



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 20

NEW YORK, TUESDAY, MARCH 9, 1937

FIVE CENTS

## Mutual Adds 10 Stations To Net

### Looking On ... AND LISTENING IN

**BETTER DRAMA** A weak spoke in the wheel of radio entertainment is the type of program that is broadcast under the heading of drama.

Out of the abundance of dramatic skits and serials occupying the daytime and other hours on the air, a small handful stands out as possessing a fair degree of merit.

Most of the scripts written for the air are patent efforts to keep a story running from day to day or week to week, their main fault being that they just ramble along in a drab vein, lacking color, thrills and excitement.

Radio has reached the point of prominence and importance where it should interest the best authors of the day.

At present the movies have pretty much of a corner on scripting talent, having taken the cream from the stage and literary fields, but the radio can get its share of topnotch writers by offering the right inducements.

The vast number of educational features on the air these days is rapidly improving the intelligence of listeners.

Radio drama must improve to keep up with that standard.

**SUGAR-COATING** One way to insure greater listener-interest in commercial announcements, and at the same time discourage the agitation that crops up periodically against dull or over-long sales talks, is to make these spiels a little brighter and, wherever possible, more on the humorous side.

When a good program of entertainment is marred by heavy-handed commercial interpolations, the sponsor is benefited less than he would be if the sales message were slipped in casually and cleverly.

#### Turned Pro

Cleveland—Some six years ago William A. B. Millson, then with Western Reserve University, organized the Cleveland Radio Guild. For some months Guild experimented in play-writing and production. Now Guild has begun an organized professional business, selling a unit service which includes an original play, its actors and its production.

### INTER-CITY NETWORK ADDS TENTH STATION

Inter-City Broadcasting System will add the tenth station to its network with acquisition of WORK, York, Pa., which joins the network next week. Station is owned by York Broadcasting Co., and operates on 1320 kcs. with 1,000 watts full time. Robert Gulick is manager of the station.

### Lenox R. Lohr to Speak On "Cheerio" Anniversary

Lenox R. Lohr, NBC president, will be guest of honor at the tenth anniversary of the "Cheerio" program Saturday, when the broadcast will run a full hour instead of the usual half hour over the NBC-Red net. Lohr will congratulate and thank "Cheerio" for his part in furthering NBC's policy of public service. Two studios will be used for the broadcast, in order to include an imaginary radio parade.

Celebrating the tenth anniversary  
*(Continued on Page 3)*

### KRKD, Los Angeles, Bought by L. K. King

West Coast Bureau of RADIO DAILY  
Los Angeles—L. K. King, former business manager of Santa Ana Register, has concluded a deal to buy KRKD from Frank P. Doherty, pioneer radio man here who formerly owned KPLA, now the NBC-Blue network outlet, KECA. It was first reported that J. F. Burke, King's father-in-law and owner of KFDD, was the purchaser.

## Newspapers File Applications For 103 New Radio Stations

### Commissioner Payne Studying Radio Bills

Washington Bureau of RADIO DAILY  
Washington—George Henry Payne, FCC Commissioner, back at his desk after recuperating in Palm Beach, will survey the radio legislation proposed by Congressmen Wheeler and Connery, it is understood.

### Network Expansion Will Take In Eight Oklahoma Stations and Two Texas Stations On April 1

#### 2 Portables for WOR

Trenton—Certificates for operation of two supplementary short-wave portable stations have been granted to WOR by the Public Utilities Commission. Units will enable the station to pick up events in locations where telephone communication is not available. Call letters of the new stations will be WBAM and WBAN, and power will be 30 watts. Will operate on frequencies of 1622, 2058, 2150 and 2799 kilocycles.

### WONDERS WILL JOIN ROCKWELL - O'KEEFE

Ralph Wonders will become associated with Rockwell-O'Keefe, Inc., effective next Monday, assuming charge of the organization's radio department. Wonders is expected to return from Miami the latter part of this week, in company with F. C. (Cork) O'Keefe. Deal was closed in Florida, plus a long distance conversion.  
*(Continued on Page 2)*

### 749,244 RCA "B" Shares Retired in Conversion

Washington Bureau of RADIO DAILY  
Washington—RCA has retired 749,244 shares of its outstanding "B" preferred stock, it was learned yesterday.  
*(Continued on Page 2)*

Continuing its mid-west expansion plans, the Mutual Broadcasting System has added 10 more stations in Oklahoma and Texas to the network. On April 1 the entire Oklahoma network, comprising eight stations, will join MBS. Stations in the web include KGFG, Oklahoma City (call letters will be changed to KTOK); KCR C, Enid; KBIX, Muskogee; KADA, Ada; KVS O, Ardmore; KGFF, Shawnee; WBBZ, Ponca City; KASA, Elk City. All stations operate on 100 watts with the exception of KCR C which has 250 watts.

In Texas Mutual has signed KTAT, Fort Worth, and WRR, Dallas. Stations will be added before May 1 and will be a permanent part of the MBS network. WRR is owned by the city of Dallas, and operates on 1280 kcs. with 500 watts. KTAT has a 1,000 watt license on 1240 kcs. and is owned by the Tarrant Broadcasting Co. Inc.

Fred Weber, general manager of Mutual Broadcasting closed the Oklahoma deal with R. U. Porter, president of the Oklahoma network and  
*(Continued on Page 2)*

### Intensive Campaign For P. & G. Spots

Procter & Gamble Co., Cincinnati (Crisco), is placing its spot announcements on numerous stations in each city simultaneous with the arrival of a merchandising crew. Number and length of announcements in each city depends on the market. Campaign is very intensive and will probably run indefinitely. Compton Advertising, Inc., New York, has the account.

#### Fast Booking

Denver—Some sort of a record was hung up by the program department of KLZ when they placed Capt. Ozie (Vernon Waters) and his Colorado Rangers on nine commercial programs a week within a few days after they arrived back from Dallas, where they had been on an eight months' assignment over KPRC for the Ford Motor Co.

Washington Bureau of THE RADIO DAILY

Washington—In an FCC analysis of newspaper invasion into the radio field Commissioner Irvin Stewart, FCC vice-chairman, revealed that there are no less than 103 applications now on file with the FCC for construction of new newspaper-controlled stations. In addition, there are pending eight applications for  
*(Continued on Page 2)*



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# FINANCIAL

(Monday, Mar. 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	179 1/2	178 1/2	178 1/2	+ 1/4
Crosley Radio	26 1/4	25 1/2	25 1/2	- 1/8
Gen. Electric	62 1/2	61 1/4	61 1/2	- 1/2
North American	30 3/4	29 7/8	30	- 1/8
RCA Common	12 1/2	12	12	- 1/8
RCA First Pfd.	78 3/4	78	78	- 1/8
RCA \$5 Pfd. B.	(100 Bid)			
Stewart Warner	18 7/8	18 5/8	18 3/4	- 1/8
Zenith Radio	38 1/2	37 3/4	37 3/4	- 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	4 1/2	4 1/2	4 1/2	
Majestic	3 1/2	3 1/2	3 1/2	
Nat. Union Radio	3	2 7/8	2 7/8	

### OVER THE COUNTER

CBS A	Bid 57 1/8	Asked 58 3/8
CBS B	Bid 56 3/8	Asked 58 3/8
Stromberg Carlson	Bid 17 1/2	Asked 18 1/2

### New Ida Bailey Allen Series

Ida Bailey Allen launches a new series Thursday over WHN, presenting V. H. Cartmell in the first program labelled "Library Shelf." In the future visitors will be allowed to witness Mrs. Allen's regular broadcasts.

### McCormack Sponsors "Find"

John McCormack will sponsor a "find" for the first time in his career when he introduces Robert Irwin, young Irish baritone, to American radio fans on the Magic Key of RCA, next Sunday, 2-3 p.m., over the NBC-Blue net.

**BIRTHDAYS**

1	9	3	7
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

March 9  
Greetings from Radio Daily  
to  
Arthur Caesar

## NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 6, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
This Year's Kisses (Irving Berlin, Inc.)		32
May I Have The Next Romance (Leo Feist, Inc.)		28
Good Night My Love (Robbins Music Corp.)		24
Boo Hoo (Shapiro, Bernstein)		23
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		23
Trust In Me (Ager-Yellen-Bornstein)		22
When My Dreamboat Comes Home (Witmark & Sons)		22
Gee, But You're Swell (Remick Music Corp.)		21
Serenade In The Night (Mills Music, Inc.)		21
What Will I Tell My Heart (Crawford Music Corp.)		21
I Can't Lose That Longing For You (Donaldson-Douglas & Gumble)		18
Moonlight & Shadows (Popular Melodies)		18
Swing High Swing Low (Famous Music Corp.)		18
When The Poppies Bloom Again (Shapiro, Bernstein)		18
Love & Learn (Chappell & Co.)		17
Smoke Dreams (Robbins Music Corp.)		17
With Plenty Of Money And You (Harms, Inc.)		17
On A Little Bamboo Bridge (Joe Morris Music Co.)		16
Slumming On Park Avenue (Irving Berlin, Inc.)		16
He Ain't Got Rhythm (Irving Berlin, Inc.)		15
Little Old Lady (Chappell & Co.)		15
Summer Night (Remick Music Corp.)		15
You're Laughing At Me (Irving Berlin, Inc.)		15

### Newspapers Seek 103 New Stations

(Continued from Page 1)  
the transfer of control of existing stations to newspapers. Two hundred stations are now controlled by newspapers, the report showed.

"Even the open-handed policy thus far pursued has not been able to keep up with the demands of newspapers for broadcast stations," Commissioner Stewart says. "There are 113 cities in which all local broadcast stations are under newspaper control. In the case of only 78 out of the total of 200 newspaper controlled stations does the newspaper interest date from the construction permit or other original authorization. In the other 122 cases the newspaper interest has been projected into an already existing station."

"It seems to me that the Commission should not create a situation which may result in the control of the only local broadcast station passing to a newspaper."

### Wonders Will Join Rockwell-O'Keefe

(Continued from Page 1)  
station with R.-O. Attorney Bernard L. Miller, who drew up the agreement.

Wonders recently resigned as head of the Columbia Broadcasting System's Artists Bureau, which he managed for over six years.

### Graham-Paige on KYW

Philadelphia—Graham-Paige Corp., Detroit, yesterday started a new series of five minute UP news reports, Mondays through Saturdays, on KYW.

### Mutual System Adding 10 Southwest Stations

(Continued from Page 1)  
Glenn Condon, its managing director. Raymond E. Buck, president of KTAT, represented his station in the negotiations.

Both deals were closed last week by Weber on his western trip through Texas and Oklahoma. Rates for the Oklahoma network for an evening half-hour is \$243 and for equal time on KTAT is \$75; WRR, \$65.

Now that Mutual has representation in the southwest their next expansion step will be in the northwest. The Don Lee System is also planning to extend its network into this territory. So between MBS and Don Lee, which are affiliated, an announcement can be looked for any day on the acquisition of new stations in this area.

Last month's billings for Mutual reached an all-time high, \$202,088, an increase of 38.2 per cent against the corresponding month last year. February gross was the highest monthly figure ever billed by Mutual.

### 749,244 RCA "B" Shares Retired in Conversion

(Continued from Page 1)  
terday at the Securities & Exchange Commission. Stock was surrendered by RCA for conversion into \$3.50 cumulative convertible first preferred stock and common stock.

**Leg Says**  
TONIGHT'S BEST BET:  
7:00 to 8:00 P.M.  
Original Amateur Hour  
With Col. J. C. Flippen  
**WHN DIAL 1010**  
AFFILIATED with M-G-M & LOEW'S

## COMING and GOING

LESTER GOTTLIEB is back at Mutual network headquarters in New York after a one-week trip to various affiliated stations of the network.

SHEP FIELDS goes to Philadelphia Thursday to open a week's engagement at the E. theater in that city.

JOHN HELD JR. leaves tonight via United Airlines for Iowa, from which point he'll broadcast his Pontiac show honoring the U. of Iowa.

BARRY MCKINLEY leaves today for a ten-day vacation in Miami.

RICHARD FISHELL is en route to Miami for a two-week vacation.

WILLIAM A. THOMSON and MRS. THOMSON arrive today on the Santa Rosa from a southern cruise. He is director of the Bureau of Advertising, ANPA of New York.

KENNY BAKER is stopping at the Hot Warwick.

JACK BENNY and MARY LIVINGSTONE are at the Lombardy.

JACK FRASER, NBC announcer, left yesterday for a ten-day cruise to Nassau.

HARRY J. HOLLOWAY of the NBC network is visiting KYW, Philadelphia, on his business.

Station executives in town include: CLAY LUTHER WOC; DON SEARLE, WIBW; WILLIAM CHERRY JR., WPRO. JOHN McCORMACK KWKH, was in town yesterday and left for Chicago.

CHARLES E. GREEN left yesterday for a swing through Southern territory, particularly to visit the CRA Texas offices. Will be gone about week.

### Passion Play Series On WBIG, Greensboro

Greensboro, N. C.—"The Passion Play" produced by The Ave Mar Players will be presented over WBIG in eight installments starting Sunday, March 21, and continuing with a chapter daily through Easter Sunday, March 28. First half-hour program will be at 1-1:30 p.m., and the others in the evening.

### Acquire Oppenheim Works

McKnight & Jordan, Inc., program producers, have acquired the radio rights to the works of E. Phillips Oppenheim. Deal allows producer permission to re-arrange Oppenheim stories to the extent of running or central detective character through out series.

### Kill Anti-Liquor Bill

Olympia, Wash.—Bill to prohibit any kind of liquor advertising on the air has been killed in the state legislature.

## The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. "Toofs" Shore

**AGENCIES**

**FORMATION** of the MacVeagh, Kerman & Michelson, Inc., advertising agency with offices in the International Building at Rockefeller Center, has been announced. Officers are Charles MacVeagh, president, Frederick R. Kerman, vice-president and treasurer and Peter Michelson, vice-president and secretary.

**ARTHUR R. MACDONALD**, former advertising executive, has formed the advertising agency of Arthur R. MacDonald, Inc., Chicago. Offices are located in the Carbide and Carbon Building.

**PAUL SMITH**, formerly with Kenyon & Eckhardt, has joined the Arthur Kudner Inc. advertising agency.

**VANDEN COMPANY INC.**, Chicago advertising agency, has been appointed by the E. H. Scott Radio Laboratories Inc., Chicago, to direct its advertising.

**CECIL UNDERWOOD** of Ruthrauff & Ryan's radio production staff is now handling the Al Jolson-Rinso show on the coast. William Bacher, who had been producing it, is concentrating on his Campbell-Hollywood Hotel program.

**"Court" Hearing Starts**

The \$250,000 suit for damages and an injunction to restrain defendants from using the name "Good Will Court," brought by Judge Nathan Sweedler against WMCA, A. L. Alexander, J. Walter Thompson agency, NBC and Standard Brands, went on trial yesterday before Justice Meier Steinbrink in Brooklyn Supreme Court. Witnesses for the defense who took the stand were Donald Flamm, president of WMCA, Alexander and John Reber of the Thompson agency. Case was adjourned until 4 p.m. today to allow the plaintiffs to bring another witness, Municipal Court Judge Robinson.

**Lenox R. Lohr to Speak On "Cheerio" Anniversary**

(Continued from Page 1)

with Cheerio will be Russ Gilbert, his wife Lovina, Geraldine Rieger, Harrison Isles and Pat Kelly, all of whom have been with the broadcast since it started.

**Hooking Up With Parties**

A new program, "Parties Around Town," has been attracting lots of attention to WGH, Newport News, Va. In fact, the station has been so swamped with requests for more of the show that "Parties Around Town" is being presented as a nightly feature between 9:30 and 11. Listeners of Tidewater, Va., are invited to phone WGH and tell them all about who is giving a party and request a number or two. The Voice of the Parties is Jack Braxton, new Program Director of WGH.

**All Carrying Roosevelt Talk**

The President's "fireside chat" tonight will be heard over the combined NBC, CBS, Mutual and Inter-City networks at 10:30-11 p.m. WHN, WNEW, WINS, and numerous other independent stations will also tie-in with the networks to carry the broadcast. NBC is feeding the Inter-City network, with CBS piping the talk to WINS and WNEW. Mutual is picking up the talk through the facilities of WOL, Washington.

Programs that had to be cancelled to clear the time for this broadcast are the Procter & Gamble-Jimmy Fidler debut program on the NBC-Red and a Mid-West program for the Phillips Petroleum Co. on CBS.

**CBS Is Improving Short Wave Service**

In order to improve the short wave service below the equator, Columbia Broadcasting System has changed several wave lengths on which their high frequency station, W2XE, Wayne, N. J., is heard. The new schedule is as follows (EST): 7:30 a.m.-12 noon, 21520 kc., 13.94 meters; 12 noon-1 p.m., 17760 kc., 16.89 meters; 1-6 p.m., 15270 kc., 19.646 meters; 6-7 p.m., 15270 kc., 19.646 meters; 7-10 p.m., 11830 kc., 25.36 meters; 10-11 p.m., 3120 kc., 49.02 meters. From 7:30 a.m.-6 p.m. a directional antenna is on Europe. Then from 6-11 p.m. the antenna is focused on South America.

At present new high powered transmitters are being installed at Wayne, but the construction will be over in April. Until then there will be one program a week broadcast especially to Latin America.

**Six New Commercials At WMAS, Springfield**

Springfield, Mass.—Six new commercial accounts have been added by WMAS. They are:

International Motor Car Co., five minutes Mondays, Wednesdays and Fridays, 5:45 p.m., broadcasting a column of lost and found articles that are advertised free of charge.

A 15-minute transcription variety show featuring Ken Niles, Martha Raye and the Radio Rogues, presented by Carters Shoe Store, Sundays at 12:30 p.m.

Joseph & Co., clothiers, song contest, "What's the Name of That Song," five minutes on Mondays, Wednesdays and Fridays, 5:50 p.m.

Standard Milling Co., seven one-minute flashes during the week.

Springfield National Bank, spot flash in the middle of the WMAS Transradio News broadcast, nightly except Saturdays and Sundays.

Chevrolet, one minute flash broadcast each evening.

**Crocker Gets Expo Post**

Dallas—Jimmy Crocker, last year in charge of the public address system for the Gulf Radio's Texas Centennial station, has been announced as director of radio for the Greater Texas and Pan-American Exposition to be held here beginning June 12. Crocker was formerly at KWKH, Shreveport, and WOAI and KTSA, San Antonio.

**Recording Equipment Is Installed by WMT**

Universal Professional recording equipment was recently installed at WMT, Cedar Rapids-Waterloo, member of the Iowa web. Charles Quentin, technical supervisor, has transcribed all important events since the first of the year. Doug Grant, program director, is now planning a series of re-broadcasts of outstanding events heard over the station during the year. Program to be aired sometime in the near future.

WMT has also purchased portable reproducing equipment for the use of the sales staff. Idea is to take programs to the prospective time buyers for auditions rather than have them come to the station.

**First 50-Word Spot Is Signed by WOR**

The first sponsor to sign with WOR for the new 50-word live commercial announcements is the Dutchland Farms. Beginning March 16 there will be two spots a week, Tuesday and Thursday. Ingalls Advertising Co., Boston, has the account.

**Marquardt Heads WCFL**

Chicago—Maynard Marquardt, one of the youngest men in this country to become general manager of a radio station, has assumed that role with station WCFL here following the death last week of Edward N. Nockels, former station head and secretary of the American Federation of Labor. Marquardt was previously chief technician of the labor outlet.

**Rambeau News Letter**

Chicago—William G. Rambeau Co., radio reps, has started a news letter service entitled "Rambeau Radio News," which is sent to 2,000 advertisers and advertising agencies, publicizing the open spots that are available on Rambeau represented stations. Sheet gives the vital facts and the cost of the program being offered. First release plugged the news flashes on WIRE.

**GUEST-ING**

**JOSEF HOFMAN**, noted pianist, will appear in the General Motors broadcast Sunday evening from Carnegie Hall, over the NBC-Red, 10-11 p.m.

**ELIZABETH RETHBERG**, Met soprano, appears on the Ford hour, with **FRITZ REINER** as conductor of the symphony orchestra and chorus, over CBS from Detroit, 9-10 p.m.

**CONNIE BOSWELL** and **SHEILA BARRETT**, imitator, guests on Ben Bernie's farewell program from the Coast.

**MARLENE DIETRICH** and **HERBERT MARSHALL** have been signed to play leads in Lux Radio Theater's "Desire," March 15.

**SHEILA BARRETT** will be on the Ben Bernie-American Can program from Miami on March 23, over NBC-Blue at 9 p.m. Signed through the Herman Bernie office.

**HELEN MENCKEN** and **MARGALO GILMORE** will do a scene from "Mary of Scotland" on the **KATE SMITH A&P Bandwagon** program March 18, over CBS, 8-9 p.m.

**V. H. CARTMELL**, editor-in-chief of the Garden City Publishing Co., will be on Mrs. Ida Bailey Allen's **WHN Homemakers** of the Air program on Thursday morning.

**WMCA**  
NEW YORK'S OWN STATION

LEADS IN  
**RACING RESULTS**

TODAY'S WINNERS  
sponsored by  
Webster-Eisenlohr  
N. W. AYER

**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



**T**HE Rapid Ad program, conducted by Bob Enoch, is now observing its fourth anniversary at KWK, St. Louis. The program is, as its name implies, a rapid ad service to the local advertisers and smaller merchants. During its span of four years, some 40,000 separate announcements have been broadcast. A similar program, also under the direction of Enoch, is conducted by WWVA in Wheeling, W. Va.

"Silver Serenade" is a new program to be heard from KDKA, Pittsburgh, at 9 a.m. each Thursday starting March 11. Peggy Tudor, an authority on household etiquette, will be featured in this transcribed series of particular interest to women.

Leola Frazier, vocalist, makes her first appearance today from KDKA, Pittsburgh. She and Buddy Biller will feature the Strollers Matinee at 1:45 p.m. Bette Smiley and Charles Grayson will be the vocalists on the Strollers program at the same time Thursday.

Gene and Glenn, who returned last week to Des Moines after several weeks up in Minnesota, started an additional series over WHO yesterday, sponsored by Domestic Products Co., 4:30-4:45 p.m., on Mondays, Wednesdays and Thursdays. They also are heard Monday through Saturday, 8 p.m., over WHO and CBW affiliates for Kellogg.

Gould-Morris Electric Co. of Raleigh has chosen WPTF to broadcast its "Morning Interlude" each Tuesday and Thursday morning at 11:15.

At the annual cooking school and home making institute sponsored in Joplin, Mo., by the Joplin Globe and News Herald, WMBH broadcast two quarter-hour periods daily from the booth of the Inter-State Grocer Company. These periods were handled by Bruce Quisenberry, interviewing reporter, who questioned various women attending the school. Frank DeCatur White, cooking authority and instructor at the school, also spoke briefly on the two periods.

The Junket program, "Voice of Jerusalem," has been renewed for 13 weeks, effective Thursday. Agency is Advertisers' Broadcasting.

"Honor the Law," series of police stories, is being sponsored by Dunhill Clothing Co. over WSPR, Springfield, Mass., Fridays at 5:45 p.m.



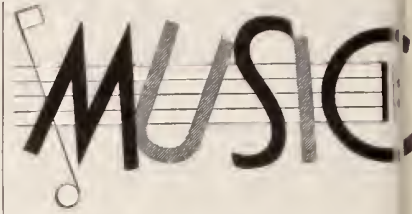
● ● ● After last night's show, Jack Pearl was offered 39 more weeks for the sponsor on returning from a 13-week vacation which begins June 25. . . . During the 13-week absence, Tommy Dorsey and his boys will present an all-musical show for the sponsor. . . . They sign today. . . . Kate Smith and her "Bandwagon" were signed for A. & P. until Sept. 1, 1938. . . . She goes to Lake Placid during July and August, leaving Henny Youngman to fill her spot. . . . Latest word is that Henny will plug another A. & P. product when Kate returns to her spot. . . . Allen Prescott is working out arrangements with his sponsor for a "trailer-studio" in which he'll tour the country. . . . Larry Menkin of WMCA leaves Friday for WLW, where he'll write and direct shows.

● ● ● Cliff Hall moves above the Tavern this week. . . . Radio Row's mouthpiece, David J. Wolper, is celebrating his 10th year of practice. . . . Phillips & Nizer are moving into larger quarters on the 25th floor of the Paramount. . . . Comedian Milton Douglas does a repeat Thursday. . . . George Griffin and Mildred Monson are from Texas and find this interesting data for conversation. . . . "Famous Shots with Famous Golfers" being prepared via transcriptions for a men's fashion firm. . . . Dalton Boys, Gloria Rondell and Harry Dupree are about set to begin a 15-minute musicale for a mascara firm via Mutual. . . . NBC's Jack Fraser broke down on Saturday and doctors ordered immediate rest which accounts for sudden departure. . . . Sudden changes caused Irene Beasley to remain at the Paradise. . . . Everett Marshall is at the Fox Theater in Philly.

● ● ● That beautiful girl with Donald Flamm in Lindy's yesterday was one of the Pearl twins, who in real life is Mrs. Milton Flamm, Donald's sister-in-law. . . . Manny Denby, editor of the "High School Reporter", is over his appendectomy and back at work. . . . Bill Swanson, Boston society ork leader now in town, is one of Hub City's most prosperous attorneys. . . . Vincent Travers will be feted by the Crescendo Club in Philly on the 24th. . . . The bit of the telephone operator on "We, the People" Sunday was tops in thrills and production. . . . Nick Kenny will present the Hotel Edison Amateur show for the employees tomorrow.

● ● ● Lillian Weiss leaves Artists Syndicate for Miles Ingalls at the French Casino. . . . Ted Husing doing the late spots with Mark Hellinger and Gladys Glad. . . . CBS will air the Inter-City Golden Gloves on the 24th. . . . San Felice cigars after auditioning almost everyone finally selected Frank Menke, who compiles the sports year book. . . . The Roth Agency has formed a Radio Writers' Protective Association which will serve scripters as a registration bureau for ideas. . . . Charles Margolies, ace trumpeteer of the top-notch air shows, has been secretly rehearsing his own band for the past year composed of perfect musicians. He will introduce a weird type of instrumentation shortly. . . . Vick Knight will script Philip Merivale's spot when the latter does a Vallee shot, which means that Knight will do work for a competitor to the Smith show, the program he just completed 26 weeks with.

● ● ● May Singhi Breen and Peter DeRose will be heard twice tomorrow (Peter's birthday), once on their own show and also as guestars on the Cheerio program. . . . Ted Hammerstein plays host to 200 orphans this week.



**R**UDY VALLEE and his boys have been week-ending in Miami with a five-day return engagement at the Macfadden - Deauville on Miami Beach.

Tito Guizar, Latin tenor and guitarist, has begun a three-weeks' engagement at the Roney Plaza, Miami Beach.

Jeno Bartal, Piccadilly Hotel and WHN maestro, is soloing on the cello with his ork for the first time in several years. He used to be one of Hungary's foremost symphony musicians.

Joe Venuti and his band, no playing one-night stands in Texas are California-bound late this month to play on the Bing Crosby program.

Duke Ellington will conduct the Saturday Night Swing Club in "jam session" of Ellington compositions in his first airing since his return from the West Coast. Saturday 7-7:30 p.m. Caspar Reardon, swirling harpist will play Ellington's "In Sentimental Mood."

Will Hudson and Eddie De Lang whose band is on tour, collaborate with Alex Hyde in turning out "M Heart's in a Violin" and "I Plec Guilty," both of which have been placed with Mills Music.

Maestros Tom Christian, De Courtney and Jack Pettis have just signed with Rockwell-O'Keefe.

College Inn, San Diego, Cal., will henceforth have all its orchestra furnished by Rockwell - O'Keefe. They've just signed an exclusive contract.

The three Hoffs, Carl, Bart and Sunny, auditioned for Warner shortly the other a.m.

The Four Moderners, now touring the East on vaude dates, have signed to record for Mills. They were one part of the V8s on the Ford Warin Hour.

Coleman Sachs, Birmingham orchestra leader, has just been married to Betty DeLapp. They're honeymooning in New Orleans.

A new volume of song favorites published by Remick, featuring twelve songs in their original form and with Eddy Duchin arrangements will go on sale April 1.

Howard Lanin of WFIL-Mutual is batoning a band at Benny the Bum in Philly. The spot has a WFT wire.

WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

FEMME "Lord High Everything Else" of radio... That should be Helen Leighton's official title... Like the "Mikado's" "Poo Bah" she has multiple functions... Creates, builds, writes and acts in her own programs... In the current one, commentates on "Women in the News" over WMCA for Philadelphia Dairy Products... She's been sponsored by Pebecco, Feigenspan Beer and Hire's Root Beer... Expects soon to air a program for a real estate company... Has been in the business since 1929 and thinks she owes her success to fact that people like her cheery voice and a manner without condescension... Believes that when femme announcers fall short it's due to lack of training not inherent inferiority... Also due to the one-time negative attitude of sponsors and agencies, until the more enterprising lasses broke through... Is sure that the more decorative sex will come into its own with television... Significant fact... About 50 per cent of her fan mail is from men... although the program is aimed at a femme audience...



Marian Joyce will go "floor show" in Philly at the Walton, then return to New York, the St. George Hotel and the Merry-Go-Round Bar after three weeks... The gal was with WNEW for over a year and a half... Ruth Terry, Irving Berlin's protegee, going screenie with MGM... Maestro Emil Coleman's wife, injured in automobile accident en route to Miami, recuperating from rather serious bruises in the play-town...

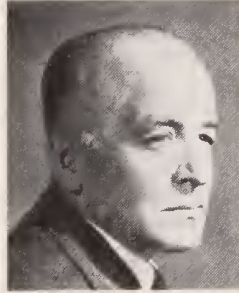


Virginia Verrill will do a flood benefit Saturday eve at the Washington Heights Y.M.H.A... Elizabeth Love rehearsing opposite Chester Stratton in the new Brock Pemberton opus... First songbird to appear on 12 minute broadcast... Ann Nadler of WINS "Maytime"... The Henry Street Settlement to salute its founder Lillian Wald on her 70th birthday via WHN tonight... with scribe Fannie Hurst and Irving Aronson, one of the settlement boys, present to do her honor... Charles Le Maire presents Margery Wilson, another charm school prexy, on Thursday... Charm via mail order is what the lady sells.

RADIO PERSONALITIES

No. 11 in the Series of Who's Who in the Industry

JOHN FRANCIS ROYAL, v. p. in charge of programs; born on the Fourth of July, 1886. Tall, grey-eyed, he is a dominating figure; considered a great showman. He presents 70-odd shows a day, and on his order oceans and continents are bridged, time distance and difficulty ignored. Phone bills at NBC drive the efficiency expert nuts; Royal makes 700 or more a day—and they aren't many "locals" in the number. All program troubles are referred to him—and he replaces canceled shows at a moment's notice. Was newspaperman after being night office boy for the Boston Post, reporter at 18, assistant city editor at 24. First contact with radio as a reporter—the S.S. Republic sinking—when wireless saved the passengers. Did publicity for the Boston Opera Company. Was press agent for B. F. Keith; manager of a Cincinnati theater, shifted to the Cleveland Hipp in 1916. Entered radio in 1929 when general manager for Keith. He supplied vaude talent to small station and was hired as director and general manager for WTAM. Two years later he came to NBC as program director; made vice-president.



Provides Hysterics for Efficiency Man .....

Gen. Mills Coast Series

Los Angeles—General Mills (Bisquick) has signed for a new type 15-minute program of news, fashions, interviews, Monday through Fridays, 11:45-noon, starting March 15, on NBC's Pacific Coast red network. Deal was set by Syd Dixon, NBC sales chief here, through Baggatey Horton & Hoyt agency, Chicago, and E. E. Sylvestre of Wesco's, representing the agency on the Coast. Will use a new mobile unit which NBC is making especially in a 23-foot trailer. First broadcast will come through mobile unit at 20th Century-Fox lot.

Lawrence Mencken Resigns

Lawrence Mencken, WMCA script writer, has resigned. "Through the Stage Door," program with which he was associated, will be continued.

Scher Joins WKY

Harold Scher, formerly of radio station CB68, Valparaiso, Chile, is now located at WKY, Oklahoma. Scher is a member of the sales department and does some production.

British Radio Congress

London—National Federation of Radio Mfrs. will hold its second annual congress of colonial broadcasting in Paris, May 15-18.

Paris Radio-Tel. Fair

Paris—The Radio and Television Fair will be held here, May 15-31, in conjunction with the Foire de Paris on the grounds of the International Exposition.

The 14th annual salon of the Syndicat Professionnel des Industries Radioelectriques takes place at Palais Neo-Parnasse, May 14-30.

McCall Joins NBC

Francis R. McCall, formerly of the Chicago Tribune New York editorial staff, has joined the NBC news and special events department in Radio City.

New Business for WHN

Following commercials added to WHN yesterday: Eastern Nu-Enamel Co. 54 100-word announcements a week for 6 months. Neff-Rogow, Inc., has the account.

Chevrolet, Monday—Wednesday—Friday, 6:15-6:30 p.m., Rubinoff and his violin. Program is composed of ETs and will run 13 weeks. Campbell-Ewald Co. is the agency.

Carlson Answers Suit

New Orleans—A plea of no cause for action was filed by Charles Carlson, owner of WJBW, in civil district court in the suit entered against him by Southern Broadcasting Co., which terms itself lessor of the station.

Receptions for Dealers

Greensboro, N. C.—The Commercial Department of WBIG, Greensboro, N. C., has been holding weekly receptions for dealers in this area. Texaco, Phillip Morris, Carolina Baking and other sponsors were among those represented.

★ STATION FLASHES ★

STATION Manager Reginald B. Martin, KFAB-KFOR, Lincoln, took all the salesmen, Program Director Lyle DeMoss; Continuity Chief Gunnar Back; and Special Eventer Jack Hansen to Kansas City for a two-day cruise of the Kaycee stations to pick up a few pointers.

WHK, Cleveland, for the fifth consecutive season has signed to carry the Cleveland Indians' home baseball games.

New General Motors move in April to NBC's Blue in the 8 p.m. one hour spot will put this concert series over WGAR, Cleveland. Currently WGAR is carrying the Father Charles E. Coughlin series of talks by Mutual in one-half hour of this spot. Station hopes some arrangement can be made that it will be able to carry both features.

Formal opening of the new studios of WOWO and WGL, Fort Wayne, Ind., in the Westinghouse Bldg., is set for May 1, according to W. Ward Dorrell, general manager. A host of radio talent is expected for the dedicatory broadcast.

WHK and WJAY, Cleveland, have signed for the new Jesse L. Kaufman service which will bring a radio act out of New York to Cleveland once every eight weeks. Tony Senna and Mary Clifford, song and patter, arrive March 15.

WGAR, Cleveland, which is basically NBC Blue, begins carrying Mutual dance bands such as Kay Kyser and Benny Goodman in late spots.

Rackin Joins WHN

Martin Rackin has joined the WHN publicity department. He will cover the station's studios and handle special features for out-of-town newspapers. Rackin was formerly with Meyer Davis and George D. Lottman.

SEITER, CARVER & LIVINGSTON PUBLISHERS, INC.

I shall be glad to subscribe myself and to recommend the book to my friends in the Theatre.

RICHARD ALDRICH



The Blue Book reaches every executive of Radio, Stage and Screen... Tell them who you are.

425 FIFTH AVENUE, NEW YORK

Telephone: CAI 5-4854

## COMMENTS

### On Current Programs

#### Jack Benny

Jell-o program, in New York for a few weeks, resulted in the Grand Ballroom of the Hotel Waldorf-Astoria being used, so that approximately 800 additional patrons could be accommodated, a total of about 2,000. Young & Rubicam agency may decide to hold the two other shows scheduled in New York in the same spot.

Tie-up gave the hotel plenty in the way of a plug. Benny worked smoothly, using Sam Hearn (Schlepperman); Stuart Canin, as the boy who played "The Bee" on Fred Allen's program, Abe Lyman, and of course Mary Livinstone and Kenny Baker, plus Don Wilson, announcer. Show was particularly good and laughs frequent enough, in fact more than the usual number of good gags. Blowoff will probably come when he visits Fred Allen program (another Y. & R. account) and if Benny is half as good as he was on the Bernie show even the Allen batting average will fatten as an entertaining show. Amazing what a personal draw the personalities on this show can boast, as gleaned from the buzz of conversation as the guests ankled out to get lost in the hostelry anterooms.

#### The ABC of NBC

The second program in the series entitled ABC of NBC being broadcast on NBC-Red Saturdays, 7:45-8 p.m., was an interesting quarter-hour even if one knew all about the sound effects department of a network. George Hicks introduced Ray Kelly, NBC sound effects chief, who went through the entire list of sound effects from rain to a complete storm. Program wound up with a story in sound which was entertaining. A planted woman inquirer kept the boys on their toes answering questions. Series is endeavoring to show the radio audience "just how a program is produced at NBC." Next Saturday the listener will be taken through the NBC audience mail department. The initial program dealt with the duties of the control room engineer and studio director. There is a question whether programs of this kind are likely to destroy illusion for listeners.

#### KMBC Skit Gets Sponsor

Kansas City—"Across the Breakfast Table", only early morning script show aired by local stations, has been sold by KMBC to Household Finance Corp. after three months as a sustaining. The show is presented five times weekly, 7:45-8 a.m., and has to do with the marital difficulties of a young married couple.

#### "Howard Dandies" Add

Effective Sunday, "The Howard Dandies", sponsored by Howard Clothes, will extend its network from three Inter-city stations to include the Boston station, WMEC.



#### "EDDIE PEABODY SHOW"

Sustaining

KFWB, Los Angeles and Southern Cal. network, Wednesdays, 8-9 p.m. PST.

Eddie has triple role of producer, m.c. and star performer in this new variety show which will go on every week with audiences in KFWB's new radio theater. Eddie on the banjo is terrific, which is one reason why he should pass up the freak stunts of playing violin and other instruments on the radio, and stay with the stuff that is really bang up radio entertainment, and save his eye appeal stuff for vaudeville. Pat O'Brien guested, and the hour used a lot of excellent and varied music, songs and comedy including a swell barnyard symphony with animal imitations and finished with a dip into the Benny-Allen feud with an accordion version of The Bee. Cliff Howell helping Peabody write and produce; Lloyd Hart doing musical novelties.

#### "PROFESSOR QUIZ"

Nash-Kelvinator

CBS Network, Saturdays, 8-8:30 p.m.

Geyer, Cornell & Newell

#### POPULAR "DO YOU KNOW" PROGRAM GETS GOOD SENDOFF IN NEW SPOT.

Shifting from Sunday afternoon to a Saturday p.m. position under Nash-Kelvinator sponsorship, "Professor Quiz" got off to a fast start Saturday, with broadcast coming from the Barbizon Plaza Hotel to accommodate the ticket audience. Arthur Godfrey as assistant to the Prof. added considerable value to the program by his engaging and humorous style of conversation. Five contestants are selected weekly, with questions picked from a hat, all without rehearsal. Contestant making the best score gets \$25, the next \$15. Contests and the distribution of Kelvinator Home books by dealers are among the exploitation features of the program.

#### "ADVENTURES OF DARI-DAN"

Bowleys, Inc. (Dari-Rich)

NBC-Red Network, Mondays—Wednesdays—Fridays, 5-5:15 p.m. Russell C. Comer Adv. Co., Chicago.

#### SERIAL DEPICTING MILKMAN'S LIFE IS A GOOD FEATURE OF ITS KIND.

Replacing the same sponsor's "While the City Sleeps," which was presented twice weekly for the past year, this new serial promises to have more continuous interest as a result of using a permanent cast instead of presenting unrelated episodes like the former programs. Central character, Dari-Dan, symbolizes

milkmen in general, and the new serial depicts his adventures in the making of his morning rounds. It's human interest family stuff of the appealing sort. Finney Briggs, who played Dari-Dan in the previous series and also wrote the scripts, is again cast in the lead role, with Ken Robinson writing the stories.

#### "SHORT STORY PLAYHOUSE"

Silverwoods (Dept. Store)

KECA, Los Angeles, Thursdays, 9:30-10 p.m. PST.

#### DRAMATISED SHORT STORY CLASSICS HANDLED WITH GOOD TASTE AS INSTITUTIONAL.

Bret Harte's "Rose of Tuolumne" started a new series of short story classics in dramatised form, signed to run 52 weeks and planned to continue indefinitely. It was Lila Lee's first regular radio work, and her voice came out pleasingly, carried a nice feeling of the charm the story called for. Whole cast well rehearsed and much above the usual single station dramatic undertaking. Gene Wood's script lagged a bit at first, picked up half way through to a good finish. Commercials done with dignity and no attempt to sell any merchandise. Just institutional, which is to be a permanent policy. Glan Heisch, producer. This week's to be Hawthorne's "Rappacini's Daughter," with Mark Twain's "Million Pound Note" following. Series to do famous stories, stay away from hackneyed ones. Sponsors backing up radio with window displays, may reprint stories and promote air series with schools clubs, counter distribution, etc.

#### "PRETTY KITTY KELLY"

Continental Baking (Wonder Bread, Hostess Cake)

CBS Network, Monday through Friday, 6:45-7 p.m., with western rebroadcast 11:15-11:30 p.m.

Benton & Bowles, Inc.

#### GOOD ROMANTIC-ADVENTURE SERIAL WITH APPEALING CENTRAL CHARACTER.

Revolving around a central character (Kitty Kelly) that is very appealingly played by Arline Blackburn, this serial started out last night in promising fashion. It has an Irish flavor and opens with the dazed arrival of the pretty Kitty in America, where trouble with the immigration authorities looms as her first problem. Frank Dahm, author of the romantic-adventure story, strikes a human interest note immediately, thereby launching the first episode in a manner that creates interest and suspense. Cast surrounding Miss Blackburn sounds good.

## ANNOUNCERS

GEORGE STUART and Guy Werham have been added to the announcing and engineering staffs KQW, San Jose, Cal. Stuart with KRE, Berkeley, for 18 months and for six months with KJBS, S. Francisco. Wernham, formerly KORE, Eugene, Ore., and KGD; Stockton, Cal., hails from Merr England.

Walt Lochman, KXBY (Kansas City) sports announcer, will beg Wheaties' local baseball broadcasts two weeks early this year, putting exhibition games on the air between April 1, when he returns from the training camp of the Blues McAllen, Tex., and April 11.

Allen Stout, WROL (Knoxville) sports announcer, who is quite busy with his regular duties on this station, has been chosen to announce the University of Tennessee programs by the University Broadcast Committee. The features are heard over WROL, also over WSM, Nashville, by direct wire from Knoxville. The programs will be of an educational nature and will be conducted solely by the students and faculty members each Wednesday and Monday, 5:30-5:45.

HIRAM HIGSBY, staff announcer of Omaha's WAAW, will be master of ceremonies for the Better Home and Building exposition to be staged in the city auditorium March 16-20.

#### "Make Believe Ballroom" Is Completely Sold Out

"Make Believe Ballroom" featuring Martin Block, participating program heard daily over WNEW, sold out. The accounts on this program to date are "20 Grand" cigarettes, Krueger Beer & Ale, Madiso Personal Loan Inc. (increased from three to nine periods), "Coke", "Roxy Clothes", "Ready-Rub liniment, Tappin Jewelry Co., "Fleming Cough Medicine," Canadian Fur Trapper Corporation, Lander Cosmetics and "Serutan." Scalasar Wines and Renelli Perfumes start next week.

#### WROL Heavy on Sports

Knoxville, Tenn.—WROL has been setting a pace among southern stations in sports broadcasts. After completing the descriptions of the 14th District Basketball Tournament games, Allen Stout assisted by Harry Moreland took up the Southeastern Conference Tourney from the University of Tennessee Gymnasium. The final game between Kentucky and Tennessee was fed by direct wire to WSIX, Nashville, and WLAP, Lexington, with the WROL announcer and engineers officiating. A temporary name for the quickly-formed network was the "Valley Broadcasting Service" and both the other stations were highly complimentary in their remarks about the way the broadcast was handled.

# Chatter

**JAN PEERCE**, New York radio tenor, took Cleveland by storm last week as guest soloist with the Cleveland Jewish Singing Society. Critics handed Peerce high praise. House was packed.

**Bill Clark** of the sales staff of **KCMO, Kansas City**, leaves this week to join the sales dept. of **WMBH, Joplin, Mo.**

**Marguerite Powers** is the new continuity dept. head at **KOL, Seattle.**

**Sidney S. Fox**, general manager of **KDYL, Salt Lake City**, is back from a coast business trip.

**James D. Shouse**, president of **KMOX, St. Louis**, addressed the Adv. Club in **Kansas City** last week.

**Arthur B. Church**, president of **Midland Broadcasting Co.**, operator of **KMBC, Kansas City**, is in **Los Angeles** casting a new show, "Phenomenon," which soon is to be recorded for use by power and light companies. He is due back in **K.C.** next week.

**Peggy Fuller**, staff pianist or **WMT, Cedar Rapids-Waterloo**, is back on the air after a forced vacation. Peggy is now heard on the "Halligan's Demitasse" Sunday program. Idea of the show is to play any tune that is requested. Requests have come for songs in six different languages and some are over 200 years old.

**Bob Mitchell**, senior engineer from the **State University**, added to the engineering staff of **WMT, Cedar Rapids-Waterloo**. Mitchell formerly "rode gain" for **WSUI** at **Iowa City**.

**Earl J. Glade**, manager of **KSL, Salt Lake City**, talked before the Rotary Club of his town last week on "The Art of Making Friends as Applied to Salesmanship."

**Norman Reed**, manager of **WGP**,

*Atlantic City, was given a surprise ovation the other day by his entire staff in celebration of his second anniversary as manager of the station.*

**Chuck Gay**, radio editor of the **Dayton Daily News, Dayton, O.**, took **Nelson Eddy** to task editorially last week because the singing star declined to participate in a broadcast interview which **WHIO** had arranged with plenty of advance ballyhoo in connection with **Eddy's** concert appearance in that city.

*Bessie Hart, who is of the Sophie Tucker type, and Jerry Barrett youthful singer and comic, now do a one-hour program for WIL, St. Louis, each Sunday afternoon. They have won many favorable comments from listeners.*

**James Milne, WELI (New Haven)** manager, is organizing a **WELI Light Opera Company**, under the baton of **Arthur Hoyt**, former musical director of the **New Haven Light Opera Co.**

**WIBA, Madison, Wis.**, is featuring a new "Man on the Street" broadcast at 1:15 p.m. daily except Sunday under the sponsorship of **Leath's, Inc.**, with **Al Gilbert** at the mike.

**Hazel Bolton**, secretary to **Roy Radner**, general manager of **WIBM, Jackson, Mich.**, and announcer of the "Woman's Hour," has been appointed publicity director of the station.

**Milton Berle**, whose "Community Sing" Sunday night broadcasts from **Hollywood** are still clicking, wired that he won \$1,500 on the races one day last week. He refused to say anything about losses.

**Del Casino**, the thrice weekly **CBS** tenor, sees as many amateur fights as he can. He used to be a boxer himself but now he can afford to grin at cauliflower ears and punched-in noses.

**Carol Weyman**, whose voice is getting an **NBC** build-up with two important spots a week, wanted to be different—so she insured her legs for \$5,000.

**WOAI, San Antonio**: **Hugh A. L. Halff**, manager, is back from **Dallas**, where he met **Jack Latham** of **Young & Rubicam**. . . **Lloyd H. Rosenblu**, manager of sales and merchandising, was in **Dallas** last week conferring with **Irving Gross** and **Martin Campbell** about **Texas Quality Network** advertising. . . **Mimi Ramer**, woman's news editor, on the sick list; **Leona Bender** pinch-hitting. . . **Victor Cruze**, ass't news editor, has taken over the day shift.

**Gerda Elton**, radio actress of **Dallas** and **San Antonio**, has joined the cast of the **Diamond Music Hall Theater** in **San Antonio**.

## New WCPO Transmitter Is Being Dedicated Sat.

**Cincinnati** — **WCPO** will officially dedicate its new **Western Electric** transmitter and 200-foot vertical antenna on Saturday. **James C. Hanrahan**, vice-president of **Continental Radio Co.**, **Scripps-Howard** newspaper's radio subsidiary, owners of the station, is now here preparing for the dedication.

Studios remain in the **Hotel Sinton**, but the antenna has been moved from the **Park View Hotel** to the **Daylight Bldg.** Station operates on 250 watts day, 100 watts night. A new rate card has also been published by the station. New 13 time rate is \$38, a slight increase over the old rate of \$37.50. But the one-time rate has been reduced from \$85 to \$40. This was necessary to make the rate conform with the rates asked by other stations in **Cincinnati**. **WCPO** operates same rate card for both national and local business.

New sales personnel added to the station include **John Brakebill** and **George B. Hart**. **Brakebill** was formerly with **KNOX**, another **Scripps-Howard** station, and **Hart** was formerly an engineer on **WLW** and contact for **General Motors**. During the recent flood crisis **Hart** was chief of the **Ohio National Guard's** radio communications unit.

## San Francisco

**JOE REICHMAN** and his band take over **Henry King's** spot at the **Fairmont Hotel** this month, with **King** returning to the **Mark Hopkins** in April when **Griff Williams** leaves.

**Evelyn Rose** of **KSFO** has licked the flu.

**Margaret O'Dea**, local contralto, has been selected for the solo spot on "Good Morning Tonite" on its Tuesday broadcast over the **NBC-Red**.

**Helen Morgan**, youthful actress who is a new addition to the **NBC** acting staff, isn't related to her famous namesake, but comes to radio from newspaper reporting.

**Eddie Fitzpatrick**, who winds up a successful run at the **St. Francis**, opens the first week of April in **Chicago's** swank **Stevens' Hotel**.

**King Harvey**, guitarist-singer with the **Paul Pendarvis** band, hopes to wed **Shirley Lloyd**, chanteuse on **Bob Ripley's** show.

**Lloyd Yoder**, **NBC** publicity chief, vacationing in **Los Angeles**, is through with horses, after disastrous results for him at **Santa Anita**.

**Edward Primas**, formerly of **Taos, N. M.**, and **New York**, joins **KSFO** on the dramatic staff.

**Madelaine O'Brien** on **Albers' "Good Morning Tonite"** show, leaves that spot and is replaced by **Elsa Trautner**, soprano. **Nola Day**, contralto, also off the program.



**EVERYBODY**

WHO IS

**ANYBODY**

IN

**RADIO**

IS

**READING**



**EVERY DAY**



## ONE MINUTE INTERVIEW

**CAROL WEYMAN**  
NBC Vocalist

"The radio audience has become prone to taking broadcasting for granted. Apparently listeners do not fully appreciate how eagerly the air performers scan their mail. Letters constitute applause. They encourage the entertainer to greater efforts. The networks should start a "National Fan Mail Week" to stimulate the pens of the country's dialers."



KHJ will pick up the Easter Sunrise services in Hollywood Bowl and send them, over Mutual, on a coast-to-coast broadcast, 5-6 a.m., March 28, and in the half hour following, will send out Mt. Helax services from San Diego, also nationwide.

Work finished Saturday on the Frank Morgan-Francis Langford transcription series with which Dodge (Ruthrauff & Ryan agency) will flood the airways over 300 stations, starting April 1. Eddie Dunbar of R. & R. New York office supervised production.

Western Home Hour, feminine variety and home hint program with participating sponsors, has moved to Los Angeles to broadcast five days a week, Pacific network, using KNX studios to originate the feature while the home studios in KFSO, San Francisco, are undergoing alterations. Tom Treneman, m.c. on the hour, will find new talent here.

KFWB has signed a year's contract to broadcast Leon Leonardi's orchestra in the Inglewood Park Symphony series, using its studios for its own station and associate, KFOX, and also piping to KFAC.

Haven MacQuarrie reports receiving and declining \$6,000 weekly offer for 26 weeks, to take Chase & Sanborn "Do You Want to Be an Actor" show on the road for personal appearances.

Radio Transcription Co. of America adding to its bloc unit sales formation of eight programs a week for 39 weeks, new item of 29 juvenile programs on which Lindsay MacHarrie will boss transcriptions.

Remington Rand's radio typing class so popular and bringing in so many new business leads that sponsors are increasing their three-nights-a-week schedule to five over KFAC.

Art Kemp of home office of CBS's Radio Sales is back on the coast for a week's visiting.

Hal Simms, production manager; Bill Frady, publicity, and Lew Hoagland, announcer, are out at KMTR.

## NEW PROGRAMS—IDEAS

### "Pioneers" Series at KVOR

DEPICTING historical events of the Pikes Peak region, KVOR of Colorado Springs, is presenting Sunday 30-minute dramatizations titled "Spirit of the Pioneers". Sponsored by a plumbing and heating contractor, these plays are presented by five different dramatic groups of the region. Group polling the most votes will win a large cash prize.

The plays, which are written and produced by KVOR's program director, Wauhillau LaHay, have covered such subjects as the story of the first white man to visit the Pike's Peak region, the story of Dead Man's Canon's and the Espinosas, the tale of Winfield Scott Stratton's gold strike, the exciting capture and imprisonment of William Jackson Palmer, Colorado Springs' founder, as a spy in the Civil War, the story of the first habitation built on Pike's Peak, and the discovery of the Cave of the Winds.

Miss LaHay's aim is to dramatize stories that most residents of the region are not familiar with. Others planned are tales of Captain Jack, "Queen of the Rockies," the moving of the capital of Colorado territory

in a studio reorganization. Tex Rickard, manager, says he's reducing sustaining programs to make way for sponsored periods, and simplifying remaining sustaining features.

For the in-betweeners who find the big symphonies a bit too lofty, KHJ is inaugurating a noon popular concert hour on Sundays as a sustaining. Frederick Stark will conduct, using concert ork, and concert arrangements of popular and semi-classic numbers. Program goes out over Mutual Don Lee's coast chain.

KFAC has signed with Pacific States Loan for a year's 15-minute program, Pacific Melodies, with Gino Severi's orchestra, Frances Leveque and Mary Benton soloists.

Tom Sawyer series, off Mutual Don Lee since Feb. 2, resumed yesterday five nights a week, having cleared copyright ok. Dick Quine, juve player, does lead, Carroll O'Meara scripting and producing.

Helen Sallander joins Radio Transcription Co. as assistant station relations dept.; Jack Wilson on in production staff.

Jack Sayers, newspaper critic and writer, joins publicity staff of CBS-KNX on March 15, following visit here by Harry Elliott, pub chief, from San Francisco.

KMPC starting new late evening sustaining feature which will mix south sea music with dramatized version of south sea legends.

Raymond R. Morgan Co. has sold series of 33 Drums half hour transcriptions to KTUL, Tulsa, Oklahoma's CBS outlet.

KHJ will originate a new sports series for Mutual Don Lee net, with news back of the sport news, Frank Bull as commentator. Program goes nightly except Sundays and Tuesdays.

from Colorado City to Denver, the story of George Frederick Ruxton, the Indian legends told around the town of Manitou, at the foot of Pike's Peak, and the Indian Wars of the 1860's.

### Lives of the Great

K. Katz & Sons, leading Baltimore men's clothing house, has started a 15-minute program over WFBR, known as "Lives of the Great." The first featured Benjamin Franklin. Tied in with the program was a Franklin exhibit, consisting of books, etc., held at the store. The same plan will be carried out in other programs. Gen. Robert E. Lee will be featured on the next program.

### Kresge Social Calendar

The Kresge Social Calendar has been started by WMBH, Joplin, Mo., for five minutes a day, six days a week. The sponsor is S. S. Kresge. The station staff follows announcements of future social and club activities, listing them on the calendar. Commercial precedes and follows actual calendar listing. Program is presented in the mornings.

### Southwest "Crime Reporter"

"The Crime Reporter" is a new program scheduled for 13 weeks over KRLD, Dallas; KOMA, Oklahoma City; KTUL, Tulsa; KTSA, San Antonio; KTRH, Houston, and KRGV, Weslaco. Dealing with Texas-Oklahoma crime stories, the program is sponsored by the Electrolux Dealers of the Southwest. It was prepared by Brennan, Brown & Co., advertising agency of Dallas.

### Series on House Building

"Building a House" is the name of a series of novel programs just begun by WCNW, Brooklyn, N. Y. Allan Black of the program department, and Ken Lyons, chief announcer, give an on-the-spot description of the construction of a new apartment house that is being built a short distance from the studios.



Don Hancock, WBBM special events announcer, trying to shake off old man flu.

C. R. Jacobs and Fred A. Semmens of CBS New York department of building and construction here for a three months' stay at WBBM during construction of new studios in the Wrigley building.

Pat Flanagan leaving here for Catalina Island vacation. Mrs. Flanagan accompanies.

Peggy Tudor, household etiquette authority, begins a new series of programs called "Silver Serenade" over WGN Thursday at 12 noon.

Joan Blaine picks her perfumes according to the weather.

Bill Thompson, radio actor, has a unique collection of coronation emblems symbolic of the forthcoming British ceremony.

Cal Devoll, the man who put Gene and Glenn on the radio in such a smash manner not so many years ago in Cleveland, now headquarters in Chicago, where he writes for radio.

Kay Weber, femme vocalist with Bob Crosby's band, was formerly a stellar radio actress in Denver at station KLZ.

Roy Franklin of WCFI to marry a Milwaukee girl very shortly.

Split between radio station WGN and the Chicago Tribune here set down as another of the current crop of rumors.

### Sponsor for Scoops

Philadelphia—E. W. Hellwig Agency augments the Bachman candy account on WFIL to include two daily news flashes, marking first time here that a news scoop gets a sponsor. Account carries, in addition, a thrice weekly quarter hour stanza doting on juve patter. Set for half an annum, starting March 26.

### Night Spot for "Charm"

Phil Spitalny's all-girl "Hour of Charm" Orchestra, sponsored by General Electric dealers, will have a night spot, 9:30-10, effective April 26. Meantime the program will continue to be heard over NBC Monday afternoons, 4:00-4:30.

DO YOU  
KNOW



Foodstuffs and toilet goods led the list of radio time users in 1936, spending \$11,433,200 and \$11,383,911, respectively. Autos and auto accessories spent \$9,377,162; drugs, \$5,010,405.

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