



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 15

NEW YORK, TUESDAY, MARCH 2, 1937

FIVE CENTS

## P. & G. Adds 5 NBC Shows

### GOOD WILL SERIES FOR NBC NETWORK

West Coast Bureau of THE RADIO DAILY  
Los Angeles—Series of 13 half-hour dramatic programs, done by biggest names among artists, writers and producers, and with four-minute talks by such world leaders as President Roosevelt, Einstein and Conant, are to go over NBC's full network starting this spring, under sponsorship of the newly organized Radio Committee of All Faiths, headed by Dr. Everett R. Clinchy of New York and Albert D. Lasker, president of Lord & Thomas.

Purpose is "to convey a message of good will, tolerance and fellowship throughout the world."

Acceptances from invitations sent to more than 50 big names in radio already include: Dorothy Canfield, Edna Ferber, Booth Tarkington, John

(Continued on Page 3)

### Would Probe Outlays For Gov't Propaganda

Washington Bureau of THE RADIO DAILY  
Washington—A probe of government expenditures for propaganda via radio and films was indicated yesterday when Congressman John

(Continued on Page 2)

### \$85,000 Improvements Are Planned by WDSU

New Orleans—WDSU will spend \$85,000 for improvements, including a 454-ft. tower and other new equipment and a boost in power to 5,000 watts day and night, if application is approved by the FCC, according to J. H. Uhalt, president of the station.

**Community Sing Film**  
Inspired by radio's popular Community Sing program, 20th Century-Fox will film a feature entitled "Everybody Sing," the company announced yesterday.

Principals in the cast will include Leah Ray and Tony Martin, both familiar on the air, and Joan Davis, comedienne.

Sol M. Wurtzel will produce the picture.

**Extend Kostelanetz**  
Liggett & Myers Tobacco Co. (cigarettes) have signed Andre Kostelanetz to continue on the Wednesday night CBS Chesterfield program until Jan. 1. Program is heard 9-9:30 p.m. over a coast-to-coast network. Newell-Emmett Co., Inc., is the agency.

### CBS STATION TOTAL IS INCREASED TO 101

CBS yesterday announced the 101st station to join its network. WCOC, Meridian, Miss., is the last station and will join CBS on May 2 or sooner. Station is owned by D. W. Gavin and operates under the name Mississippi Broadcasting Co. WCOC has a license for 1,000 watts daytime, 500 watts at night and 15 located on the 880 kc. band. Rate has been set at \$125 per hour. This is the first sta-

(Continued on Page 5)

### New Premium Stunt Will Offer Insurance

Chicago—Carl Hansen, millionaire insurance man, is working out an unusual radio premium offer. New deal, which has been okayed by the federal government, gives out insurance for coupons to be imprinted on

(Continued on Page 3)

### New Programs to be Inaugurated This Month Give Firm 19 Shows on NBC Network Exclusively

#### NEW SINCLAIR SHOW HEADED FOR CBS NET

Chicago—Sinclair oil, former sponsor of the WENR Minstrels over NBC, is reported heading for a 59-station CBS hookup in April with a 15-minute show on Wednesday and Friday nights.

NBC has been auditioning talent to revive the WENR Minstrels with an all-new cast with exception of Gene Arnold.

#### Assistance Is Offered On Connery Resolution

Washington Bureau of THE RADIO DAILY  
Washington—About 100 communications have been received thus far offering assistance and advice on the Connery resolution to probe a "radio monopoly," it was reported yesterday at the House Labor Committee, of which Connery is chairman. Many independent stations are understood to have offered to testify at the hearings, which are expected to start next week.

With the addition of five shows before the end of this month, Procter & Gamble, soap manufacturers, will have a total of 19 programs, both script and musical, on the NBC networks exclusively. P. & G. is the largest user of network time in the country and also uses an extensive schedule of transcription campaigns with disks made by WBS. Over one-half of P. & G.'s advertising budget is spent for radio time, exclusive of talent.

The two newest on NBC networks were announced yesterday by the Compton Advertising, Inc., New York, the P. & G. agency for Ivory soap, Ivory snow, Chipso, Ivory flakes, and Crisco. The "Vic & Sade" program, in addition to its daytime spots on the NBC-Red and Blue, will be given night time periods on the same networks. Using the basic Blue network the program will be heard once weekly, Wednesdays, 10-

(Continued on Page 6)

### Louisiana Court Ruling Reduces Line Charges

New Orleans—State Supreme Court yesterday upheld the Public Service Commission's reduced telephone rates against Southern Bell Telephone, A. T. & T. subsidiary, which will affect radio by reducing line charges, and raising connecting charges. New line rates, based on "as crow flies" mileage rates and where line stays between station and remote control spot, makes savings possible.

## Transamerican Warner Control Officially Reported to S. E. C.

### Chicago Symphonic Hour Begins on NBC March 5

Chicago Symphonic Hour, new 60-minute program featuring 125 choristers, musicians and soloists under the direction of Roy Shield, NBC Central Division music director, will be inaugurated Friday, 11 p.m., over the NBC-Blue net.

Vivian Della Chiesa, Edward Davies and Charles Sears will be vocal soloists. Noble Cain's Chicago A Capella Choir, the Mundelein College Verse

(Continued on Page 2)

By GEORGE W. MEHRTENS  
RADIO DAILY Staff Correspondent

Washington—Warner Bros. yesterday reported to the Securities & Exchange Commission that it had secured control of Transamerican Broadcasting & Television Corp., recently formed organization, by the acquisition of 65 per cent of the voting stock. Transamerican is engaged primarily in business of representing stations as advertising agents and in preparing programs for agencies and buying time on

(Continued on Page 6)

**Ford Dealers Hosts**  
Ford Dealers' Tuesday night show on CBS with Al Pearce and His Gang on March 30, will originate in the ballroom of the Manhattan Opera house.

Occasion is a party being thrown for the garage men of the city by the local Ford dealers. Pearce broadcast will be part of the entertainment.



Vol. 1, No. 15 Tues., Mar. 2, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All rights reserved.

# FINANCIAL

(Monday, Mar. 1)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179 1/2	178	179 1/2	+ 2
Crosley Radio	25 1/4	25 1/8	25 1/8	+ 1/8
Gen. Electric	61 3/4	60 1/4	61 1/2	+ 1/4
North American	30	29 5/8	29 7/8	- 1/8
RCA Common	113 1/4	111 1/2	111 1/2	.....
RCA First Pfd.	77 3/4	77 1/2	77 3/4	+ 1/2
RCA \$5 Pfd. B.	(100 Bid)			
Stewart Warner	19	18 5/8	18 5/8	- 1/2
Zenith Radio	37 1/2	37	37 1/2	- 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	.....	.....	.....	.....
Majestic	4 1/2	4 1/2	4 1/2	.....
Nat. Union Radio	3 1/4	3 1/8	3 1/8	.....

## OVER THE COUNTER

	Bid	Asked
CBS A	49 1/2	51 1/2
CBS B	49	51
Stromberg Carlson	17 1/4	18 1/4

## KOY on CBS Net

Phoenix, Ariz.—KOY, which was sold in November by Nielsen Radio & Sporting Goods Co. to Salt River Valley Broadcasting Co., headed by Burrige D. Butler, owner of WLS, Chicago, joins the CBS net this week. Earl A. Nielsen continues as manager of the station. An expansion program has been under way and the station is now in larger quarters.

## "Feud" Aids Benny-Allen

Official ratings released yesterday revealed that the Fred Allen show and the Jack Benny program had benefited from the recent mythical feud between the pair. The Sal Hepatica-Ipana program, heard every Wednesday night, 9-10 p.m. over the NBC-Red net, jumped a total of 5.1 in listeners over its rating before the feud began. Benny, airing for Jell-o has been leading the field, according to the reports, for the past few years. His rating increased .1 for the same length of time. The total media for the past week dropped 1.7.

## Troubadors on WHN

The Essex House Troubadors are heard each Tuesday now on WHN, 5-5:15 p.m., broadcasting directly from the Essex House on Central Park South.

## Chicago Symphonic Hour Begins on NBC March 5

(Continued from Page 1)  
Speaking Choir and a symphonic orchestra will be heard on each program. Symphonic and operatic numbers will be blended with lighter music and an authority on music will be heard in the role of commentator.

## First New-Rate Deal Is Signed by WINS

First contract under the new WINS rate card has been signed with May's Department Store, it is announced by Burt Squire, manager of WINS. Deal calls for twelve minute programs, six days a week, for a full year.

WINS recently issued a new rate schedule offering program periods of one, three, five, seven eight, ten, twelve, fifteen, thirty and sixty minute programs.

## Dr. Conrad Gets Award

Dr. Frank Conrad, assistant chief engineer of the Westinghouse Electric & Manufacturing Co., is announced as the winner of the 1936 Lamme medal of the American Institute of Electrical Engineers. The honor is in recognition of Dr. Conrad's pioneering and basic developments in the field of electricity.

He was one of the first experimenters in radio telegraphy and telephony. He built the transmitting equipment, antenna and microphone system employed by KDKA. He was one of the first to study, and help perfect, the use of short waves for long distance transmission. There are over two hundred patents registered under his name.

Dr. Conrad will receive the medal at the annual summer convention of the institute in Milwaukee, June 21-24.

## Ken Murray Building Unit

Chicago—Ken Murray, who with stooge Oswald will replace Burns & Allen on the Campbell Soup program March 31 instead of April 7, as previously announced, is signing six-year-old Joy Miller of the WLS Barn Dance crew. Kay St. Romayne also may go to the coast with Murray, who is understood to be building an organization around himself with plans to concentrate on the radio field for a while.

Lud Gluskin's may be the ork in the new Campbell show, over CBS.

## WMAS Adds 4 Programs

Springfield, Mass.—WMAS has added four new sustaining programs. They are "Adventures of Mamie, Lou and Sue" a monologue for 15 minutes on Tuesday and Thursday nights; "Cheery Corners" a program of songs by children from 5 to 5:30 Thursday afternoons; "Echoes of Russia" a rendition of Russian songs by Vladimir Benson, Thursday nights, and "The Open Book" poetry readings by Miss Mary Ware at noon on Mondays.

## Richmond Kiddie Show Opens for 26-Week Run

Richmond—Joe Brown's Radio Kiddies, one-hour juvenile talent show being sponsored over WMBG by Quandac for 26 weeks, had its first performance Saturday at 11 a.m. before a capacity crowd in the Green Room of the Hotel Jefferson and registered strong. Mayor Bright, after hearing part of the broadcast, came over to the hotel to offer his congratulations. Bob Mitchell, promotional manager for WMBG, has added novel merchandising tie-ins for the program.

## 3 Join WIRE Staff

Indianapolis—Richard Morenus and Nan Dorland of New York and George H. Engelter of Des Moines, have joined the WIRE commercial staff here. Morenus, who has handled program and agency work in Fort Wayne, Chicago and New York, will be sales manager. Miss Dorland, who also has done radio work in Chicago and New York, will have charge of women's activities at the local station. Engelter, former traffic manager of the Iowa network, will take charge of commercial sales and traffic. Under the new setup, Robert E. Bausman will have charge of local sales.

## New Biz for KCMO

Kansas City—KCMO has closed contracts with Harriet Hubbard Ayres for a series of 100 spots; Longines-Wittnauer Co., N. Y., for 273 spots; and Jordan Stores Co., a subsidiary of Samuels, Inc., for 1,000 one-minute transcriptions to be used in six months in connection with a recently opened local store. All business was negotiated by the station's sales staff. A contract with Woodward Candy Co., for 100 Brickle Bar spots, was handled through Buchanan Thomas.

## Parkyakarkus Replaces Silvers

Parkyakarkus (Harry Einstein) has been signed by Lever Bros. Co. (Rinso and Lifebuoy soap) to replace Sid Silvers on the Al Jolson program, Tuesday evenings over the CBS network, 8:30-9 p.m. Change becomes effective with program heard tonight. Ruthrauff & Ryan, Inc., is the agency.

Parkyakarkus will appear for the remaining three weeks of the present contract and another 13-week period with option for two years.

## Airline Spot Campaign

Chicago—J. Walter Thompson office here is doing a spot announcement campaign on the west coast for American Airlines.

**Leo Sava**  
TONIGHT'S BEST BET:  
From 7 to 8 p.m.  
COL. FLIPPEN'S  
Original Amateur Hour  
**WHN DIAL 1010**  
AFFILIATED with M-G-M & LOEW'S

## COMING and GOING

ISIDORE GOLDBERG, president and treasurer of Pilot Corp., returned yesterday from a vacation.

GEORGE JESSEL left New York by plane yesterday for the coast where he will be the guest on the Jack Oakie show next Tuesday.

JOHN GAMBLING of WOR returned to resume his broadcasts after a winter vacation in Nassau.

MARY PICKFORD arrives in N. Y. tomorrow from Hollywood. She departs immediately on the Berengari which sails at 3 p.m. Her niece, GWYNNE PICKFORD and secretary, MRS. ELIZABETH LEWIS, accompany her.

FREDDIE RICH flew to the coast yesterday and will return in a few days.

NELSON EDDY left immediately after his CBS Sunday night Vicks broadcast for Dayton, Ohio, where he will give a concert tonight. Following the concert Eddy returns to New York to resume broadcasting until March 21 when the series fades for the summer.

GEORGE B. EVANS, press representative, leaves Thursday for Hollywood on business. While on the coast Evans will set plans for a coast office.

## Would Probe Outlays For Gov't Propaganda

(Continued from Page 1)

Taber, ranking Republican member of the House Appropriations Committee, told RADIO DAILY he would ask for definite figures regarding the amount of money spent for dissemination of official propaganda through the two sources.

## Tampa Newspaper on Air

WDAE, Tampa, will present a weekly show every Sunday at 2:45 p.m., written and produced by the Tampa Daily Times. Program will be called Radio Edition of the Times and will feature current news of the city and vicinity. The new feature will not be sponsored, but will contain advertising similar to the regular newspaper. Program will start off as a five-minute feature, but will have an increase in time to 15 minutes in subsequent issues.

## Okla. Outlaws for Films

Des Moines—Al Clauser and His Oklahoma Outlaws made their farewell appearance on the Iowa Barn Dance Frolic Saturday. The cowboy band, accompanied by Irving Grossman, manager of WHO Artist Bureau, left Sunday for Hollywood, where the band is under contract to appear in a feature picture starring Gene Autry.

**The Tavern**  
**RADIO'S**  
**RENDEZVOUS**

MAKE THIS YOUR  
LUNCHEON—  
DINNER—SUPPER CLUB

158 W. 48th St. "Toots" Shor

**AGENCIES**

**KELLY, NASON & WINSTEN, INC.**, New York, has taken over the accounts of the Ralph Rossiter Agency, New York, with Ralph Rossiter becoming a vice-president.

**JAMES McQUEENIE** with the R. J. Potts Advertising Co., Kansas City, is writing the new Clyde Beat-tie Radio Circus sponsored by Skinner Manufacturing Co. of Omaha. The series which started yesterday on KMBC, CBS outlet, is a 15-minute script show on the air five times weekly.

**HELEN HINCKLEY**, formerly a radio commercial writer in the Chi-cago offices of Blackett-Sample-Hum-mert, Inc., has joined Benton & Bowles, Inc., in the same capacity.

**RALPH HARRIS** has joined the Grey Advertising agency as account executive. Harris was formerly pub-licity director of Frank & Seder, Pittsburgh.

**SOFIA SENGER** has joined the staff of Wadsworth & Wood, Inc. She will have charge of sales in the metropolitan area of radio surveys made in co-operation with the Wo-men's National Radio Committee.

**JACK LATHAM**, Young & Rubi-cam, Inc., New York, spot radio time buyer, is expected back from South-ern trip about March 20.

**FRED PFLUGFELDER**, radio di-rector of N. W. Ayer & Son, Inc., New York, has left town for a visit to all Ayer offices between here and the West Coast. First stop will be Detroit, then Chicago and out to California.

**GARDNER ADVERTISING CO.** on April 1 will move its New York of-fices to larger quarters at 9 Rocke-feller Plaza. Arthur M. Corcoran has joined the agency as typographer.

**Gallenkamp Shifts**

San Francisco—Because Brown & Williamson Tobacco Co. shifted the Jack Pearl program to a Friday night spot on the NBC-Blue, 10-10:30 p.m., Gallenkamp Stores Co., San Francisco (shoes), has found it necessary to shift its starting date and broadcast to Fridays, 9:30-10 p.m., on six NBC-Blue Pacific stations (KGO, KECA, KERN, KMJ, KGW, KFBK), begin-ning March 19. Series is signed for 52-weeks. Long Advertising Service, San Francisco, has the Gallenkamp account.

**Savino Recording**

Domenico Savino, composer, ar-ranger and conductor, has been set by World Broadcasting System to do 15 recordings of symphonic style music, to be used on some 30 WBS outlets as part of sustaining library. Recordings start today.

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending Feb. 27, covering songs played from 5 p.m. to 1 a.m. on the CBS and two NBC networks. Only songs played 15 or more times are included.

Selection	Publisher	Times Played
This Year's Kisses (Irving Berlin, Inc.)		31
On A Little Bamboo Bridge (Joe Morris Music Co.)		27
Slumming On Park Avenue (Irving Berlin, Inc.)		26
May I Have The Next Romance With You (Leo Feist, Inc.)		23
Moonlight and Shadows (Popular Melodies)		23
Good Night My Love (Robbins Music Corp.)		22
There's Something In The Air (Robbins Music Corp.)		22
What Will I Tell My Heart (Crawford Music Corp.)		22
Trust In Me (Ager-Yellen-Bornstein)		21
When My Dreamboat Comes Home (M. Witmark & Sons)		21
Swing High, Swing Low (Famous Music Corp.)		20
When The Poppies Bloom Again (Shapiro, Bernstein, Inc.)		20
With Plenty Of Money And You (Harms, Inc.)		20
Gee, But You're Swell (Remick Music Corp.)		18
Love And Learn (Chappell & Co.)		18
Serenade In The Night (Mills Music, Inc.)		18
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		17
You're Laughing At Me (Irving Berlin, Inc.)		17
Boo Hoo (Shapiro, Bernstein, Inc.)		16
Smoke Dreams (Robbins Music Corp.)		16
Night Is Young And You're So Beautiful (Words & Music, Inc.)		15

**Good Will Series for NBC's Full Network**

(Continued from Page 1)

Erskine, Fanny Hurst, Rupert Hughes, Gene Fowler, Clifford Odets, Charles Chaplin, Eddie Cantor, Ab-bey Players, Alfred Lunt and many others.

Part of the broadcasts will origi-nate in the east, rest on the coast.

**New Premium Stunt Will Offer Insurance**

(Continued from Page 1)

labels. Hansen is busy now lining up one product of each class and one set of stores of each kind in every city as distribution. Deals will be all set and in use in time for fall programs.

**New Business at WBT**

Charlotte—H. B. Davis Paint Co. is sponsoring two 15-minute transcrip-tion shows weekly over WBT. The morning spot runs for ten weeks and the contract was placed by Van Sant Dugdale & Co. of Baltimore.

Dodge Brothers, through Ruthrauff & Ryan, New York, have contracted for eight one-minute transcriptions morning and evening.

Walker Remedy Co. of Waterloo, Ia., will run six one-minute tran-scriptions weekly for 16 weeks, con-tract placed by Weston-Barnett.

Leonard Hatchery, Charlotte, is us-ing studio announcements in behalf of their baby chicks.

**Himber Switching**

Richard Himber and his Stude-baker Champions will be heard at a new time and over a different NBC net starting Monday, when the show switches to the NBC-Red, 10-10:30 p. m.

**GUEST-ING**

**GRACE MOORE** will sing the title role of "Madame Butterfly" in the Lux Radio Theater program over CBS next Monday evening.

**LANNY ROSS** is to appear with Bob Haring's orchestra on the Hit Parade broadcast the evening of March 10 over the NBC-Red net.

**CONNIE BOSWELL** will co-star with Gertrude Berg on Ben Bernie's March 16 program from the coast.

**JOSEPH SCHMIDT**, European tenor, makes his American concert debut in the General Motors pro-gram from Carnegie Hall on Sunday evening.

**NAT HOLMAN**, noted coach of the City College of N. Y. basketball team, appears on Joe Cook's Shell Show this Saturday evening.

**ZEKE MANNERS** and his Gang of Hillbillies are scheduled to appear on Al Pearce's "Watch the Fun Go By" Ford show March 9.

**SIGMUND SPAETH** (Tune Detec-tive) will be interviewed on Ida Bailey Allen's Home-Makers of the Air program over WHN on Thurs-day at 10:30 a.m.

**JOHN EBERSON**

**STUDIO ARCHITECT**



**ACOUSTIC CONSULTANT**

**1560 BROADWAY  
NEW YORK CITY**

**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*

# Los Angeles

**D**ON HASTINGS, founder of America's first announcers' school (now headed by Floyd Gibbons), credited with originating the sidewalk interview idea, and otherwise an old timer in radio, has been made manager of Don Lee's station KDB, San Diego.

Cliff Arguette, who did the Grandpa Sneed bit on the recent Packard Parade, is making screen tests for Paramount, RKO and MGM.

Elza Schallert interviewees have been set for the next two events, with Chester Morris on for March 5 and Walt Disney for March 12.

Earnshaw Radio Productions, transcription makers, have appointed a new Canadian rep in the All-Canada Broadcasting System, with offices at 171 McDermot Ave., Winnipeg, and with branches at Montreal, Toronto, Regina and Vancouver.

Radioaids, Inc., have begun production on a series of 32 five-minute spots for the dry cleaning business. They will supplement a series of 64 five minute spots for the laundry business.

Ernest G. Underwood, for 10 years with KHJ, Don Lee's Los Angeles station, has been made chief engineer of Don Lee's KFRC, San Francisco. Harold Peery, technician at large for Don Lee in the South, will take Underwood's work here.

Francis del Campo has returned to the Coast after several years absence, and comes back to radio via Don Lee-Mutual with Dave Brockman's Music of the Continent hour Friday.

Frank W. Dillin organization, sponsors of the panning type of plugs instead of usual commercials, report response to the program so good that they decided to continue it.

## KROC Joins C.B.W.

KROC, Rochester, Minn., has joined the Corn Belt Wireless web, with programs originating in studios of WHO, Des Moines. Inaugurated last year after exhaustive experimental work by Central Broadcasting Co. engineers, C.B.W. is another pioneering achievement. Addition of KROC brings total number of affiliates to ten.

## ONE MINUTE INTERVIEW

JOE COOK

"Thank goodness for one thing—there are no late comers in radio. In the theater, these tardy auditors step over feet, rustle programs, and in general make it tough for the actors and the rest of the audience. On the air, once the show starts, you're playing to an audience which is already comfortably settled."

# MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● A. L. Alexander tells the first-hand story of his experiences as conductor of the sensational "Good Will Court" in the April issue of Red Book out Thursday...Relates the conception, heartaches and the legal technicalities endured...Mary Livingstone returns to the Jell-O show this Sunday, which will be aired from New York...Abe Lyman will conduct the band for the three broadcasts from the east...Gulf Refining is looking for a daytime program which will appeal to housewives and sell gasoline...Program to be in addition to Phil Baker's Sunday airing...Norman Brokenshire returns to the air once more, announcing a sponsored show over WOR every Sunday...Ed Dukoff had three teeth extracted during the week-end...Tried to get a sponsor...San Felice cigars auditioned Jerry Cooper and Ray Block...Lawrence Tibbett released from six-week contract when guesstar shots failed to come up...Harry H. Shilkret, Nat's brother, who is an M.D. and also a brass man, trying to sell a kiddie musicale...(Miss) Jerry Talbot with the Blackstone Agency now...Helen Hayes' "Bambi" off the air the 22nd...Nelson Eddy's show off the day before.

● ● ● Gabriel Heatter's pinch-hitting for Lord Sunday marked Gab's fifth year in radio...He made his bow via WMCA when he was scheduled to debate Lowell Thomas...Thomas had to cover a strike and Heatter was given the full time...He's had over 28 sponsors in this time...He did a grand job. The selection of people, the contrast in voices and production was tops...Vincent Travers is searching for an idea in presenting dance programs from the French Casino...Contest will be conducted with NBC-operation...Terri La Franconi, the Latin tenor, will do a commercial 3-times weekly via NBC...Barry McKinley's trip to Florida off because of auditions...Alice Cornett, a Tampa girl, was heard by NBC the other day and given a thrice weekly spot via the New England chain...Johnny Augustine conducts the Drene Shampoo show without credit.

● ● ● Three sponsors signed Martin Block's "Make Believe Ballroom" on WNEW until the end of 1938...Dick Fishel announced the 1500-meter race from Madison Square Garden, Saturday, with only one eye...On Friday a WMCA mike toppled over and cut his eyeball...Charles Pooler takes over John Laquemann's spot in CBS publicity dept. during the latter's six-week motor trip...Mickey Alpert turned down "Benny the Bum's" to concentrate on radio...A break is expected this week...Adrian James Flanter has started a 10-point plan agency for station promotion...Col. Stoopnagle and Budd will do a take-off on hillbillies this Sunday...William B. Gellatly, WOR's sales manager, handing out cigars...Another daughter born last week.

● ● ● They would have you believe that the feud is serious on the Rinso show...Harry Von Zell claims title of "all-around radio champ" because of his many activities...Larry Marsh is the band conductor of the Tuesday night Ford show and receives due mention...On the Friday airings he's merely the harpist in the band...Same goes for Al Ricci who conducts on Weds. and during the week plays violin for Lyman...Benny Fields doing great in Florida...Jerry Goff remains at the Rainbow Room for five weeks...At the Hannah Dempsey cocktail party in Miami, Ted Husing was m.c....Jimmy Cannon got up and asked Postmaster Farley, who was present, to establish his "stamp credit" so that he could keep sending home for money.

# Chicago

**J**OAN BLAINE is out of the "Mary Marlin" show on NBC. June Meredith has taken the title role.

King's Jesters have been signed for an additional four weeks on The Fair Store stanza over WMAQ. This makes 30 weeks' running time for the six-man unit.

Lou Jacobson, producer, has come to an agreement and will stay at WBBM. However, he will not do the Wrigley show, "Mortimer Gooch," Phil Bowman having been assigned to that. Jacobson will do chiefly morning shots and some musicals.

WGN has released the Doring Sisters to NBC and replaced them with Three Graces, formerly with the Bob McGrew orchestra here.

Arthur Church, KMBC owner, in town on his way home after a six-week vacation. Deal for network sale of his "Across the Breakfast Table" script, five-a-week, to be settled this week.

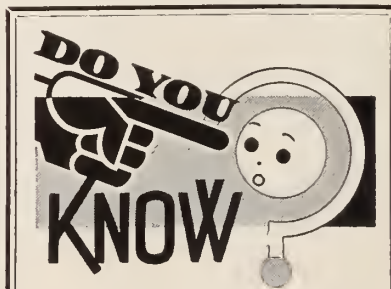
Bill Hampton, comedian, will guest-star on the WGN-Mutual Bowman Milk Theater tomorrow. He was formerly featured comic on the NBC Jamboree.

## Women's Contab on WOR

WOR and the Mutual net will present broadcasts of the two-day Chicago Tribune Women's Conference, opening March 10, at 1-1:30 p.m., with Colonel Robert R. McCormick and Mayor Edward J. Kelly of Chicago as speakers. Program includes short-wave talks from England.

## Chicago on the Air

The city of Chicago, celebrating a special Chicago Charter Jubilee this week, will be on the air over the CBS coast-to-coast network Thursday when a special feature will be aired from 11:30 to 12 p.m. Mayor Edward Kelly will be acting chairman with Gertrude Niesen, Doring sisters and the Grenadiers supplying the vocal entertainment.



New York State not only has the greatest number of radios of any state in the U. S., but also leads in percentage of families owning sets. There are nearly 3,000,000 radios in the state. About 92 per cent of the families have one.

**WITH THE WOMEN**

By ADELE ALLERHAND

COLUMBIA'S Nila Mack celebrates "Sunday Mornings at Aunt Susan's" third anniversary...come the end of March...It's really the program's fifth birthday...for two years the moniker was "Columbia Junior Bugle"...Post-prandially at "Frederika" 'other eve... Helen Jepson and Lauritz Melchior were clapping hands for nightingale Helen Gleason...then backstage to put it into words...La Gleason will go guestar again one of these p.m.'s for "Magic Key" and Rudy Vallee's "Variety Hour"... Major Bowes elects to honor Toledo March 11...Margot Grahame of "In-former" fame will be featured guest artist on "The Hit Parade" March 20... Early morning golf 'way ahead of the season is Gogo Delys' pash these days... Betty Garde is the femme voice whose identity you didn't know on the Dr. Dafoe program...which might be 'titled "Quintessence of Baby-Culture"... Welsh-born Enid Beaupre, NBC sales promotion lassie, announced choir numbers in Welsh on the St. David's Day broadcast...subbing for Rev. T. J. Jones of the Welsh Congregational Church... Luise Barklie, "Hope Carter" of "Modern Cinderella", piano concertized before going thespian...

Mary Livingstone's vac turns into sailor's holiday with Jack (husband) Benny turning the tables on her by moving to the big town for 3 weeks...she'll appear with Jack Sunday... Southward bound to join the Fort Lauderdale family circle is Fritz Overesch of Maxon's...That vision in the CBS ad of Feb. 25 "Advertising and Selling" mag is Cora Shepherd, Columbia receptionist...A cup and two ribbons were trophies awarded to equestrienne Selma Wickers, efficient sec to Bertha Brainard of NBC, at the Metropolitan Equestrian Club's Winter Show...Latest labor innovation...sit-down strike for cut-down scripts...it's scribe Gelett Burgess' idea...and should panic the writing lads and lasses of radio...

About 130,000 requests for polishing cloths...that's what commentator Kathryn Cravens has received to date in response to her ether offer! Which probably makes us the cleanest nation on earth...Sigmund Spaeth of song-detecting fame will guest-artist it on the Ida Bailey Allen program come this Thursday...Another grande dame, May Robson, airs her views on "Women in Movies" over the Mutual Coast to Coast, March 11

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 6 of a Series.

**WNAC—Boston**

5000 Watts Days, 1000 Watts Nights, 1230 K.C.  
and  
THE YANKEE NETWORK

**JOHN SHEPARD 3rd, Pres. R. L. HARLOW, Asst. to Pres.**

FIFTEEN years ago, during the embryonic stages of radio, WNAC was established—as a hobby—by John Shepard 3rd, now president of the Yankee and Colonial networks—a hobby destined to become the nucleus of the present chains of stations in every major city of New England, a leading regional network of the country. On July 31, 1922, when John Shepard 3rd was 36, he broadcast his first program.

ORIGINALLY located in the Shepard Stores in downtown Boston, WNAC consisted of two studios, two announcers, a control room, a clothes-line antenna on the roof. A third studio on the ground floor operated as WBIS—the shopping service station— forerunner of the shopping service program now heard on The Yankee network. Today WNAC, Boston's oldest station, occupies one of the most modern broadcasting studios in the country, the Yankee network of which WNAC is the key station, totals 13 stations throughout New England. The listening audience numbers well over 6,000,000 persons.

FROM the first, John Shepard 3rd had conceived the idea of linking various New England communities by means of radio in order to reach the greatest possible listening audience. With WNAC as the key station and basic member of the NBC-Red network, the Yankee network includes WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; and WRDO, Augusta.

WNAC is the only station in Boston to maintain a completely equipped remote pick-up crew ready at all time for broadcasts from the scene of the event.

**CBS Station Total Is Increased To 101**

(Continued from Page 1)

tion in the state of Mississippi to be added to the CBS network.

Unofficially it is understood that CBS will drop KOL, Seattle, with the expiration of its present CBS contract on Jan. 1, 1938. KIRO is slated to take the place of KOL in 1938. Reports are current that KOL will be added to the Don Lee network when it undertakes its expansion into the northwest territory. Another rumor had it that KOL was to join Mutual which was denied by Theodore Streibert, vice-president of MBS.

That more stations will join the networks within the next few weeks is certain. Reginald Brophy, NBC stations relations manager, has been out of town for weeks with Frank E. Mason, NBC vice-president in charge of station relations also on road. Mason is expected by this Wednesday with Brophy expected at the end of the week. Fred Weber, general manager of MBS, is another radio executive out on station business. Understood he is bound for Texas. The only one not concerned with station business for the moment is Herbert V. Akerberg, CBS vice-president in charge of station relations, who is vacationing in Miami for a few days.

**Cooperation Extended In Educational Radio**

Columbus—Increase in the cordial relations existing between commercial and educational radio was indicated with the recent return of Friel Heimlich to WOSU, Ohio State University station, after serving a six-month fellowship at NBC in New York. Heimlich's work in New York was so successful that the fellowships, one of two arranged by the General Education Board, a subsidiary of the Rockefeller Foundation, in order to train educational broadcasters for more proficiency in their field, have been extended to include others in educational radio.

Heimlich worked in the program, production, continuity, educational and special events departments of NBC, serving under Dr. Franklin Dunham, educational director for the network. He also spent a month in Cleveland and some time in Boston.

**STATION FLASHES**

H. S. McLeod, former manager of the St. Charles and Strand theaters, New Orleans, and more recently connected with the advertising department of radio station WBNO, has rejoined the St. Charles staff to exploit that house's stage shows. He will also continue his sales work with WBNO.

Clair Shadwell, Music Director at WBT, Charlotte, has returned from a short visit to New York.

Grady Cole, Ford newscaster and Stewart-Warner commentator, is suffering with a severe cold. So is Charles "Chock" Crutchfield, WBT, Charlotte, program director and announcer on the Briarhopper show.

KCMO (Kansas City) has appointed Jack Wolover to its announcing staff.

Ben Greenblatt, former CBS piano rambler, back on the Philadelphia airways at KYW rambling over the black and whites thrice weekly.

Ben Bonnell, arranger at WTIC, Hartford, until recently, has been arranging Columbia's "Popeye the Sailor," in which Olive Oyl is played by Olive Lamoy, also a WTIC grad.

Bob French, WHKC, Columbus, production head, drafted rules recently passed by the Ohio Legislature which permit microphones on the floor of the House and Senate.

Libby Swensk has been subbing for script-writer Millie King of WNBC, New Britain, Conn., during the latter's illness.

Robert Phillips, young concert pianist heard every Thursday at 7 p.m. from KTAT, Ft. Worth, elicited a lot of fan mail with his last program. Phillips, composer of "The Voice of God," "My Prayer," "The Land of Flowing Water" and "The River Suite," devoted the entire program to playing excerpts of the latter two compositions.

**TOM TERRISS**

Known as  
**"THE VAGABOND ADVENTURER"**

Available for

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

Address:—  
**LAMBS CLUB**



**WALTER A. HUXMAN**, Governor of Kansas, goes on the air at 4:30 p.m., on the first Sunday of each month for a 15-minute discussion of the state's legislative affairs, patterned somewhat after the President's fireside addresses. Talks are broadcast from WIBW, Topeka, and picked up by KCKN and other stations throughout the state.

*Jimmy Fidler's gossip from Hollywood will be heard over WPTF, Raleigh, starting March 9, under sponsorship of Procter & Gamble (Drene).*

WPTF's Swingbillies have been signed for sponsorship by Blackwood's Inc., one of the largest tire dealers in Raleigh, N. C., for a full year. They'll be heard Tuesdays, Thursdays and Saturdays at 6:45 p. m.

*Young Dry Goods Co., Kansas City, Kans., has renewed its option on the Fashion Flashes program conducted by "Miss Mack" over KCKN for the fifth time, inaugurating the beginning of another year of the 15-minute show with a special 30-minute anniversary program.*

Davidsons' Strange Facts Man, a new 10:30 p.m. daily except Fri-Sun. feature over WHO, brings listeners unusual fact stories from all over the world. For a limited time, in connection with this program, Davidsons, Des Moines, will pay \$1 for each strange fact concerning Iowa sent in by a listener and found suitable for use on the program.

*"Sweet and Low," a new program of popular music, songs and romantic poems, made its bow over WWSW, Pittsburgh last week. It will continue on Saturdays at 4:15. Features Sam Calderone's Ensemble, Lois May and Mac Bentley.*

Gordon Clothing Co., St. Louis, has added to its broadcasting schedule a program featuring Norman Paule, recent addition to KWK's songster staff. He will be accompanied on the Hammond organ by Clarke Morgan. Paule and Morgan are aired by KWK each Monday and Wednesday evening, 9:45-10 Tuesday and Thursday, 1:45-2 p.m., and Saturdays, 12:30-12:45 p.m.

*A series of 13 weekly broadcasts of rehearsals has been started over WKY by the 70-piece Oklahoma City University band, to familiarize high school band members in Oklahoma, New Mexico and Texas with contest numbers for the coming National School Music Competition Festival.*

## F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

### HEARINGS SET

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new broadcast station. 1160 kc., 250 watts, daytime.

Chas. S. Osborne, Jr., Fresno, Cal. CP for new broadcast station. 1440 kc., 500 watts, unlimited.

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

Chas. Porter and E. T. Eversole, Festus, Mo. CP for new broadcast station. 1420 kc., 100 watts, daytime.

Hammond-Calumet Broadcasting Corp., Hammond, Ind. CP for new broadcast station. 1480 kc., 5 Kw., daytime.

Northwestern Publishing Co., Danville, Ill. CP for new broadcast station. 1500 kc., 250 watts, daytime.

Curtis Radiocasting Corp., Indianapolis. CP for new broadcast station. 1500 kc., 100 watts, 250 watts LS.

WKBV, Richmond, Ind. Mod. of license to 1500 kc., 100 watts, unlimited.

WJAR, Providence. CP for change in power to 890 kc., 1 Kw., 5 Kw., LS., unlimited.

J. Leslie Doss, Sarasota, Fla. CP for new broadcast station. 1390 kc., 250 watts, daytime.

Bayou Broadcasting Co., Houston. CP for new broadcast station. 1210 kc., 100 watts, daytime.

Brownwood Broadcasting Co., Brownwood, Tex. CP for new broadcast station. 1370 kc., 100 watts, daytime.

Continental Radio Co., Columbus. CP for new broadcast station. 1310 kc., 100 watts, unlimited.

Continental Radio Co., Toledo. CP for new broadcast station. 1200 kc., 100 watts, daytime.

### Procter-Gamble Adds Five NBC Programs

(Continued from Page 1)

10:15 p.m., beginning tomorrow night.

Next week a similar quarter-hour time period will be taken on the Red network with time, number of stations, and exact starting date to be announced. Contract for Blue network is signed for 17 weeks.

Heretofore, with the exception of Jerry Cooper programs on NBC-owned and operated stations each Wednesday and Thursday nights, P. & G. used daytime periods on NBC exclusively. In a recent release sent out by Crossley Report (Co-operative Analysis of Broadcasting), of which D. P. Smelser of P. & G. is chairman, it was stated that the most popular type of daytime program was the adult serial dramas which is the type of program P. & G. has been using for sometime. With this report in mind P. & G. possibly is attempting to find out if evening radio listeners can be entertained by "Vic & Sade."

P. & G. spent around \$3,300,000 last year for network and spot time, of which \$2,731,130 was spent for NBC time. With the additions of five more shows so far this year and the extension of networks on other programs, P. & G. should pass its 1936 expenditure with ease.

Other new P. & G. shows on NBC which will begin shortly are Jimmy Fidler on 50 NBC-Red stations, Tuesdays, 10:30-10:45 p.m., beginning March 9, and the two "Life of Mary Marlin" shows which begin March 29, Mondays through Fridays, with 31 stations on the NBC-Red, 12:15-12:30 p.m., and on eight Blue stations, 5-5:15 p.m.

Compton Advertising has the two "Life of Mary Marlin" programs,

### Transamerican Control Confirmed by Warners

(Continued from Page 1)

radio stations for the productions. In the future, it is expected that Transamerican will engage in business of operating stations.

Warner money in back of Transamerican has been unofficially reported for several months. Official confirmation by John L. Clark, president of Transamerican, was never made, although the link was obvious, especially in view of the Transamerican activity at the Warner coast outlet KFWB. Transamerican also is engaged in putting over sound on film for radio, as developed by Transamerican and Warners. At one time it was intimated that personal finances only, of the Warner brothers was involved. Warner talent is also being sold by Transamerican.

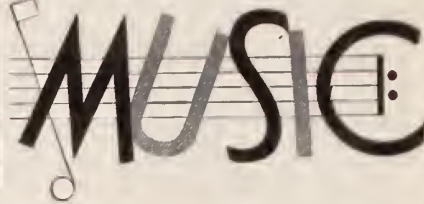
### Promotion Booklet

"Notches . . . or how to fly a big kite in one easy lesson" is the title of a slightly mad, but highly entertaining and informative booklet issued by WOR's Sales Promotion Department this past week. "Notches" contains the names of 240 products and services which have used WOR during 1936 to sell to Greater New York.

### WTAM to Expand

Cleveland — WTAM, NBC's Red network outlet here, is on the fence whether to revamp the present studio set-up or move to new quarters. Understood that proposition is now in the hands of NBC executives in New York.

with H. W. Kastor & Sons Advertising Co., Chicago, handling the Jimmy Fidler (Drene) quarter-hour.



**EMERY DEUTSCH** celebrates simultaneously his twelfth anniversary with CBS, his first month with NBC and the 101st anniversary of Texan independence tonight when he plays host to a galaxy of Texas-born radio stars via a coast to coast WEAF hook-up.

*Swing for babes will be presented by Josef Cherniavsky on the "1847 Musical Camera" broadcast this Sunday in a medley of nursery songs in the swing manner.*

Jimmie Garrigan's band has given way to Joe Reichman and his music at the Rainbow Terrace, atop the Saint Anthony Hotel, San Antonio. Broadcasts will remote via WOAL.

*Added to Glenn Miller's Rockwell-O'Keefe ork as arranger-clarinet will be Hal McIntyre, after his departure from WNBC.*

Johnny McAllister and his Briarhoppers, hill-billies of the Drug Trade Products show over WBT, Charlotte, began a series of personal appearances last week.

*Art Shaw, CBS clarinet-playing maestro, was at one time considered one of foremost ether saxophonists. When he formed his own ork his first act was to install a string section, replacing the saxophone group.*

Robert Freeman of the WEEI, (Boston) continuity department finds time to lead a dance band. The band is good, too, as is furnished the music on several of those Southern cruises.

*Georgie Stoll, musical director in flickers and radio for several years, has been signed by Emanuel Cohen, of Major Pictures Corporation on a long term director's contract.*

Gordon and Revel have written nine songs for the score of "Wake Up And Live", 20th Century-Fox musical starring Walter Winchell and Ben Bernie.

### Ohio Broadcasters Elect

Cincinnati — Ohio Association of Broadcasters has elected the following new officers: president, John F. Patt, WGAR, Cleveland; vice-president, Richard C. Burrell, WBNS, Columbus; secretary-treasurer, Warren Williamson, WKBN, Youngstown.

The association has made it possible for all stations in the state to carry broadcasts of Ohio State University football games by the mere payment of line costs. Heretofore the state games were available only on an exclusive basis with a sponsor.

**COMMENTS**  
On Current Programs



**Saturday Night Party**

Sealtest's "Saturday Night Party" on the NBC-Red continues to emerge with flying colors from its much commented-upon poor start and definitely adds to the wealth of the evening's variety entertainment. With James Melton, now permanent addition to the show as emcee as well as singing star, the one-hour stanza begins to take on the aspect of a class musical proposition. Which probably works against the comedy relief offered by Tom Howard and George Shelton. Donald Dickson, baritone; the New Yorkers' vocal chorus; Lucia Graeser, soprano, and Robert Dolan's clever ork as steady features, obviously gives it the musical preponderance. Zasu Pitts as guest artist did a scene from a recent film in which Melton appeared. Melton, however, should not be burdened with any more continuity than absolutely necessary.

**We, the People**

Gabriel Heatter did a dandy job of pinch-hitting for Phillips H. Lord on Sunday afternoon's "We, the People" program, over the NBC-Blue network. Well fitted by background and natural ability for a program of the human interest type, Heatter piloted the unusually interesting collection of guests through their half-hour course with sympathetic hands.

**Professor Quiz**

Proving that it doesn't take much, after all, to please the public, here is Prof. Quiz going bigger every week with nothing more than a bunch of trick questions that any bunch of persons could ask each other in their own parlors. So it must be the way the Prof. does it that counts. On Saturday, after finishing his own half-hour stint over CBS at 8:30, he jumped to Floyd Gibbons' 9 o'clock Speed Show program and contributed a few minutes to that show.

**Stoopnagle and Budd**

One of the nuttiest and most amusing half-hours of foolery they have offered in some time was aired by Col. Stoopnagle and Budd on Sunday over NBC-Blue. Harry Von Zell contributed substantially to the funfest—he's becoming quite adept at stooging, along with his announcer duties—and the vocals by Gogo De Lys were nice.

**Eddie Cantor**

Bob Parrish, Negro singer, made his postponed guest-appearance with Eddie Cantor on Sunday and registered with his rendition of "That's Why Darkies Were Born." His singing is marked by an individual style, rather than volume, and it has an appealing quality that should win him many listeners.

**"PASSING PARADE"**

with John Nesbitt  
Duart Sales Co., Ltd.  
NBC-Red network, Mondays and  
Tuesdays, 7:45 p.m. E.S.T.  
Howard E. William

**COLORFUL SKETCHES OF UNUSUAL PERSONS, ADVENTURE AND ROMANCE.**

John Nesbitt's Passing Parade, long-time favorite of the West, made its debut for the eastern public last night under the sponsorship of Duart Creme of Milk. Program is divided into two chapters. One night features the Passing Parade of Yesterday, which is done on Mondays and the other, the Passing Parade of Today, comes forward on Tuesdays.

Passing Parade of Yesterday marshals happenings and characters of the week in history, calling up kings, queens, scoundrels, heroes or plain people who were lifted for an instant into fame or connected with some historic event, during that week, years or centuries ago. The second chapter deals with personalities and happenings in the news of the present week.

Last night's program dealt with a miser, explorers, animals and other odds and ends, all made colorfully interesting by Nesbitt's engaging style and narration.

**Radio Rules for Planes**

Radio will play an important part in the reconstruction of the airlines, according to rulings made recently. The Air Commerce Bureau has issued a regulation stating that all air transports must have anti-static antennas by Nov. 1. The antennas must be protected from snow, sleet and dust and must be designed for reception of radio signals, weather broadcasts and emergency messages.

A second regulation, effective Jan. 1, 1938, requires installation of radio direction finders in all air transports.

**Kid Street-Interviews**

Syracuse, N. Y.—Co-operating with the Chamber of Commerce, WFBL is transcribing a series of child-in-the-street interviews on the street safety problem. Interviews are recorded on the spot at various grammar schools and played over the air at 5:30 p. m., giving the kids a chance to get home and hear their own voices. The station's auxiliary short-wave transmitted is used in recording the broadcasts.

**Would Censor Cop Scripts**

Denver—Chief of Police George W. Marland has demanded that he read and okay any future scripts that dramatize events in Denver police history, and in which officers are used as characters. He took this action when he claimed the script of the dramatization of the killing of a gunman by local police had been garbled.

**"SERENADE TO AMERICAN WOMEN"**

Winkelman Shoes  
WOR (Mutual), Sundays, 3:45-4 p. m.  
Jay Lewis Associates

**PLEASING MUSICAL VARIETY PROGRAM HELPED ALONG BY NORMAN BROKENSHIRE AS M.C.**

Bringing back Norman Brokenshire with the style that made him an individualist a few years back, this quarter-hour musical cocktail is the kind of interlude that brightens up an afternoon spot. Not that the orchestra or tenor Robert Brinn or the accordionist who participate in the program are any different from the general run of entertainers in their respective lines, but Brokenshire in his role of master of ceremonies gives the routine a different and distinctive touch. His personalized feminine flattery will undoubtedly appeal to the women, and his style of talking is pleasing to the ear. It's good to hear his voice floating over the air again.

**Roach on Pontiac Program**

Jack Roach, CBS production and publicity man who ran the Command Performance for the A. & P. Bandwagon program, has left CBS to join the writing staff of the Pontiac Motor Car program heard on NBC Friday nights, 10:30-11 p.m. Roach writes, arranges and produces every third show. Program is dedicated to a different college every week and is emceed by John Held, Jr. Roach is at present at the University of Iowa arranging for the March 12 program.

**New Air Adventure**

Kansas City—The first four scripts of "Howie Wing," a new air adventure series by Wilfred G. Moore, have been completed and transcribed and are now in the hands of Moore's personal sales agent, Don D. Davis who has gone east to audition the show before prospective sponsors. This new series is said to be somewhat like the Jimmie Allen show. It is a 15-minute program and is intended for teen age listeners. Davis, who is promoting the sale of the show, is also president of WHB.

**New Baltimore Programs**

Baltimore—The Regal Shop, wearing apparel, has started a new series of Sunday programs over WCBM, Baltimore.

WFBR has signed up another new program, put on by the Regal Laundry.

**New WGN Program**

Chicago—Alice Blue, staff pianist at WGN, has started a program of her own, "A Toast to Romance." It's a combination of piano music and songs, aired Sundays, 3:45-4 p. m.

★ ★ ★ ★  
**EVERYBODY**

WHO IS

**ANYBODY**

IN

**RADIO**

IS

**READING**



**EVERY DAY**



## ☆ Chatter ☆

**H**OWARD HUGHES' talk on "Speed Flights—Stunt or Promise" before the Advertising Club of New York at the latter's Thursday luncheon will be aired over NBC's WEFW as well as WOR and WMCA.

*Lee Gillis, of the cast of "Operative Steele" on WMBC, Detroit, left this week for New York to do radio work.*

Stanley Goreck, graduate electrical engineer, fills the post of electrical consultant for the Commercial Recording & Sound Co. Mr. Goreck has designed and installed many of the city's largest public address systems and is in charge of estimates and production on the furnishing and installation of sound equipment.

*Jerry A. Freeman, general manager of the Commercial Recording & Sound Company, has brought to this young organization an accumulation of many years experience in the show world. Known as a production man on radio, Freeman has written, cast, and produced many programs. He serves as contact man for the organization due to his wide acquaintance in show and construction business.*

W. A. Bailey, president of KCKN, Kansas City, Kas., and editor and publisher of the Daily Kansan, has returned from a week spent in Chicago on business.

*Mary Ferguson is now warbling over KTSA, San Antonio, Wednesdays at 10:45 a.m. It's a 15-minute studio program.*

Personnel changes at Philadelphia stations finds Florentino Donato joining the staff at WDAS as director of Italian programs, filling post left by Charlie Borelli. At WIP, Karl Barron is the latest speller to depart, going to Hollywood on March 6 for flicker work. Jack Barry, moving in from WEEU, Reading, Pa., fills the niche.

*Jim Simmons, KCMO (Kansas City) program director has been confined to his home for the past week with laryngitis.*

Phil Alexander is scripting his "Alexander's Ragtime Revue" for a commercial over a San Antonio station.

### Just a Bug

*West Coast Bur., RADIO DAILY Hollywood—Seymour Johnson, KFI and KECA engineer, besides tending the two stations' equipment, has a 1,000-watt transmitting station at home, another in his car, and is now sending his wife to a radio school so he can put a transmitter in her car.*

## ★ ★ San Francisco ★ ★

**I**NADEQUACY of their studio facilities for the broadcast of Western Home Hour has compelled KSFO to move this musical program to KNX until proper arrangements are made. Problem of maintaining a studio orchestra has arisen, with Henry King not interested in remaining minus a local release.

Ione deLuce, latest addition to the business staff of KSFO, comes here from Seattle.

Mark Dunnigan of KYA leaves that station to join NBC's technical staff.

KYA officials are watching with great interest the construction of their new 5,000 watt transmitter. KSFO has selected China Basin for its new station.

Paul Martin makes his debut as a baton-swinger over national hook-up on the NBC-Blue chain today.

W. R. Clark moves into KPO's television department in New York as an engineer.

Torch singer trouble at KSFO; lovely Jean Carrol receiving fan mail addressed "Mr. Gene Carrol." Her low voice baffled dialers.

Gertrude Lyne, NBC pianist, will leave the studio to take up the organ, a long ambition of hers.

Pat Kelly's "Radio Round Table" program on KFRC very popular on the ether waves with guest Emcee, Herb Caen, radio editor of the Chronicle, doing the interviewing.

Bill Johnson saying goodbye to friends here as he leaves for the East to associate himself with Dorothy (warbler with Bernie Cummins) Crane's dad.

Bobby Meeker, whose band attracted local dancers last year, has opened an artist's service in St. Louis.

Dude Martin and his Wild West

Revue, a cowboy variety show, plans to inject guest artists on its new five-day per week schedule on KLX.

Johnny O'Brien, wizard of the harmonica, again goes on a nationwide hook-up over NBC-Blue network. Walter Kelsey directs the novelty instrumental ensemble which accompanies O'Brien.

Hal Burdick began his new program, "Spring Fever at Fifty," on Sunday over NBC-Red network.

In answer to urgent fan-mail, the biography of Robert Stevens, NBC staff tenor, was a high spot in the program of Meakin's Musical News over the Pacific Coast NBC-Blue network on Saturday.

Walter Paterson leaves cast of "One Man's Family" for two months to honeymoon.

Two important new spot announcements over KGO are Hudson Motors, who have bought 28, and Safeway Stores, Inc. on the line for 13.

Dick Holman back from Hollywood for a short week. Holman has been busy making recordings for MacGregor and Sollie.

Betty Marino is inviting Gyula Ormay, concert pianist, as a guest artist on her next Hotel Canterbury Trio broadcast.

Horace Perazzi, comic singer with Herb Saman's band, leaves that combination to take over his own orchestra in Portland.

Captain Hugh Barrett Dobbs is piloting his "Ship of Joy" in the direction of Stockton, where he is slated to do a broadcast over CBS-KYA.

Jack Bennett, former staff announcer for KQW, San Jose, resigned to become station manager of KHUB in Watsonville.

William Pabst, assistant manager of KFRC, busy producing new program titled "True Tales of Buried Treasure."

### New Philly Accounts

Philadelphia—KYW Artists Bureau has set a deal with Briggs & Varley calling for a series of 39 ET to be used in a spot campaign for the Iowa Soap Co. Stations not set, but distribution will be confined to the mid-west states. Account being handled by J. J. Curtis, with Al Watton on the production end and Mabel Pearl scripting. Robinson labs making the platters.

Philco Radio & Television Corp., through Julian G. Pollock, has started for seven days, eight spot announcements daily, over WIP.

Hill Co. (clothes), placed direct, started for 13 weeks, three quarter-hours weekly of musical transcriptions over WIP.

### Dramatized News on WHO

Des Moines—"Headlines of the Week", a new Sunday 5:45 p.m. feature over WHO, presents a comprehensive review of news highlights of the week by H. R. Gross, WHO news editor, with humorous incidents presented in dramatized form. The dramatizations are written by Don Thompson. Sponsored by Wolverine Shoe & Tanning Corp.

### Premiums for Purchasers

For the inserts from 10 tins of Edgeworth tobacco, Larus & Bros. Co., Richmond, Va., is offering a pipe free to the radio audience of its WBS transcriptions entitled "Moments You Never Forget."

Campana Sales Co., Batavia, Ill. (Italian balm), on its "First Nighter" program, Fridays, 10-10:30 p. m. on NBC-Red, is making a combination offer to radio listeners of a 25-cent bottle of Drene (Procter & Gamble) free with each purchase of a 35-cent size bottle of Italian balm.

### WDNC Studio at Exposition

Durham, N. C. — A completely equipped modern studio will be built and maintained by WDNC at the forthcoming annual exposition to be held here April 19-24. Plans call for a large studio, a control room and a smaller studio, a complete remote broadcast layout designed to show the uninitiated just how the modern radio station is operated. Numerous radio programs will originate from the exposition through the facilities of WDNC, the station of the Herald-Sun papers.

## ANNOUNCERS

**B**RUCE QUISENBERRY, star announcer and special events man on WMBH, Joplin, Mo., is much in demand as a speaker before clubs and organizations of all kinds, both for his own personality and for his experiences. He was formerly a secretary to Will Rogers and recently appeared before the Rotary Club in Kansas City to tell of his personal reminiscences about Rogers. D. J. Poynor, WMBH manager, was in Kansas City on business that day, and attended the meeting.

*Auditioning of announcers to fill Don Wilson's shoes when National Biscuit's Twin Stars moves from NBC to CBS on April 4, has sifted the choice from 20 to 2, who will try out by taking turns on the coast program this week and the week following, after which the sponsors will take their choice. This Friday, Carlton Kadell, who announces the Amos & Andy show, will have his chance. On the 12th, Wen Niles, brother to Ken, will try his hands at it.*

Joe Tumelty leaves WFIL, Philadelphia, for a roving assignment with Associated Press. Tumelty was sport-caster for six years on station and formerly followed the ball for the Philadelphia Evening Ledger. Staff member Harold Simonds takes over the vacant role.

*Harry Johnson, sports announcer with KFAB-KFOR, Lincoln, for the past three years with the Magee Clothing Co. has stretched his nightly five minutes to a 10-minute show. Johnson was voted the best baseball announcer in the minors last year.*

"Announcer's Doghouse," the only audience show on KFOR, Lincoln, is becoming highly popular. It's a half hour of name calling each week wherein all the erring announcers are called before the mike and bawled out for their various mistakes, mispronunciations, boners, etc.

*Bob Wilson, new Westinghouse news commentator, hails from Iowa, and has had several years commentarial experience on the larger stations of the middlewest. Wilson's inimitable style and news delivery plus a pleasing voice, feature the news periods of the two Westinghouse Indiana transmitters, WOWO and WGL.*

### Speaking of Records

*West Coast Bur., RADIO DAILY Hollywood—Stuart Hamlin has had six and a half years of one and a half hours a day continuously on KEHE, with the Star Outfitting Co. uninterruptedly as sponsors. Besides the KEHE programs, he has appeared on other stations, bringing his total of hours up to 9,000. He ad libs, uses no ork, and has only two in his act who can read music. Real hillbillies.*