per cent, records 2.0 per cent, and announce-

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Copyright Bill Action Pushed on Two Fronts

Washington Bureau of THE RADIO DAILY
Washington—Action on the Duffy Copyright bill is being pressed on two fronts according to Senator F. Ryan Duffy (Dem. Wis.), who told RADIO DAILY last night he is doing everything possible to bring his new measure up on the senate floor as soon as possible.

Senator Duffy, who is a member

(Continued on Page 4)

Pro-Ker Is Launching Series on 60 Outlets

Pro-Ker (hair tonic) will take to the ether next week on some 60 outlets throughout the country. Series, cut by RCA Victor, will be a dramatic crime show exposing fraud rackets of various kinds, especially as caught by the Better Business

(Continued on Page 3)

A.F.M. Exec Board to Take Up Ban on Musicians Recording

Bigelow-Sanford Start Bergman Series Mar. 1

Bigelow-Sanford Carpet Co., Inc., of New York will start distribution of new transcribed series to their dealers March 1. Series will headline Teddy Bergman. The new programs,

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"Hands Off" Policy Adopted for Time Being by American Federation of Actors Toward Radio Talent

Bedside Broadcasts

Kathryn Cravens, CBS commentator confined to her rooms in the Warwick Hotel by influenza, will continue her broadcasts on schedule with CBS running special wires to her bedside.

LOS ANGELES THEATER LEASED BY COLUMBIA

West Coast Bureau of THE RADIO DAILY
Hollywood—CBS yesterday announced leasing of the former Studio Playhouse for immediate conversion into an exclusive broadcast theater. It is planned to have it ready for the Gillette Community Sing next Sunday, with Joe Penner moving in Feb. 28 and Al Jolson March 2. House seats 1,100.

Biow Radio Department Adds Two New Members

Radio Department of The Biow Co., agency, has added two newcomers to its staff in Peggy Roos, formerly with the Phillips Lord office, and Walter Brockmann, Berlin newspaperman and author.

Both will work under Charles Martin, head of the radio department and assist in research work, etc., for the new Phillip Morris show on CBS using the "Circumstantial Evidence" dramatizations, along with Russ Morgan.

American Federation of Actors has definitely adopted a "hands off" policy in the matter of organizing radio talent and will take this position until such time as either a strong movement of these actors and actresses makes itself felt within, or Actors' Equity Association officially announces that it is dropping the idea altogether.

Delegation of radio actors who waited upon Ralph Whitehead, head of the American Federation of Actors, asked him to take up the reins of such organization, but Whitehead referred them to Frank Gillmore,

(Continued on Page 3)

GEN'L MOTORS RENEWS SUNDAY CONCERT SERIES

General Motors, Corp., Detroit, through Campbell-Ewald Co. of Newark, has signed a 13-week renewal, effective March 14, on its General Motors Concert series which is heard on 75 NBC-Red network each Sunday, 10-11 p. m. WJIM, WBCM, WFDF, stations not NBC affiliates, will continue to carry the program.

Gen'l Mills Sponsors Ball Games on WNEW

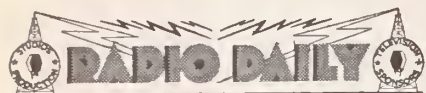
WNEW, New York, has signed an exclusive contract with the Newark Baseball club to broadcast the latter's entire schedule during the summer. Games will be sponsored by General Mills (Wheaties) with the Knox-Reeves agency of Minneapolis handling the account.

Also under the sponsorship of

(Continued on Page 3)

Show Boat Sails On

Ralph Starr Butler, vice-president in charge of advertising for General Foods, announced yesterday that the Maxwell House Show Boat with Lanny Ross would continue to be heard on the NBC-Red network, Thursdays, 9-10 p.m., as a full-hour show for an indefinite period. This announcement scotches reports that the show was to be cut to a half-hour.



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

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Sues on Civil Rights Over Aired Incident

T. Benson Hoy, commercial air pilot, has instituted proceedings in the N. Y. Supreme Court against WMCA, asking \$50,000 damages, charging he was made to appear foolish, unnatural and undignified in a broadcast of an incident in his life which he did not authorize. Suit was disclosed when pilot filed motion to examine Donald Flamm, president of the company, before trial. Plaintiff asserts civil rights were infringed upon without his consent for commercial purposes.

Station admits the broadcasting of the incident in Hoy's life on August 18, 1935, but denies other allegations. Hoy was injured when a transport plane in which he was co-pilot crashed at Newark Airport on September 21, 1934, one minute after its take-off.

McKnight Writing Again

Tom McKnight, veteran radio producer and author, has resumed writing the Beatrice Lillie comedy scripts which are heard over the NBC-Blue network every Wednesday from 8 to 8:30.

NETWORK SONG FAVORITES

Following is an accurate log for the week ending Feb. 13, covering songs played from 5 p. m. to 1 a. m. on WEAF, WJZ and WABC. Only songs played 15 or more times are included.

Selection	Publisher	Times Played
This Year's Kisses (Irving Berlin, Inc.)		36
There's Something in the Air (Robbins Music Corp.)		30
Night Is Young and You're So Beautiful (Words & Music Corp.)		28
With Plenty of Money and You (Harms, Inc.)		25
On a Little Bamboo Bridge (Joe Morris Music)		23
Good Night My Love (Robbins Music Corp.)		22
Love and Learn (Chappell & Co.)		21
May I Have the Next Romance With You (Leo Feist, Inc.)		21
Gee, But You're Swell (Remic Music Corp.)		20
When My Dream Boat Comes Home (Witmark & Sons)		19
You're Laughing at Me (Irving Berlin, Inc.)		19
I Can't Lose That Longing for You (Donaldson-Douglas & Gumble)		18
I've Got My ove to Keep Me Warm (Irving Berlin, Inc.)		18
Trust in Me (Ager, Yellen & Bornstein)		18
Boo-Hoo (Shapiro, Bernstein, Inc.)		17
Serenade in the Night (Mills Music, Inc.)		17
When the Poppies Bloom Again (Shapiro-Bernstein, Inc.)		17
I'M in a Dancing Mood (Crawford Music Corp.)		16
If My Heart Could Only Talk (Sherman, Clay & Co.)		16
The Mood That I'm In (Broadway Music)		16
Rainbow on the River (Leo Feist, Inc.)		15
Slumming on Park Avenue (Irving Berlin, Inc.)		15
Summer Night (Remick Music Corp.)		15
Twinkle, Twinkle, Little Star (Popular Melodies)		15

New WHO Sales Manager

Des Moines—Hale Bondurant has been appointed sales manager of Radio Station WHO, according to an announcement by Colonel B. J. Palmer, president of the Central Broadcasting Co. His new duties will include supervision of both national and local radio advertising, enabling J. O. Maland, vice-president of Central Broadcasting and manager of WHO, to devote more time to general activities of the company.

Bondurant is president of the Advertising Club of Des Moines and a member of the executive council of Sales Managers' Association of the National Association of Broadcasting.

Audience Device

Several radio equipment manufacturers are negotiating for rights to the device invented by Dr. Nevil Monroe Hopkins for measuring listener-response, it was announced yesterday by National Electric Ballots, Inc. The device has now been perfected so that it may be attached to radio set.

Edwards Replaces Seymour

Ralph Edwards has been selected to replace Dan Seymour as announcer on the Major Bowes broadcasts Thursday nights. Seymour on the west coast with Gillette program for six weeks. He will resume Chrysler shows upon return to New York.

Cantor Stooze Signed

Harry Savoy, old time vaude star, who scored big in his debut as air stooze for Eddie Cantor, has been signed to a 13-week contract by Texaco and will appear weekly on the Sunday night Cantor show.

WBS Adds Don Lee

WBS has added the Don Lee network to its list of stations using the WBS library service, effective April 1.

Philco Amateur Series

Philadelphia—A novel departure from the general run of radio sponsorship will be instituted on Feb. 20 over WIP, when the Philco Radio and Television Corp. fosters a series of amateur hours with nothing to sell but good will to its own employees. Ams will have five tries with the finale a visual at the local Metop. Same stunt was pulled last year and once again James Allen, WIP program domo, will act as master of gonging ceremonies.

Amateur Hour Renewed

Chicago — The Master Amateur Hour heard over WCFL each Sunday from 9 to 10 p. m., sponsored by Master Jewelers here, has been renewed for a year following very successful 26 weeks of airing over the Labor station. Show is produced by Phil Shelley. Winners are awarded wrist watches as prizes and given engagements on "Stars of Tomorrow" program, quarter hour shot each Wed. and Fri. from 7 to 7:15 under banner of same sponsor. Harold Isbel, announcer of the Eddie-Fannie Cavanaugh gossip club, steps into role of emcee on the Master show renewal.

Opens Eastern Offices

Earnshaw Radio Productions, Hollywood transcription firm, producers of "Monte Cristo", "Chandu the Magician" and several other popular transcription features recently opened Eastern offices at 116 Broad Street, New York. Charles Michelson is in charge.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

*From script to production—
that extra something that's good radio*

COMING and GOING

MARY LIVINGSTONE leaves the Jello program in Hollywood after the Feb. 21 broadcast and goes to Plainfield, N. J., to visit her family. Miss Livingstone will return to program March 14.

FRANK MAULSBY, assistant CBS production manager, is back in New York after spending week in Washington and Atlantic City.

KEN MURRAY arrives in Hollywood on March 29. Will take over Campbell Tomato Juice show in April.

BRYAN FIELD, Mutual announcer, flies from Miami to Santa Anita for the Handicap announcing beat.

QUIN RYAN, broadcast manager of WGN, left for a vacation to Sanibel Island, off the west coast of Florida.

BOB ELSON, WGN announcer, comes to town tomorrow for a three-day confab with sponsors.

BOB RIPLEY goes to Philly Thursday to address the Advertising Club there. Airing will come via WIP.

Today's arrival of the Ile de France, brings JEAN SABLON, French radio sensation; MRS. TERESA ITURBI and MISS AMPARO ITURBI, mother and sister of JOSE ITURBI, famed pianist.

Thomas Joins Taplinger

Robert Taplinger, recently returned from the west coast, announces that Dan Thomas, former NEA writer and Walter Wanger publicity man, has joined the Taplinger Hollywood office. Thomas will head a new department, combining radio and movie publicity tie-ups. Taplinger was the first New York public relations council to open Hollywood office, and is the first to create the movie-radio hook-up as regular service to clients.

Another Spelling Bee

Philadelphia — Spelling bee bug bites WIP and on Feb. 20 station premieres a local series of spelling stumblers using wide pants guys and co-eds. Collegiates being culled from Drexel, Swarthmore, Temple, Villanova, Haverford, La Salle, Beaver and many others still to be heard from.

Kreuger Ends NBC Series

Kreuger Beer show, heard over NBC-Red network Monday at 10:30 p. m., with Martin Block and Jerry Cooper, fades from net after March 22 broadcast. Sponsor also airs two 15-minute daily shows over WNEW which continue through the summer.

FINANCIAL

(Monday, Feb. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Crosley Radio	27	26 1/4	26 1/4	- 1/4
Gen. Electric	61 3/8	60	60 3/8	- 1 1/2
North American	30 5/8	30 1/4	30 1/2	+ 1/8
Stewart Warner	20 1/4	19 3/4	19 7/8	- 3/8
Zenith Radio	37 1/8	36 5/8	36 7/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18 1/2	18 1/4	18 1/4	
Majestic R. & T.	4 1/4	4 1/4	4 1/4	
Nat. Union Radio	3 3/4	3 3/8	3 1/2	+ 1/2

OVER THE COUNTER

	Bid	Asked
CBS A	49 1/2	51
CBS B	49	51
Stromberg Carlson	19 1/2	20 1/2

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. "Toots" Shor

TRANSCRIPTIONS SHOW 50 PER CENT INCREASE

(Continued from Page 1)

ments 25.4 per cent. Last year transcriptions accounted for 20.9 per cent, live talent 48.3 per cent, records 2.3 per cent and announcements 28.5 per cent.

In the national non-network field, transcriptions led other types of rendition, rising 53.2 per cent over 1935. Live talent rose 35.6 per cent, records 6.6 per cent and announcements 35.4 per cent. The proportion of total national non-network advertising represented by the various types of rendition is as follows: transcriptions 37.3 per cent, live talent 45.0 per cent, records 0.5 per cent, and announcements 17.2 per cent. In 1935 the proportion was transcriptions 37.7 per cent, live talent 42.9 per cent, records 0.4 per cent, and announcements 19.0 per cent.

Transcriptions also recorded the greatest gain in the local non-network field, rising 41.7 per cent over the 1935 level. Live talent volume rose 18.5 per cent, records 10.2 per cent and announcements 6.9 per cent. Transcriptions comprised 11.0 per cent of the total local non-network sales, live talent 51.2 per cent, records 3.7 per cent, and announcements 34.1 per cent. In 1935 transcriptions amounted to 9.0 per cent, live talent 50.0 per cent, records 3.8 per cent and announcements 37.2 per cent.

Total broadcast advertising in 1936 was \$107,550,886, an increase of more than 20 per cent over 1935. National networks got \$59,671,244, regional networks \$1,367,812, national non-networks \$24,141,360, and local \$22,370,470.

Bigelow-Sanford Start Bergman Series Mar. 1

(Continued from Page 1)

released approximately one month after Bigelow's 1937 Hollywood Room Recipes broadcasts, will be announced to the industry Feb. 18. Twenty-six programs will be available to the sponsor's dealers for their sponsorship over local stations.

Bigelow, through the aid of the above mentioned programs, is gathering an accurate check on the merits of service shows versus entertainment broadcasts. Bergman series will be written by Harmon J. Alexander.

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

BIRTHDAYS

February 16
Greetings from Radio Daily
to

Leah Ray
Wayne King
Bert Kalmar
Joe Lombardo
Dell Sharbutt
Joe Smith

Station Flashes

BECAUSE of the widespread interest in amateur photography in Des Moines a novel contest for cameramen is being conducted by Hi and Lo, song and patter team of KSO. Each Friday night amateur photo fiends are invited to snap them at work during their program, the best photograph of the week winning a \$5 prize. The Des Moines Sunday Register ran a picture of the amateur photographers at work on their radio subjects.

The Happy Chappies, Iowa Network entertainers, and Ranny Daly, program director of KSO and KRNT, appeared at the Iowa Hardware Convention last week. The Chappies are also scheduled to perform at the Iowa Drug Convention in Des Moines, Feb. 16-17.

WBAL has arranged with the Hippodrome Theater, Baltimore, to present weekly the current attraction at the theater in a 15-minute air show. The first, presenting Ina Ray Hutton and her Melodears, took place yesterday and included an interview of Miss Hutton by Rex Reynolds, of WBAL.

WWVA, Wheeling, on Saturday celebrated the 200th performance of its WWVA Jamboree. Show is held two evenings weekly.

KRSC, Seattle, headed by Bob Priebe, ushers in its tenth anniversary with preparations for new highs. Staff now surrounding Priebe includes Romig C. Fuller, commercial manager; Ted Bell, program manager; George Freeman, chief announcer; Juliet Glen, continuity writer, and Leo Moen, John P. Haverly, Robert S. McCaw and Tom Herbert, announcers.

Elaborate ceremonies officially opened the new KRKO studios at Everett, lumber city north of Seattle, where Lee Mudgett is manager.

"Chemistry of Today," presented over WAAB and The Colonial Network under the direction of the Northeastern Section of the American Chemical Society, will observe their 250th broadcast on Feb. 19.

The Thelma Murphy - Truesdale Mayers, combination Youngstown, O., is being made in transcriptions for five other stations. In Detroit they will be known as Thelma Gibson and Dale Mayers.

The new broadcast tower for WGL, Fort Wayne, has taken the record from the Lincoln Tower as the highest piece of construction work in Fort Wayne. The tower stretches 175 feet above the Keenan Hotel, which is 150 feet high.

Having brought to WPTF listeners one of the best hillbilly acts on the

air in the Monroe Brothers, RCA Victor dealers in Eastern Carolina are now conducting a contest over WPTF in which some lucky listener will be given a free Auto or Table Model RCA Victor Magic Voice Radio. The Monroe boys are heard Monday through Saturday at 10:15 a. m. and each program is sponsored by a different dealer in Raleigh, N. C.

KCMC, the Texarkana Gazette and News radio station, has a new vertical radiator which reaches a height of 194 feet from its concrete foundation. The new tower is only a part of the new equipment to be used by KCMC for broadcasting purposes. Other equipment includes a new Western Electric transmitter, speech input apparatus, and other fixtures.

Interstate Theaters, San Antonio, are sponsoring a new program recently started on KONO, daily at 3:45 p. m., known as "Snoopy, the Hollywood Gossip." Gives the low-down on pictures and players coming to the Majestic, Aztec, Texas and Empire theaters.

WELP's new commercial, "Tim Rancho Adventures", sponsored by J. Johnson & Sons, begins Feb. 19 at 5 P.M.

Russell A. Gohring, program director of WSPD, Toledo, is among the 15 nominees for the 1936 distinguished service award of the Toledo Junior Chamber of Commerce. The nominees were suggested because of outstanding work or because of some general civic achievement.

Hochschild, Kohn & Co., one of Baltimore's leading department stores, has started a new program over WCAO. It is given every morning except Sunday and features Hilda King in news events, personalities, fashions and sales.

Work on the master control room of KDYL in Salt Lake City is progressing at a rapid rate so that within a few weeks this station will boast the finest and very newest type of

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ACTORS' UNION DEFERS ACTION IN RADIO FIELD

(Continued from Page 1)

president of Equity. Further than this move, Whitehead was non-committal on the subject.

Equity, over two years ago brought out a lengthy survey intended to show the trials and tribulations of radio actors under present conditions, but nothing developed from it. At the time, Gillmore stated that they had made an effort and looked into the situation thoroughly, but that the actors themselves would really have to make the first substantial move in their own ranks. As soon as they presented a united front and some semblance of solidarity of opinion and knew definitely what they wanted, the AEA would then go ahead and do what they could for them.

At Equity headquarters, it is understood that other matters are considered of more importance just now than radio. More script shows on the air than ever is believed to have ameliorated conditions considerably. Another angle is the fact that Equity has yet to organize Hollywood.

General Mills Sponsors Ball Games on WNEW

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Wheaties, WNEW will send Earl Harper and Kenny Kurz to Florida on March 15 to broadcast a series of six spring training games to be played by Newark. Harper and Kurz return to New York in time to broadcast opening games in the American League and International League.

An existing rule, laid down by the owners of the two major league teams in New York, has restricted the broadcasting of baseball games in the past. This is the first time that New Yorkers will be able to tune in a baseball game daily throughout the entire season. Earl Harper will do the airing.

Pro-Ker Is Launching Series on 60 Outlets

(Continued from Page 1)

Bureau in its weeding out the rackets in business.

Time is being placed by The Biow Co., with scripts being done by Charles Martin.

TOM TERRISS

Known as
"THE VAGABOND ADVENTURER"

Available for

**GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS**

Address:—
LAMBS CLUB

BOARD WILL TAKE UP BAN ON RECORDINGS

(Continued from Page 1)

recordings, is a member of the executive board and is believed likely to make the proposal. He is expected to have strong support from musicians' representatives from New York, where a group of prominent band leaders recently met and approved a resolution to have Local 802, musicians' union, request the national executive board to take action on recordings.

Copyright Bill Action Pushed on Two Fronts

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of both Senate Foreign Relations and Patent Committees, pointed out he is also pressing for early hearings on the bill before both committees. He expects Foreign Relations sub-committee to start hearings on international aspects on the bill designed to give America membership in the Berne Convention, within the next fortnight, while other technicalities will be heard before the Senate Patent Committee shortly afterward. Usual delegations of "pros" and "antis" are expected to attend all hearings.

Current History via WHN

Another questionnaire program makes its debut via WHN Wednesday night, conducted by Current History magazine. Idea is for four undergrads of N. Y. U. to match their knowledge of current history with four grads of Teachers' College. Each week two groups will be cross-questioned by M. E. Tracy, editor. Plan is to give the correct answer immediately should the reply be wrong.

Mag is not buying time; merely an exchange of time for publicity.

Nature Friend on WMCA

Nature Friend, Inc., bird seed sellers, has bought 13 15-minute programs on WMCA. They will be piped to Inter-City's Boston and Philly outlets. Show will be a women's club idea, with Anice Ives conducting Friday mornings. Account handled by Frank Presbrey agency.

ONE MINUTE INTERVIEW

CHARLES TOBIAS

"Radio has placed a premium on composing talent and on the ability to create intelligent, clever and novel lyrics. Never before have songwriters had to be so good to earn so little. Many of the song hits of years ago would be "corny" today, while the tunes of 1935 would be tabbed too high-brow a decade ago."



● ● ● Nash Motors is angling for Kate Smith's abandoned "Command Performance" idea... Notre Dame Glee Club gets Shell airing March 27... George Ogle, advertising exec. for A. & P. preparing series of articles on Home Necessities and Radio Advertising... Neal Hopkins, of the CBS "Your Unseen Friend" show, now with Cass-Tohrner agency, doing radio productions... Louis Shurr opens coast offices in two weeks. His brother, Lester, will handle the radio end from here... Adam Hats will present the "Passion Play" via WHN Sunday on a two-hour show... Arthur Kay, radio mimic, opens Wednesday night at the Rainbow Room, atop the RCA building... Charles Martin, head of the radio department of The Biow Co., gave a talk last night to the students of the Jane Manners dramatic school. He spoke on "Radio as a Career", but did not over-encourage the hopefuls.

● ● ● What with many bandleaders speaking and being part of the show, Vincent Travers, French Casino Maestro with an NBC wire, is taking diction lessons... Zeke Mannes and his Gang of Hillbillies open at the Roxy theater on the 26th... Mickey Alpert, singer of songs and m. c., signed by Lester Lee, Matty Rosen and Bill Miller, for radio. Scripts are being looked over. The idea is to build Mickey into the Berle-Youngman class—which shouldn't be difficult with his ability!... Lanny Ross does a concert tomorrow at Carnegie Hall... Jan Peerce opens his concert tour in Pittsburgh March 7... Mary Small does a Ford starring role next week... Nick Lucas will remain on that show—with the possibility of Mary becoming a standard feature.

● ● ● The James J. Braddock show, formerly sponsored for Tastyeast, will be aired again shortly for another time-buyer. Negotiations are now in progress... Jack Kotoed will script, with Stella Unger doing the commercials... "Magic Key" considering the following: Tom Brown, Eric Linden, Phil Regan, Mary Boland, Ralph Morgan and Leo Carrillo, for their shows... Radio Row is sad on learning the news of the Edward Davidow passing... Though not directly affiliated with the industry, he helped many reach the top.

● ● ● He came East, did two commercials, and five benefits... Now George Jessel is in Florida for a week's rest... Fairbanks Morse bought 52 weeks on WNEW sponsoring R. Brooks, "Little Things in Life" and also 108 spot announcements on the station plugging the show's debut!... Ray Midgley will present Lawrence Menkin's production of "The Hostess", a chorine's story with a ring of dope smugglers via WMCA tonite on "Through the Stage Door" series... Met opera singers insist that their voices be recorded when doing an airing... Teddy Powell, Leonard Whitcup and Walter Samuels placed "Sailing Home" with Words & Music, Inc., and "Spring Cleaning" with Berlin... Jascha Heifetz and Efrem Zimbalist will play the Bach double violin concerto together Saturday night at their Carnegie Hall benefit for the Red Cross.

● ● ● If you want to know anything about announcers, ask Bettie Glenn of Publicity Associates. She knows them all... Ford Bond threw this month's get-together cocktail party for announcers the other nite... Louis Reid, former radio editor of the New York American, joined the Schillin agency... Milton Berle received no end of ribbing during the Lindy noon hour last week. Everyone charged him with "stealing" Henny Youngman's material and Milton counter-charging that Henny swiped his!... It was all very entertaining!... Sid Gary will make a series of shorts for Columbia. He was seen at the fights with Jack Cohn, head of Columbia pix.

WEBS SEEK TO IMPROVE EDUCATIONAL PROGRAMS

Conferences are under way between NBC and CBS for the purpose of finding ways and means to improve the educational program features, or at least learn if the many on the air are meeting with approval and if anything is being left undone along these lines.

Talks are expected to result in improved educational programs and a research method of getting proper reaction to programs.

Audiences for Burns-Allen

West Coast Bureau, THE RADIO DAILY
Los Angeles—When Burns and Allen go from soup to nuts on April 1, Grape Nuts succeeding Campbell's Soups as their sponsor, the new show probably will have broadcast audiences. It will go over the NBC network, with Ray Noble directing the orchestra. Young & Rubicam is the producer.

Adam Hats Renews on WAAB

Adam Hat Stores have renewed for a series of 15 feature bouts to be broadcast via WAAB to the New England fight fans from the New York Hippodrome starting tomorrow with the Solie Krieger-Fred Apostoli bout. Account is handled through Glicksman Advertising Co., New York.

Airing Ball Games

Kellogg Co., Battle Creek, Mich., (cereals will sponsor a series of St. Louis Cardinal exhibition games from the training camp, Daytona Beach, Fla. Broadcasts will start late in March and will be heard over WMFJ, Daytona. N. W. Ayer & Son Inc., New York, placed the account.

Boston Series Go National

Boston — WAAB - Colonial's weekly lecture series by prominent educators and authors presented by the Boston Museum of Fine Arts every Thursday, 7:30 p.m., will go coast-to-coast on the Mutual system starting March 4.

Installs WMCA Wire

"Show Bar," glitter-spot of Forest Hills, has just installed WMCA wire. According to Bill Sharkey, ork leader there, it will go NBC coast-to-coast in the near future.

New Cantor Discovery

Eddie Cantor will present his latest discovery, Robert Parish, negro baritone, on the Texaco broadcast Sunday.

KNOW YOUR INDUSTRY

"HARMONIC" is a stage of periodic wave having a frequency which is an intergral multiple of the fundamental frequency. A stage which is three times the fundamental frequency is termed the "third harmonic".

COMMENTS
On Current Programs

LESLIE HOWARD brightened up the Eddie Cantor-Texaco program Sunday night. There was no Shakespearian flavor about the show, but merely an exchange of quips between the comedian and the dramatic actor, who proved himself quite adept at comedy too. Cantor's new stooge, Harry Savoy, who made a sensational debut two Sundays ago, wasn't given much time on the last program, probably due to the Howard appearance.

GEORGE JESSEL did his familiar stuff with pleasing results on the Woodbury bill, with Frank Parker, Judy Canova, Annie and Zeke. Material was just moderately good, but Jessel has the style for radio audiences.

JOSEPHINE ANTOINE, new Metropolitan Opera singer, who made her debut on Ed Wynn's program, showed a good deal of versatility. Besides some very nice chirping, she engaged a bit of amusing comedy with Wynn.

JACK MAJOR, who is the Colonel Major of an afternoon WABC program of his own, was one of the story-tellers on the "We, the People" bill. He told a human interest yarn about his mother. Major has an ingratiating personality and style of narration. His entertainment is of the soothing variety.

NADINE CONNER had to shoulder the main burden on the Vicks program Sunday night, due to Nelson Eddy being out on doctor's orders. It was quite a burden for Miss Conner and she reflected the excitement.

LUX splurged in last night's Radio Theater production broadcast from Hollywood over the CBS network at 9 p. m. Besides the headliners, Jack Benny and Mary Livingstone, the cast of the offering, "Brewster's Millions," included Lionel Bellmore, Crauford Kent, Hal K. Dawson, Ynez Seabury, William Royle and a dozen other screen and radio featured players. It was one of the most pretentious casts lined up by J. Walter Thompson agency for a radio drama.

The play was a freely adapted version of "Brewster's Millions", with plenty of modern quips that were more Benny than Brewster. But on the whole it was about the liveliest and funniest offering of the Lux program to date.

Rich Series Continues

New sustaining series begun last Saturday over CBS featuring Freddie Rich and orchestra, and called "Americana", will continue indefinitely. Show, aired from 10.45 to 11 P.M. will feature symphonic compositions of American composers.



"JOHNNIE PRESENTS"

Phillip Morris
WABC (CBS network), Saturday, 8:30-9 p. m.
Biow Co., Inc.

DRAMA-MUSIC PROGRAM OKAY IN MUSICAL DIVISION BUT DRAMATIC FEATURE MISSES.

The featured portion of this program, Charles Martin's "It Might Have Happened to You" series of drama skits, fell down in the initial broadcast of this new series which succeeded the Leo Reisman show. Assertedly based on actual cases of victims of circumstantial evidence, with the principal in the case being brought to New York to tell his story, the skits are somewhat in "We, the People" vein. Initial number, telling of a chap who was wrongly convicted of a murder and just missed being put to death, lacked clarity and effective continuity in its dramatization, with the result that it failed to click for all its worth.

Other portions of the program, Russ Morgan's orchestra, vocal specialties by Phil Duey and the Six Diminuttes, was enjoyable. The show bows in to the familiar Grofe "On the Trail" theme, with an introductory talk by Johnnie. Opening bill also had brief remarks by Don Bestor and Walter O'Keefe, who came to give Morgan a send-off. Kenneth Roberts is the announcer.

"THE ROMANCERS"

Weston Biscuit Co.
WOR, Sundays 9:45-10 p.m., EST.
Adelaide French

PROGRAM BOWS WITH A FEW SONGS, ORGAN PUMPING AND TOO MUCH TALK.

"The Romancers," a 15-minute weekly spot via WOR, locally only, tried pleasing Sunday night listeners with the finer type of entertainment such as classical tunes and poetry, feeling that at this hour the fans were tired of the comedy antics. To this end, the first shot did not succeed. Though Willard Amison's rendition of Herbert's "I'm Falling in Love with Someone" and Adelaide Norton's "With a Heart That's Free" were pleasant to gaggled ears, the mood was killed with too lengthy product announcements and too much talk from Erik Rolf, narrator attempting a David Ross. Sponsor apparently tried to get his money's worth from the 15-minute airing and succeeded in losing a steady following for this spot. Due mention was made of Adelaide French, who handles the account for the biscuit company and produces the show.

Ad Women Tour NBC

Group of over 100 members of the advertising course sponsored by the Advertising Women of New York, Inc., made their annual tour of the NBC studios last night as part of their program of study. A talk, tour and radio performance was included in the evening's schedule.

John H. Bachem, NBC eastern division sales manager, addressed the women on "Radio as an Advertising Medium." Most of the members are employed in advertising agencies and continue their actual study work in order to specialize in radio.

Tastyeast to Renew

Tastyeast, Inc., Trenton (yeast candy), will renew its present NBC-Blue network program on 20 stations effective March 2. Renewal is signed for 39 weeks, but is merely a formality inasmuch as the original 52-week contract was signed by an agency which no longer handles the Tastyeast account. Program features "The Original Tastyeast Jesters" and is heard Tuesdays, Thursdays, Fridays, 7:15-7:30 p. m. Peck Advertising Agency, Inc., New York, has the account.

Cardinet to Renew

Cardinet Candy Co., Oakland, on March 7 will renew its West Coast program, "The Night Editor," on five NBC-Red Pacific stations, Sundays, 9:15-9:30 p. m. PST. Program features dramatizations by Harold Burdick. Tomaschke-Elliott, Inc., Oakland, has the account.

Heads WMCA Announcers

Bertram Lebhar, Jr., sales director of WMCA, announced the appointment of Bob Carter, station announcer and commentator, as chief of the announcing staff. Carter came to the station from WIP, Philadelphia in May, 1935.

Countess Albani Back

Countess Olga Albani, last heard over the air 18 months ago on the Real Silk series, has been signed to appear on the Ford program Friday. It is believed that her contract has an optional clause which calls for additional appearances.

12 Shows Out of KYW

Philadelphia—KYW books reveal an even dozen shows weekly for the NBC Red emanating here. Marks the largest number of sustaining shows fed to the net by any managed and operated station of the NBC.



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY





LEWIS ALLEN WEISS, general manager, Don Lee System, will go to San Francisco in the next few days to be principal speaker before the San Francisco Ad Club on Thursday. He will talk on "Big Names in Radio."

Mark Larkin, veteran movie and radio publicity man, has opened new offices in the Hollywood Chamber of Commerce building. Associated with him is Lynn Boyd.

Bert Rovere, cafe man, and his 15 singing waiters, most of them with an operatic past, go coast-to-coast as a Columbia sustaining feature. The show starts 2 p. m. PST from Rovere's Paris Inn dance floor, through KNX. The show, on the air for six years here, was tried out nationwide last week, clicked, and was signed.

Buddy Rogers will do his final Nat. Biscuit broadcast from Hollywood, before his trip to England, this Friday. On the 26th, he will cut into the program, via NBC's New York office, from the dock just before sailing, and will use the ship's orchestra and the Captain with him. While he's in England making a movie for B. I. P., the show will use guest stars.

Dr. Strasskas Toothpaste has signed with KNX, with the possibility of a chain tie-up later, for a weekly, "Happy Family" dramatic show, which has been on the air in Seattle for the past two years. The feature starts in March, and is being preceded by a series of five minute plugs, working up a contest to pick players for the cast.

Eddie Peabody, who recently signed a long term contract with Warner Bros., arrived in Los Angeles in time for his scheduled appearance on the four-hour talent parade which will go on the air today, celebrating the opening of the new KFVB studios. Two hour show will go on the air from KFVB's own new studios, and two hours more by remote from Warner's Burbank studios.

American Tobacco Co. in behalf of Roi Tan, has signed a contract with KNX, for release, Monday, Tuesday and Friday nights, of "The Old Observer", sport commentator program with occasional interviews. The program has been released locally over KFI, and starts on KNX tomorrow.

Jack Votion, former head of Paramount's talent department, recently vice-pres. of Selznick & Joyce, and before that with RKO, has been named associate in NBC's Artists' Bureau. He will work with Miss Dema Harshbarger, Artists' Bureau head.

M.P.P.A. Off-the-Air License

Following is the text of the Music Publishers Protective Ass'n off-the-air licensing agreement, which was inadvertently omitted from yesterday's issue of RADIO DAILY:

AGREEMENT of license entered into this..... day of by and between JOHN G. PAINE, AGENT AND TRUSTEE, whose principal place of business is in the City of New York, State of New York, hereinafter referred to as the Agent and Trustee, party of the first part; and whose principal place of business is..... hereinafter referred to as the Licensee, party of the second part;

WHEREAS, the Licensee is engaged in the business of transcribing from radio broadcasts a record from which the thought of the author may be read or from which it may be reproduced and desires to continue in the conduct of such business; and,

WHEREAS, the Agent and Trustee is agreeable to extending to the Licensee a license which will enable the Licensee to transcribe such records embodying copyrighted musical compositions controlled by the principals whom the Agent and Trustee represents;

NOW, THEREFORE, THIS AGREEMENT, WITNESSETH:

For and in consideration of the sum of \$1.00 by each of the parties to the other in hand duly paid, the respective receipts whereof and hereby reciprocally acknowledged, and for the further consideration of the license and the payment set out hereinbelow, the parties hereto do covenant and agree as follows:

1. Subject to the limitations hereinafter set out the Agent and Trustee hereby gives to the Licensee the right, license, privilege and authority to make use of the copyrighted musical compositions controlled by the principals represented by the Agent and Trustee set out on Schedule "A" hereof, which said Schedule is made a part of this Agreement, in the making of recordings or transcriptions of radio broadcast programs at the time of the broadcast from which said recordings or transcriptions the work of the author may be read or reproduced.

2. No rights other than the right to make use of the musical composition in connection with the purposes of paragraph number one are intended to be conveyed by this license or are in fact conveyed by this license.

3. In consideration of the license set out in paragraphs one and two hereof, the licensee hereby agrees to pay to the Agent and Trustee the sum of dollars, payable as follows: 50 per cent upon the signing of the Agreement and the balance of 50 per cent on July 1, 1937.

4. The period of this Agreement shall be from the 1st day of January, 1937, up to and including the 31st day of December of the same year.

5. The right to transcribe and/or to record the said musical compositions set out hereinabove shall be limited strictly to transcription or recording, and no right of performance nor of manufacturing nor of any other right under the copyright than that specifically hereinabove mentioned is hereby conveyed. All rights not herein specifically conveyed are reserved to the copyright proprietor of the musical composition broadcasted, transcribed or recorded.

6. The licensee agrees to furnish to the Agent and Trustee weekly reports showing the name of each musical composition recorded, and the composer where ever available.

7. In the event of any licensee having made use of any of the copyrighted musical compositions controlled by the publishers set out in the schedule hereto attached, in the making of recordings or transcriptions of radio broadcast programs, the Agent and Trustee agrees to give such Licensee a release to the extent of the license hereinabove set out for such uses made upon the consideration being paid to the Agent and Trustee of an annual sum equal to one-half of the amount shown in the schedule of rates hereinabove set out for each year of past, unlicensed uses, providing, however, that the present license is entered into as of Jan. 1, 1937.

IN WITNESS WHEREOF, the parties hereto have hereunto set their hands as of the day and year first above written.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Radio-Press Co-op

A FULL-PAGE display ad, illustrating and explaining the fact that radio and the newspapers supplement each other, appeared in a recent issue of the Durham Morning Herald, Durham, N. C., on behalf of WDNC, which is affiliated with the Herald.

The ad pointed out what the station had done in the way of expanding personnel and facilities, bettering its programs and service, and otherwise making the radio an excellent medium for advertisers because of its listener-interest.

Incidentally, a 55 per cent increase in sales, including 30 per cent national advertising, is reported by the station.

Remotes from Store

During the Hudson Bay Clearance Sale which is now in progress, KDYL of Salt Lake City, has carried four remotes from the

main floor of the Hudson Bay Fur Company store each day. In each remote broadcast, the KDYL announcers, in a roving reported style, interviewed customers concerning values and prices. The broadcasts are two minutes in length allowing time for two questions during each remote. This type of broadcast is supplemented by evening periods on the air with the result that his store has made an amazing success of the sale.

This is the first time that remote broadcasts have played a part in sale merchandising in Salt Lake City. KDYL announcers report that customers are happy to comply with the request that they answer a few questions on the air.

Exploit New Program

Station WMBG, Richmond, did a neat promotional job on the premier broadcast of Phillip Morris Cigarettes over the Columbia Chain, when they



CHARLES GREEN, chief of Consolidated Radio Artists, spent last week in Chicago getting things lined up with newly acquired spots for orks and artists. Understood that Green plans to bring Don Bestor here in near future.

Roessler & Howard, one of the few foreign language station representatives, doing large volume of business in servicing program material to stations that are identified with exotic tongued programs.

"Won't You Be My Valentine?" was the theme song this week at NBC's Chicago studios as news spread through the organization that Marge Morin, youngest of the Morin Sisters, had announced her engagement to Bob Casey, strapping bass viol player of the King's Jesters, while Murray Forbes, recently returned to the role of Willie Fitts in the Ma Perkins cast, announced his engagement to Mildred Tatz, Chicago girl.

WLS Barn Dance, which has been a big hit in theaters, is quitting show business. Unit will continue to tour, however, for their rural fans but under regular variety of commercial radio sponsors in playing a forthcoming series of one night auditorium engagements.

Morris Jacobs, of Buzzell & Jacobs Agency, in town to personally handle extension of number of the firm's air accounts.

Betty Jaynes, sensational 16-year-old opera star, will be heard on the Barn Dance program of Feb. 20 over station WLS.

Studio stuff ... Tommie Bartlett, WBBM announcer, flying to Boston and back over week-end to visit sister ... Louise Fitch, actress on the Mortimer Gooch show over CBS, is being ogle by the movies scouts... Busy men of the nets press divisions here are Al Williamson, who presides over the NBC public relations, Frank Rand of CBS and Frank Schreiber of WGN and Mutual ... Bill Hampton, author of "Sit Down Strike for Love" and writer of lyrics and radio material for the Kings Jesters, getting off some noteworthy cleverness.

gathered together some 75 tobacco jobbers at the Jefferson Hotel to hear the initial program and immediately following transcribed the opinions of the Richmond Tobacconist as to their reaction to the program. The portable transcribing equipment of WMBG was used in the meeting room at the hotel. After those who voiced opinions heard their own voices played back for them, WMBG forwarded the completed records to the agency in New York handling the account.

**WITH THE
★ WOMEN ★**
By ADELE ALLERHAND

WHEN "I Love You from Coast to Coast".....NBC's Sunday night broadcast ran over its time at the Rainbow Room....a Texan....valentining his wife via the ether caused a Dallas cyclone....He told the little woman where he was hey-heying....said he missed her....then signed off....Fifteen Dallas wives burned the wires quizzing NBC as to the gent's identity!...NBC won't talk...South of the Mason-Dixon line....Helen Arendal of Raleigh, N. C., tells the femmes where everybody's been and what they've worn in a new "Around the Town with Helen Arendal" series over WPTF....Another Raleigh gal....Hazel Nicholson waves the femme commentator banner with her original monologues....complete with Southern accent....every Sunday afternoon.

Minsky alumna Gypsy Rose Lee will do a Gladys Glad via the ether at a not-too-distant date....She'll give the more sanguine sex facts....and figures (sic)....on beauty....Gallis gleanings....Carmel Snow, editor of Harper's, will do a trans-Atlantic whisper from Paris at 4 this afternoon....She'll talk line and color....from the sartorial point of view....Booked for slicker tests....international songbird Hildegarde and Elizabeth Wragge....pulchritudinous ingenue of Camay's "Pepper Young's Family"....the latter for MGM....Irene Rich of Hollywood and the Welch's grape juice program to do a food show in Cincinnati next week....Come the first week of March Carmela Ponselle of the singing Ponselles takes the air for another 13 weeks...."Frederika's" Helen Gleason can't make up her mind which one of three commercials to give the nod to....Scribe Fannie Hurst will discuss "The Child Labor Amendment" tomorrow over WEVD.

Juvenilia....Mary Small of Maxwell House....soon to have an eleventh birthday date is May 13....complete with huge air party....will go Shirley Temple when, as and if she decides which movie company's offer to yes....Thirteen-year-old Janice Gilbert of "The O'Neills" is aired four times a day....Youngest radio ingenue is Diana Donnenwirth....three-year-old NBC songstress and drama-babe....Youth will also be served in a series of 13 transcriptions....sponsored by Heinz on their Baby Foods program....soon.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 2 of a Series.

WHO — Des Moines

50,000 Watts—1,000 K.C.

COL. B. J. PALMER, Pres. J. O. MALAND, V. P., Gen. Man.

ESTABLISHED in the spring of 1924, with its studios and transmitting apparatus separated only by thin walls and its antenna on the roof, WHO first hit the airlines from the eleventh floor of the Liberty Building in Des Moines. Radio was in its pioneering stage in those days and elaborate studios were not always necessary to 'make' a radio station. WHO proved that.

In 1930, the Central Broadcasting Company, Col. B. J. Palmer, president, purchased WHO. Almost immediately it was synchronized with WOC, Davenport. The two stations began broadcasting simultaneously under the call letters WOC-WHO. In 1932, Palmer moved the station to new headquarters. This hook-up lasted till April, 1933. Then WHO's power was increased to 50,000 watts and a new transmitter was erected. The two stations were divorced. WHO remained in Des Moines and WOC reorganized in Davenport. 1934 saw WHO's new 532 foot vertical radiator antenna finished.

* * *

WHO is a basic station of the NBC-Red network. In coverage, both day and night, it is equaled by only three other stations in the United States. Operating costs amount to \$2,000 a day and a staff of 175 people is required to keep the programs emanating regularly.

Last year WHO inaugurated the Corn Belt Wireless, an experimental plan for rebroadcasting radio programs during daytime hours only, without the use of telephone lines. This is a new development in commercial radio, being the first radio hook-up, including a number of stations, without the aid of connecting wires.

* * *

WHO has just added three more news broadcasts to their schedule bringing their total to nine such programs daily. They are on the air eighteen hours a day with a variety of programs that are directed at every conceivable type of listener. It has 50 times more evening power than any other station in Iowa.

★ **STATION FLASHES** ★

(Continued from Page 3)

control room. Installation of the new Western Electric 23-A control panel, plus a multitude of refinements in the audition set-up will provide KDYL perfect ease in handling any or all types of programs and auditions simultaneous from the studios, transcription equipment or remotes. Installation work is being supervised by John M. Baldwin, KDYL Chief Engineer.

WICC, Bridgeport, Conn., starts a weekly spelling bee Feb. 22 at 7:30 P.M. George A. Partridge, formerly of WOR, will be the emcee. Harold Morriss' Norwalk Children's Ensemble is back on WICC for a series of Saturday morning broadcasts.

Alan Trench, WWSW announcer, started a new program, piped three times weekly and sponsored by Gimbel's, Pittsburgh department store. The show is labeled "For Men Only" and includes chatter on sports and men's fashions.

Robert Short, former WCAE announcer, joined the Pittsburgh Playhouse here. Ray Schneider, WWSW

Chavez to Conduct

Carlos Chavez, Mexican composer and conductor, has been selected to direct the second and last international concert of the N. Y. Philharmonic Orchestra Feb. 21. Program will be heard from 3 to 5 P.M. over CBS and the Canadian Broadcasting Co.

Mexico to Plug

Mexican Government Tourist Bureau plans an extensive advertising campaign, using radio, newspapers and magazines. De Garmo Corp. is the advertising agency.

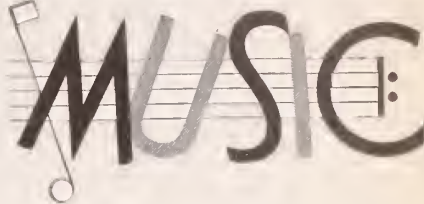
Thurman Promoted

Charles H. Thurman has been elevated to managership of the guest relations department of the National Broadcasting Company.

announcer, left for Fort Sill, Okla., on a two-month stay.

KMBC's newscaster, Earl Smith, is adding a 6:20 A.M. and a 6:00 P.M. newscast to be sponsored by the Penn Tobacco Co. These are in addition to his regular Tom Moore cigar news broadcasts.

The Acme Beauty Shop here is sponsoring a new commercial over WWSW. The program is known as "Lovely Lady" and is piped for 15 minutes each Monday, Wednesday and Friday.



GLEN GRAY will wave the baton instead of tooting the sax with his Casa Loma Orchestra on March 10 for the first time.

Happy Felton and Ork will succeed Emerson Gill at the Arcadia in Philly. Effective Feb. 18,—to continue for a week until the scheduled arrival of Ted Lewis. WFIL Mutual wire.

Al Kavelin and his band depart from the Blackstone to do a two weeks tour of college dances. Then to the Cosmopolitan Hotel in Denver.

The Top Hatters, KYW Philadelphia studio band, with maestro Jan Savitt, will go collegiate when they do the Princeton Junior Prom, Feb. 19.

Tommy Dorsey and his lads return to the air Feb. 19 via WABC, from the Commodore, 12:30 to 1:00 a. m.

Ray Sinatra, one-time arranger for Jacques Renard, celebrates his third year on the air Feb. 26.

Kay Kyser will replace Ted Weems at the Chicago Trianon Feb. 17.

Horace Heidt and Ork celebrate their second anniversary on the CBS Alemite program Feb. 22 with a special broadcast.

Joe Capraro and his orchestra, back in New Orleans from Hot Springs, Ark., where they thought they had a life job till the reform wave closed up the night club and gambling casino where they worked, will take the air from WDSU shortly. Harold Jordy's cocktail combination at the Rose Room in N. O. is etherizing daily now.

Harold Levy and novelty band take the air on the new NBC "It's a Woman's World." Tuesdays and Thursdays over WEAJ. Effective Feb. 16.

Emery Deutsch, now swanking it at the "Rainbow Room," is looking for a gal vocalist.

Republic Radio Bankrupt

Newark, N. J.—Republic Radio Manufacturing Corp., of 255 Grant St., East Newark, is in the hands of a receiver. Andrew J. Markey was appointed by Vice Chancellor Stein in N. J. Court of Chancery, on application of a creditor, Samuel T. Boublis, and with the consent of the company, which admitted insolvency. The court directed that creditors and stockholders show cause Feb. 16 why the receiver should not be continued.

New Accounts

NBC

J. W. MARROW CO., Chicago—(Mar-Oil shampoo) thru Baggaley, Horton & Hoyt Inc., Chicago, renews Henry Busse's orchestra for 8 weeks on 21 NBC-Red stations, Wednesdays, 4-4:15 p. m., effective March 17.

MBS

LIBBY, McNEILL & LIBBY, Chicago—(Meat packers) thru J. Walter Thompson Co., starts "We Are Four" on 2 MBS (WGN, WLW) stations, Mondays thru Fridays, 12:45-1 p. m., on March 1.

AGENCIES

BENNETT LARSON, production man for Ruthrauff & Ryan, is visiting his mother, in Salt Lake City, Utah. Larson goes to Hollywood to handle Gillette show.

EARNSHAW RADIO PRODUCTIONS of Hollywood have opened New York offices at 116 Broad Street. Charles Michelson is in charge.

WALKER EVERETT, formerly with Chicago Tribune, has joined the Chicago office of Roche, Williams & Cunningham, Inc. Everett to handle publicity for agency.

HAL PEARCE, head of Pearce-Knowles, radio advertising agency, with headquarters in the White-Henry-Stuart Building, Seattle, was recently named Pacific Northwest and Alaskan representative of Standard Radio, Inc.

FRANK PRESBY ADVERTISING AGENCY is negotiating with NBC for network periods for Ralph Kirbery, Dream Singer, who celebrated the beginning of his second year with his sponsor, Thomas J. Lipton, Inc., this month by signing a new contract which becomes effective Feb. 17. Until the chain stations are cleared, Kirbery will be heard over WEA, New York, on Monday, Wednesday and Friday afternoons from 12:30 to 12:45 p. m., EST. The NBC Dream Singer has been a popular network artist for seven years. Al and Lee Reiser, two piano team, and Alois Havrilla, announcer, are heard with Kirbery on his current programs.

J. WALTER THOMPSON announces that the Kraft-Phenix Cheese Co. advertising budget for 1937 will be increased. In addition to the hour radio program on Thursday nights, newspapers will be used.

Chatter

BILL SACHS, associate editor of The Billboard, amusement weekly, made his radio debut last week over WLW, Cincinnati, on the "Men Only" program. Edwin C. Hill, Floyd Gibbons, et al., take notice.

Allen Prescott, NBC-CBS "Wifesaver" tendered a luncheon (Thursday) to all the members of his shows on CBS and NBC. The luncheon, held at the Edison Green Room, was Prescott's way of thanking his co-workers for their cooperation and to celebrate the fact that the latest Crosley rating shows "Wifesaver" on a par with Dr. Allan Dafoe. Surprise of the afternoon was the appearance of the President of Sweetheart Soap, sponsor of the "Wifesaver" shows, who used the occasion to meet the boys who help put his program on the air.

Ed Ingle, press agent, has been offered the presidency of a Southern college. Ingle, former NBC press department man and now handling several accounts of his own, was a college professor before turning to publicity. P. A. appears to be highly flattered and makes no bones about it. There is a remote possibility of his accepting the offer.

Tom Murray, newly added to the announcer staff at WDNC, Durham, N. C., is a recent graduate of Duke University.

Irving Mills has signed personal contracts with Bert Gordon, the mad Russian of the Eddie Cantor program, and Judge Hugo Straight, both set for two and a half years on the Gillette air show. Eileen Barton, the 10-year-old "Jolly Gillette" of the same program, also has a personal contract with Mills. Milton Berle is the star of the show.

Richard Morenus and Nan Dorland of New York, and **George H. Engelter**, Des Moines, have joined the commercial staff at WIRE, Indianapolis. Morenus will be sales manager, Miss Dorland will have charge of women's activities at the station and Engelter will take charge of commercial sales and traffic.

Jack Stephens, sports announcer of WMAS, Springfield, is substituting for Joe Ripley, WTIC announcer injured in a motor accident and recuperating at the Traveler's sanitarium at West Suffield.

Russell C. Shailer has been appointed to the WDRC (Hartford) staff as assistant commercial manager under William F. Malo. Shailer has been selling in Providence for the past 14 years. Gilbert Bayek and

Robert Provan, both WDRC announcers, turned to personal announcements this week—both are engaged to be married.

Russ Davis, late of XERA in Del Rio, is back again with KWTO-KGBX in Springfield, Mo. Russ is handling many of his former programs with these stations, where he had served before going to XERA four months ago.

Thomas Reid, after a month's announcing at KWTO-KGBX, has gone to KSD in St. Louis. During his brief stay in Springfield, Reid became one of the most popular newscasters ever featured on those stations.

Lee Frank returns to the WFIL, Philadelphia, this week, after an absence of more than a half year, to resume her dramatic criticizing. In addition to her legit panning and hussahing, Miss Frank will present dramatic and vocal groups of the tyro and semi-pro genus.

Short Waves

FIRST of the regular series of network programs emanating from Hawaii under the title of "Hawaii Serenades" will be heard Saturday from 9 to 9:30 p.m. via the Mutual system from KGMB, Honolulu and through Don Lee's KFRC, San Francisco.

CBS in New York and BBS in London will broadcast a debate by Columbia and Oxford universities on the topic of government control over armament manufactures on April 17.

Paramount Pictures will continue to use short wave radio on productions requiring remote control of units on land or sea locations. The FCC has granted the company a permanent license for a mobile unit.

Harvard will start regular broadcasting of classroom lectures via short waves tomorrow at 4:30 p. m. via WIXAL.

The Australian Postmaster General's department announces plans for a second short-wave broadcasting station to transmit national programs to outlying country districts.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY