



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 54

NEW YORK, N. Y., MONDAY, APRIL 26, 1937

FIVE CENTS

## Borden on Yankee Web

### ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

Zeke Manners and his Gang, now heard on 18 half-hour shows weekly sponsored by products of the Consolidated Drug Co., aired via WMCA twice daily and once over WNEW, starts another series of daily half-hour shows via the latter May 3. The new series will bring the total of his half-hour shows to 24, or, if a Sunday show is desired, 25.

The latter series will be sponsored  
*(Continued on Page 8)*

### 35 Auditioned by Drene For Jerry Cooper Spot

With Jerry Cooper set to depart for Hollywood next Saturday, the sponsor of his former NBC show, Drene Shampoo, is still auditioning for a successor. Last week-end 35 singers were auditioned at NBC, and 32 were dropped. The three remaining, Bob Gibson, NBC page boy, Barry Wood and Larry Taylor, will each record a full 15-minute show which will be given to sponsor for his approval. Gibson, however, as a result of the audition, has been signed by the NBC artist bureau and will be placed on a sustaining schedule immediately.

### Bill to Tax Radio Adv'g Is Killed in Committee

Columbus, O.—The Duffy bill to tax radio broadcasting stations 10 per cent of their advertising revenue for flood relief and old age pensions has been killed by the house taxation committee. Rep. Joseph Duffy, Democrat, Cleveland, said he had been convinced the measure was unconstitutional.

### Drum Up Listeners

Hartford, Conn.—Baseball broadcasts sponsored by General Mills and Socony-Vacuum, with WHT as the local outlet, have been anticipated with keen interest. Opening day found the announcers and salesmen during lunch hour going up and down the street in the business section turning radios to WHT to get the games. At least three radio shops whose dials were set to other stations were switched, and as a result attracted crowds. W. A. Wyllie, WHT chief announcer, is credited with the stunt.

### EARLIER SHELL SPOT AFTER WNRC SURVEY

The first survey of portion of the membership organizations of the Women's National Radio Committee, the poll privileges of which were recently arranged with Wadsworth & Wood, who are selling it on a commercial basis, has been found entirely satisfactory by Shell Union Oil Co., according to reliable sources. Account is handled by J. Walter Thompson Co.

Although Shell Oil states that it  
*(Continued on Page 3)*

### Howard Steed Appointed WMBC General Manager

Detroit — Howard M. Steed has been promoted to general manager of WMBC, it is announced by E. J. Hunt, president of Michigan Broadcasting Co. Bill Jory, chief announcer, has been elevated to assistant general manager and program director, Steed's former post.

### Campaign in New England Territory is Being Launched on May 4 Using Four Stations

### WALTER O'KEEFE SET FOR FRED ALLEN SPOT

Walter O'Keefe has been selected as master of ceremonies of the Bristol-Myers summer show on the NBC-Red network, Wednesdays, 9-10 p.m., replacing Fred Allen, who goes off the show in July for a summer vacation.

### New Copyright Measure Covers Orchestrations

Washington Bureau, RADIO DAILY  
Washington—A new copyright bill, companion measure to the one introduced by Congressman J. Burwood Daly, but designed to protect the interpretation given of compositions by orchestra leaders or performers, has been introduced in the Senate by Senator Joseph F. Guffey.

### Early Action Expected On Radio-Newspaper Bill

Washington Bureau, RADIO DAILY  
Washington—Early action is expected by Congressman O. D. Wearin of Iowa on his bill which would prohibit unified control of radio and newspapers. Wearin told RADIO DAILY that conferences on the measure were nearly over, and that Connery investigation, if it gets under way, will help his bill.

Boston—Borden Sales Co. Inc. will start one of the largest cheese merchandising campaigns in New England radio history on May 4, when the "Chateau News Reporter" gets under way via station WNAC. Time is Tuesday 7:30-8 p.m. and contract calls for 34 fast dramatized news flashes. Other outlets on the hookup of the Yankee Network are, WICC, Bridgeport; WTIC, Hartford; WCSH, Portland and WEAN, Providence.

News will be gathered as spot items and flashed in on Tuesdays by a staff headed by Leland Bickford, Editor-in-Chief. More than 300 news-  
*(Continued on Page 8)*

### COCA-COLA TO RESUME TEXAS NETWORK SHOWS

Dallas—Coca-Cola Bottling Works will resume its Coca-Cola College Nights over WFAA and the Texas Quality Network starting Oct. 1, according to Alex Keese, divisional sales manager for WFAA. The new series of 18 half-hour broadcasts during the football season will be aired two a week, originating from various colleges throughout the state.

### P. & G. Goes on WBNX For Jewish Test Series

Procter & Gamble Co. (Crisco) starting today on WBNX will begin a test series on one announcement daily in Jewish programs. Contract will run for a year through Howard & Roesler. Compton Advertising Inc. has the account.

### Speaking of Records

Pittsburgh—Commenting on other station claims with respect to broadcasting church masses, Manager Howard E. Clark of WJAS here points out that his station started a regular Sunday High Mass broadcast from St. Patrick's Church in November, 1925, and hasn't missed a single High Mass broadcast since that time.

## ★ THE WEEK IN RADIO ★

... Amicable Press Relations

By M. H. SHAPIRO

AMERICAN Newspaper Publishers Association annual convention revealed an attitude toward radio considerably more conciliatory than on many occasions in the past... That the Press-Radio pact would be renewed was expected, but not the fact that throughout the meet no one upset the proverbial apple cart, and the report of the Radio Committee was accepted without undue comment.... and apparently newspaper

owners who have no radio affiliations realized that it is not a poor idea to keep pace with progress and use radio and its kindred inventions for betterment of its own service whenever possible...

Action that will no doubt set a precedent when finally adjudicated is the suit filed against Western Union by station WJBK, Detroit, in effort to compel the communications

*(Continued on Page 2)*

### SRO at WHIO

Dayton, O.—Commercial department at WHIO hung up a Sold-Right-Out sign the other day and took a day off, while the announcing staff almost went crazy for 19 hours with 83 single announcements and spots, 16 local quarter-hour programs and 14 CBS network commercials. David Brown is the WHIO sales manager.



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## FINANCIAL

(Saturday, Apr. 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/4	165 3/4	166	- 1 5/8
Crosley Radio	22	22	22	- 1/4
Gen. Electric	53 1/4	52 3/8	52 5/8	- 1 3/8
North American	26 1/4	26	26 1/8	+ 1/8
RCA Common	10 1/8	10	10	...
RCA First Pfd.	72 1/8	72 1/8	72 1/8	- 3/8
Stewart Warner	19 1/2	19 1/8	19 1/2	+ 1/4
Zenith Radio	35 1/2	35	35 1/4	- 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 1/2	2 1/2	2 1/2	...

### Grooming Lyman Vocalists

Two of Abe Lyman's vocalists, Tiny Wolf and Rose Blaine, recently heard over WABC sustaining programs with Lyman's orchestra, are now appearing as individual performers at the Yacht Club and Leon and Eddie's, respectively. They are being groomed for stardom in much the same manner as such other Lyman proteges as Dick Powell, Frances Langford, Ella Logan, and Phil Regan.

### Boice Rejoins WNEW

Hugh Boice, Jr., who resigned from WNEW to accept a position at the Biow advertising agency, has returned to the station as national director of sales.

### Charlie Seel Recuperating

Cincinnati—Charlie Seel of WLW's "Pleasant Valley Frolics" has taken a three-month leave to recuperate from a throat operation. Charlie Wayne takes his place in the cast.

### LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays, NBC Blue, 9 P. M.

2nd week at Paramount, N. Y.  
JOE GLASER, PERSONAL MANAGER  
ROCKWELL-O'KEEFE, INC.

## ★ THE WEEK IN RADIO ★

... Proposed Wattage Tax

(Continued from Page 1)

company to furnish the outlet with baseball reports, even though the W. U. already has a good customer in another local station....

The "WLW Wire" got under way, with approximately 32 programs being piped from the Cincinnati outlet to WHN, New York, and KQV and WFIL en route. One of the shows is a commercial and it is presumed more of these are in the works.... Network expenditures by large ether advertisers were notably increased the past week, especially such accounts as Procter & Gamble on NBC, which will spend \$550,000 alone on its Drene product on NBC webs, while CBS continues to show unprecedented progress in the tobacco field, it being estimated that these products are due to lead the CBS second quarter.... General Mills took a three-hour spot show on WMCA, New York.... Spot accounts also showed considerable activity in various parts of the country.

### "Wheetabix" Increases New England Coverage

Boston — American Cereal Food Corp., of Clinton, Mass., makers of new cereal food "Wheetabix," has increased its Yankee Network coverage with 39 participations in the Gretchen McMullen program (home-making feature) heard three times weekly, Monday, Wednesday and Friday mornings, on WNAC and 12 additional New England outlets.

Account had already signed for 65 participations in Yankee Network News Service, four times weekly, Tuesday through Friday, a.m. and p.m., on minimum of 12 N.E. stations. Account is handled by H. B. Humphreys Co., Boston.

### Ponselle Leaving Show

Carmela Ponselle, currently heard on the "Broadway Varieties" program every Friday over the CBS net from 8-8:30 p.m., will drop from the show after the July 2 broadcast. Miss Ponselle will leave for the west coast the following week to fulfill concert and movie contracts. American Home Products, (Bi-So-Dol), sponsors of the program, will remain on the air through the summer. Program is heard over 48 stations.

### Files S.E.C. Statement

Washington Bureau, RADIO DAILY  
Washington — Statement filed with the Securities & Exchange Commission by Belmont Radio Corp., Chicago, reveals 315,000 shares of no par common stock. Stemmler & Co., New York, are the underwriters. Parnell S. Billings, Chicago, is president of the radio firm.

### WINS Adds Sports Program

A new sports program featuring William Falby, sports editor of the Long Island Daily Press, and Don Donphy of the WINS sports staff begins tonight at 8-8:15 over WINS.

Idea of selling books cheaply is about to be applied to radio as either a station audience builder or as a product booster.... Italian Government will seek good-will via the ether shortly, records of talent auditioned now being heard by Il Duce himself.... NBC automotive billings jumped 69 per cent the first quarter.... Baseball play-by-play accounts clogged the air on Tuesday, opening day for the major leagues.... Said to be the oldest commercial on the air, the Edison Symphony concerts on WENR (NBC-Blue) went off the air on Sunday night.... program on continuously since 1922 with the vet radio conductor Morgan L. Eastman planning to retire....

Past year's radio exports from the U. S. hit an all-time high, with a dollar value of \$19,555,000.... Mutual set eight new outlets in Southeast territory to join the web in September....

### Macfarlane Re-elected Director of A.N.P.A.

W. E. Macfarlane, president of Mutual and president of WGN, Chicago, was reelected a director of the American Newspaper Publishers Association at the closing session of the ANPA last Friday. Macfarlane is business manager of the Chicago Tribune.

### Montana Federal Court Reserves Ascaph Decision

Helena, Mont.—Decision was reserved in Federal Court in the application by Ascaph to restrain state officers from enforcing recent anti-Ascaph bill enacted here. Both sides have been given permission to file additional briefs. Federal Judges were Haney, Pray and Baldwin. State represented by Kinney Davis and Oswald Scheppe of Seattle. Ascaph represented by M. C. Gunn, general counsel here and Louis D. Frohlich and Herman Finkelstein of New York.

### Sidewalk Quiz Gets Sponsor

Charlotte, N. C.—"Sidewalk Question Box," with Lee Kirby as m.c., now has Gulf Spray as a sponsor, three times weekly. The program, in which Kirby asks questions on the street, made quite a hit as a sustaining.

Awards for best lists of questions are being made by Gulf Spray as a promotion angle.

**LEO SAYS:**

JOE BOLTON'S DAILY TALK ON SPORTS IS THE TALK OF THE TOWN!

**WHN** DIAL 1010  
AFFILIATED WITH M.G.M. LOEW'S

## COMING and GOING

ALISTAIR COOKE, news commentator, formerly of the British Broadcasting Co., arrived Saturday on the President Harding with MRS. COOKE.

JAMES KING, western sales representative for Langlois and Wentworth, is in town for the week.

CARMELA PONSELLE leaves the second week in July for the west coast to fulfill contracts there.

BENNY FIELDS returned to New York over the week-end after doing theater date in Boston.

S. C. VINSONHALER, manager of KLRA, Little Rock, is a New York visitor.

MICKEY ALPERT leaves for Boston on Friday to spend the week-end with his family, returning Monday.

HAL LE ROY and MRS. LE ROY return from Boston on Thursday.

MRS. NORMAN CRAIG has returned from a week's trip to Jacksonville and Miami.

TOMMY ROCKWELL returned last week by plane from Hollywood. He is in town for the purpose of conferring with the New York office of Rockwell-O'Keefe concerning a deal, the details of which he is not ready to discuss.

JERRY COOPER and his press agent, GEORGE EVANS, leave for Hollywood next week.

ED ALESHIRE of Kastor's has returned to Chicago from New York after hearing singers to replace Jerry Cooper on the Drene series. He will leave for Hollywood in May to start the Friday night Drene series with Jimmie Fidler.

HILDEGARDE sailed on Saturday for England to sing at the Coronation celebration for Royalty at the Ritz Hotel in London next month.

VLADIMIR GOLSCHMANN, conductor of the St. Louis Symphony Orchestra, who will be guest conductor of the Lewisohn Stadium Concerts in New York next June, sailed Saturday on the Ile de France.

Also sailing Saturday on the Ile de France were MYRA KESS, English concert pianist; RENE MAISON, tenor; IRENE JESSNER JEL-LINCK, soprano; RUDY VALLEE and GEORGE M. COHAN.

ERIC MASCHWITZ, variety director of the British Broadcasting Co., editor of Radio Times and air playwright, was another passenger sailing on the Ile de France.

GRACE MOORE and VINCENT LOPEZ depart for Hollywood this week to start airing their show from there.

BOB HOPE will fly in from Chicago week-ends for his Woodbury show while "Red, Hot and Blue" is playing the Windy City.

HERMAN SCHEITLER, ALBERT NELSON, FRANK GUTHERIE, CHICK EVANS and C. J. BUTTS of the KDYL bowling team will fly to New York this week from Salt Lake City to compete in the American Bowling Congress.

PAUL WISLON of Radio Sales Inc. is on tour of CBS owned stations. He will spend a week each at WBT, Charlotte; WJSV, Washington; WEEI, Boston, and WABC, New York.

HERSCHEL HART, radio editor, is in town from Detroit.

JACK LATHAM, spot time buyer for Young & Rubicam, has returned from his southern trip where he set numerous spot programs for Gulf Spray.

E. C. MILLS, general manager of ASCAP, en route from Helena, Mont., to Texas.

RUN LAST

COL. MONTE NIESEN arrived in New York yesterday and leaves tomorrow for Boston, where his daughter, Gertrude Niesen, opens at the Mayfair Club Wednesday.

## RADIO NEWS

is fast becoming the greatest function of radio.

What about your news setup? Are you making a profit out of it? Do people tune in your station throughout the day because it is the NEWS STATION?

If not, then you better contact us at once

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088

## EARLIER SHELL SPOT AFTER WNRC SURVEY

(Continued from Page 1)

Shell did not undertake the survey for publicity purposes and wishes facts around kept confidential, it is understood that one definite result of the survey is that the women who voted suggested that the 9:30-10:30 p.m. spot was too late for children listeners. Shell is now desirous of an earlier time on the air, not necessarily Saturday night, which now carries the Joe Cook hour on the NBC-Red network.

Several questions in the Shell questionnaire pertained to children, such as the query on whether a program can be expected to have a wholesome and beneficial effect on younger members of the family, and whether any features were unsuitable for children between the ages of 10 and 16.

Since Shell stated that it was seeking to entertain youth as well as grownups, it naturally followed that the women polled mentioned the comparatively late hour the show was heard in the East.

Queried as to whether they believed the questionnaire answers were of the "yes" nature because the WNRC was getting a cut on the sale of the poll privileges, unofficial Shell sources said the poll appeared to be quite honest as to opinions expressed, and very helpful info derived. Also understood that additional radio advertisers are seeking the WRNC membership reaction to their respective programs.

### Border Case on Trial

Dallas—FCC Inspector F. M. Kratokvil is in Laredo, attending the trials of three men charged with violating U. S. radio regulations. The men are alleged to have prepared programs in the U. S., transported them to Mexico and broadcast them back into the U. S., according to Kratokvil. Health remedies and fortune telling were included in the programs, he said.

### Rap Serials, Disk Music

White Plains, N. Y.—Criticism of "cheap" serials and all "canned" music on the radio was registered by the Westchester County Federation of Women at its spring conference here. A drive to improve radio programs by writing complaints to broadcasting companies was urged.

## NEW PROGRAMS—IDEAS

### Apartment House Interviews

In the vein of novel and intimate entertainment, a new series of programs are now heard 8:30-9 p.m. daily over KWK, St. Louis, featuring interviews with tenants of various apartment dwellings in St. Louis.

John Neblett, the conductor of the programs, takes a microphone into an apartment building large enough to furnish a number of different interviews, and visits with two different families each morning. After all tenants willing to be the subjects of the broadcasts have been on the air, Neblett then moves on to another apartment building, and repeats the procedure. It's usually the housewife whom John finds at home, as the time allotted the broadcast is such that it generally finds the husband at work.

Many different questions are asked—all pertaining to the home and the things near to the home. Although the program has not yet reached its second week on the air, it has proven highly popular. Neblett has the able assistance of Tom Dailey, veteran KWK announcer, in arranging and presenting the interviews.

### Archaeology Series

WBBM, Chicago, is to present a series on archaeology under direction of Dr. John A. Wilson of the Oriental Institute of the University of Chicago starting today at 5:15 p.m. First talk is entitled, "What Is Archaeology" and the second "Diggers' Luck." Sponsored by University Broadcasting council.

### St. Anthony Hour on WIP

The St. Anthony Hour on WHN and four stations of the Yankee network celebrated its first anniversary yesterday by adding WIP, Philadelphia, to its list of stations. Program is broadcast at 9:30 a.m. Sundays, sponsored by the Franciscan Friars of the Atonement and produced by Donald Peterson. Cast includes Donald Randolph, Stanley Whitman, James Marr, James LaCurto and Jean Thompson. Father Paul James Francis, S.A., Father General of the Graymoor Friars, reads the Gospel and comments, besides doing the dramatization.

The WIP airing will be a rebroadcast from WMCA at 10:30.

### McCune Returning to WOR

Bill McCune and his Staccato Styled Music goes back on the air via WOR-Mutual from the Marine Roof of the Hotel Bossert the second week in May. This marks the third year of Bill McCune on the air. Hal Atkinson and Vince Laydell are the featured vocalists.

### Clair Hull in Rotary Post

Tuscola, Ill.—Clair B. Hull, manager of WDZ, has been elected president of the Rotary International Tuscola Club.

### Cupid's Court at WAAF

WAAF, Chicago, launched "Cupid's Court" at 2 p.m. Sunday, featuring "trials" of newly engaged couples. Real life romancers will appear before Judge Harry Cansdale to be cross-examined by Attorney Love and then will be sentenced to a "life of happiness."

Another new feature at WAAF is "In the Other Fellow's Shoes," Sundays at 11:15 a.m. Idea is to get some outstandingly interesting individual—not a celebrity—to give a slant on his job the layman doesn't know about. First personage interviewed will be a Palmer House elevator boy; another is to be a canvassman from Coles Brothers circus.

### Quiz on KLZ

The Denver Buick Inc. is sponsoring "Men Who Know Everything", over KLZ. Questions are sent in by the listeners, and answers to the best ones are looked up for presentation. The "wise men" are Wesley Battersea, announcer, and Raymond Keane, of Keane agency.

### Sponsor Takes "Audiographs"

"Audiographs," 15-minute program, a contest in which the idea is to guess the meaning of a sound effect or series of sound effects, has been sold by WWSW to a sponsor, May Stern & Co., furniture. It will be aired three evenings weekly starting tomorrow. Program is on the order of the recent "Handies." For instance, the sound of an explosion plus a wind effect indicates "Gone with the Wind."

### NBC Adds Statisticians

NBC statistical division has taken on two men, while the news department transferred a man to Washington. Former two are Arthur L. Forrest and John R. Carnelly. Forrest comes from Hearst Magazines, Inc., marketing division and Carnelly was formerly instructor in Albany Business College, specializing in circulation and marketing.

Robert W. Cottingham is transferred from NBC's news division in New York to Washington where he will be assistant news editor.

### Happy Lewis in New Series

"Happy" Lewis has returned to WINS with a new series called "Swing With Happy." Program, which made its debut at 3:45 p.m. Saturday, will feature guest artists, musical novelties and comedy, with "Happy" as m.c.

### Commercial Mgr. for WTAG

Worcester — WTAG has created a new post, commercial manager, with Howard J. Perry appointed to fill it, Business Manager John J. Storey announces.

### Bob Carter Screen-Tested

Bob Carter, WMCA's chief announcer and horse race expert and commentator, took a screen test at Paramount studios last week.

## PENNA. COURT HEARS WDAS APPEAL ON DISKS

Philadelphia — State Supreme Court, with Chief Justice John A. Kephart, presiding, reserved decision in the appeal of station WDAS from the lower court, in which Fred Waring and the National Association of Performing Artists restrained the outlet from using phonograph records made by Waring. Decision is promised by the court within the next few weeks. Maurice J. Speiser, attorney for Waring, argued that phonograph records were not made for broadcast purposes since their use interferes with contractual obligations of the artists in question, both as to sponsors and disk manufacturers also because the artist still retains property rights in his interpretations and that the disk is not a publication.

Since WDAS and the NAB will take the case to the U. S. Supreme Court in event of adverse decision which may establish a nationwide precedent, Speiser said after the hearing that he would seek an amendment to Duffy Copyright Act to avoid long drawn out fight.

William A. Schnader, appeared as counsel for WDAS and the NAB. Schnader argued that the artists and songwriters get protection through Ascapi, and that once Waring made a record, he had no further property right in the song interpretation, and that the record became public property.



PROGRAM PLANNING



TODAY'S  
BASEBALL

DAILY 6:45 P.M.

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

April 26

Greetings from Radio Daily to  
A. L. Alexander

## NEW BUSINESS

Signed by Stations

## Los Angeles

KECA: Los Angeles Music Co., through N. J. Newman Agency, three spots weekly for 18 weeks; Furmbilt Clothing, through John A. Driscoll Agency, 175 spots, for 35 weeks; Mode O'Day Corp., through Lockwood Shackelford, three 5-minute transcriptions.

KFI: Procter & Gamble, through Pedlar & Ryan, New York, four programs weekly for 10 weeks, participation in Ann Warner program. Also 174 spots, 15 weekly, for same company.

KFAC: Les McMurray, direct, 26 Friday night 15 minute Fishing Facts comments on where to fish.

KIEV: Carters Little Liver Pills, through Spot Broadcasters, N. Y., 1-minute transcribed announcements, daily for 52 weeks.

## WTMJ, Milwaukee

Brown and Williamson Tobacco, takes over Charlie Nevada's "The Last Word in Sports," 10-min. nightly program; Wadhams Oil Co., Milwaukee, increases its daily sport flash from five minutes to ten, with Russ Winnie as sportcaster.

## KMMJ, Clay Center, Neb.

S. N. Wolbach & Sons, Grand Island (clothing store), daily news program at noon; Betty Ann Food Products, Betty Ann Varieties, six days at 9 a.m.; Gardner Nursery Co., Clay Center, spots, 1 and 4:25 p.m. daily.

## WPTF, Raleigh

Esso Marketers, add a fourth Esso Extra broadcast at 10:55 p.m. daily, with Graham Poyner and Wesley Wallace alternating as newscasters.

## WFAA, Dallas

Coca-Cola Bottling Works, resuming College Nights on Oct. 1 with 18 half-hour shows, aired twice weekly.

## AGENCIES

H. E. HOUGHTON, vice-president of Fletcher & Ellis, Inc., has resigned that position to become general advertising manager of the Brown Co., Portland, Me. Houghton will be located in New York.

W. J. CALEY & CO. INC. of Philadelphia, manufacturers of Vassar Waver, a rubber hair curler, has appointed N. W. Ayer & Son Inc. to conduct a national advertising campaign in conjunction with a national demonstration program.

ALBERT KIRCHER COMPANY, INC., Chicago, has been elected to membership in the American Association of Advertising Agencies.

THE CHAS. DALLAS REACH CO., Newark, N. J., has been appointed by the Janssen Dairy Corp. of Hoboken to handle a new advertising campaign. Charles W. Scott is account executive.



● ● ● When a newcomer to radio makes his debut, press releases scream with the news that so-and-so is "another Jack Pearl, Kate Smith or Jack Benny"... Rarely does one hear or read of an "individualist"... So, we're just wondering how Amos of Amos 'n' Andy would sound doing Jake's role in the Rise of the Goldbergs or Martha Raye playing Mrs. Wiggs of the Cabbage Patch... Maybe Joe Penner will get his scripts twisted and wind up doing Father Coughlin's Sunday sermon, or we'll hear Jessica Dragonette emcee-ing the National Barn Dance... How would the public take Boake Carter playing and reading Parkyakarkas' lines or Babe Ruth playing "Clarence" on Myrt and Marge... Just picture hearing Mary Livingstone lecturing from Mrs. FDR's script or the Mad Russian broadcasting a Fireside Chat... The NBC script dept. made a mistake and handed Fred Allen's material to CBS's "Renfrew of the Mounted", with the latter script getting into the hands of Col. Stoopnagle and Budd, whose gags were given to "Our Gal Sunday"... Would George Burns have just as much trouble with Ida Bailey Allen as he does with Gracie... Or would your stomach turn if Gracie read the Lady Ester commercials... Bea Lillie's script writers wanted a week off, so they give her Helen Hayes' "Bambi" show... Imagine the music to be heard from Toscanini conducting Benny Goodman's swing band.

● ● ● Glossary of Radio Terms:... Announcer: A chap who talks as if he had a hot potato in his mouth—but who would often settle for a fragment of stale bread... Comedian: A fellow who hears Fred Allen doing a very funny sketch and goes straight to his typewriter and writes it... Gag-writer: The guy with two ears, two eyes, one pair of scissors and no conscience... Mike: The guy we do stuff for the love of... Orchestra: A pack of musicians led by the sponsor's nephew... Sign Off: The high spot in many a program... Sound Effects men: A bunch of guys who steal each other's thunder... Stooge: Comic (on) relief... Sustaining program: A ham sandwich... the foregoing submitted by Vick Knight... What's yours?

● ● ● Patricia Ryan, who is now appearing at the swank Number One Bar, starts a morning sustainer for NBC... Helen Nolan of the CBS press dept. took her vacation this week to spend with her husband, who works for the AP... So, that very day, the AP decides to send her husband to MOSCOW where he'll remain for three years... Irene Beasley, Eddie Garr and Joe Besser open today at the Palace in Chicago... Josephine Houston will also be at the Riveria... Dick Humber opens at the C. Grove in Los Angeles, returning in the Fall for Studebaker with a \$10,000 budget to use as he sees fit... "Nine O'Clock Revue" via WOR fades soon because, 'tis said, sponsors are afraid they won't be able to fill all the beer orders they're getting!

● ● ● Ben Alley, the tenor built to the skies by the networks and then allowed to die a horrible "death," has had his contract renewed on Household via WCAU, Philly, and will be heard at six every nite... Buddy Hassett, Dodgers' first baseman, fulfills a life-long ambition on Babe Ruth's airing Wednesday—when he sings... Tony Wons, who has been making fiddles up in Wisconsin (they call him the Stradivarius of Kenosha) is getting ready to do an air comeback... The Jay Dennis girls are remaining at the Roxy another week... Mary Jane Kroll, press agent for the Park Central, resigns as of the 1st... Allen Prescott's "Wife Saver" show via CBS will be heard Mondays only during the summer. His NBC schedule remains intact.

## PROMOTION

## Local Tieup on Camay Contest

The Merchandising Department of WMT, Cedar Rapids-Waterloo, under the direction of Leo F. Cole, is running a local contest in conjunction with Procter & Gamble's Camay contest which is being carried out on a national basis. A large window display was installed in one of the show windows of the Montrose Hotel, located in the heart of the Cedar Rapids business district. A large quantity of Camay soap was placed in the window with large placards asking passers-by to guess as to the number of bars of soap in the display. The best guesser wins one year's supply of soap free. People guessing are also given an entry blank to the national Camay contest which is described over WMT on the "Pepper Young's Family" program.

Spots are also given on the air calling the listeners attention to the local Camay contest being carried out by the merchandising department of WMT in conjunction with Procter & Gamble.

Window contains more than 3,000 bars of soap.

## WCAU's 8 Steps Up

A fancy folder titled "8 Steps Toward Tomorrow" has been put out by WCAU, the Leon Levy station in Philadelphia, to impress folks with its latest technical improvements. The eight steps, as listed and attractively illustrated in the cellophane-bound booklet, include the station's new 10,000-watt short wave transmitter, improvements in antenna, a relay radio station on wheels, new transmission monitoring, new recording equipment, reproducing of sound from film tracks, latest electrical transcription equipment, and sound effects staff.

## Help to Pick Premiums

WTMJ, Milwaukee, decided to help advertisers to choose the proper giveaways. Station sent out letters to 30 specialty suppliers requesting samples. Gathered quite a collection which will be placed on display at WTMJ, with descriptive data, pictures of premiums and price lists kept on file in the sales department. Figured to be of practical help to advertisers and salesmen and already has elicited favorable comment from all hands.

## F. T. C. CASES

## Cease and Desist Orders

Olson Rug Co., 2800 North Crawford Ave., Chicago, has been ordered by the Federal Trade Commission to cease and desist from using unfair methods of competition in connection with the interstate sale of rugs which it manufactures from old materials, such as used rugs, carpets and clothing.

**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**A**NN HARDING, CBS press department damsel, has a new job there.... She integrates all publicity work not directly concerned with writing... Florence Marks, NBC press department lass with the luscious speaking voice, will be one of the unseen audience tonight at 9:30 when spouse Bosley Crowther, playwright, airs his first radio script, "Will of Stratford", over the NBC-Blue.... Alma Kitchell and Claudine MacDonald dedicated Friday to the Women's Clubs of Westchester.... they went up and addressed the femmes on various subjects.... The Madison Square Boys Club insisted on having "Myrt and Marge" act as judges in their contest to select the ideal little brother and sister.... Lillian Gordoni of Chi, who writes and directs "Big City Parade", WLS Friday show, employs actual Boys' Court stories as plot background... and Judge Braude plays himself in the dramatizations ...



Ben Bernie's very first ether-quest on his initial home-soil broadcast will be Ethel Shutta... "Frederika's" Diana Gaylen, who was heard on WINS "Theater Guide" last Sat. is Garbo's and Olivia de Haviland's ghost-voice, when the flicker-script demands one.... Jean Harlow's vocal ghost in "Red Dust", Harriet Lee by name, is now exec head of the coast's Famous Music Distributing Co.... Alice Pentlarge, WQXR's gal commentator who supplements the limited activities of the bustling business woman and the hustling hausfrau with talk of things seen and places visited in her program called "So You Haven't the Time", is getting so much fan mail and so many requests for specific reviews she **JUST HASN'T THE TIME**....



WLTH's recipe gal, Doris Webb, not only ate her own words, but made the program staff eat them, and like it, yesterday, at a dinner which consisted of recipes she's broadcast on her WLTH Kitchen Limited program.... Why, we should like to know, when they were choosing Ray Lee Jackson's camera study of Irving Berlin as the most outstanding portrait, the picture of the television studio in action as the most interesting display shot, and the one of the newsie as the best news photograph, did they omit to select best photo of the most glamorous female, of which there was a plethora?....

**RADIO PERSONALITIES**

No. 30 in the Series of Who's Who in the Industry

**W**. C. McKELLAR, president and general manager of WSAZ, Huntington, West Va., came to radio as a matter of evolution. He just grew into it. Born in Chillicothe, O., he attended grade and high school, tinkering with telephones as a hobby.. Utilizing the experience gained during summer vacations, his first real job after high school was with the Chillicothe Telephone Co. From there he went to the Sterling Electric Co. of LaFayette, Ind., in 1905 as chief telephone installer.



Just naturally grew into radio .....

In 1908 he entered the electrical contracting business and operated the McKellar Electric Co. in Huntington until 1929. However, in 1927 he had become interested in radio, establishing WSAZ in the West Virginia metropolis. From a sideline, radio two years later had become his sole work and he has developed WSAZ from a local station into the voice of Southern West Virginia. From 1934 to October, 1936, McKellar made an enviable reputation as general manager of WCHS, Charleston, West Virginia, directing both stations for the two-year period.

And now devoting all of his time to WSAZ, "Mac" is still growing, playing his no little role in the evolution of radio.

**ORCHESTRAS - MUSIC**

**M**AESTRO Woody Herman and Mork open at the Normandie in Biston on May 7. That musical outfit features an instrument used in no other band, the flugelhorn. It's played by Joe Bishop, who composed the theme song, "Blue Prelude," used by the orchestra.

Leo Shuken, formerly a trumpeter with the Harold Stokes orchestra, is now with Paramount Pictures, busy scoring music for Bing Crosby.

Del Courtney and his band, fresh from the Barbary Coast, open at the Netherlands-Plaza, Cincinnati, May 1.

Art Randall's band, a fixture on Omaha stations' sustaining programs, is set to go into The Races when that night club opens May 30.

WWJ, the Detroit News station, will feed to the NBC-Red network an hour long concert by the Olivet College Symphony Orchestra and A Cappella Choir, May 1, at 12:30 p.m. The program, which will originate in the J. L. Hudson Co. auditorium in Detroit, will consist of orchestral selections from the works of Beethoven, Mendelssohn and Tschai-kowsky, directed by Dr. Paz, and choral favorites of the choir, under Donald Wilson, head of the Olivet voice department.

Universal Recordings Inc. have been busy making MCA recordings and a series of Mark Warnow waxings.

Martin Block's eight-year-old youngster, Gene, wielded Martin's baton on the "Make Believe Ballroom" broadcast, Saturday, 10:15-

10:30 a.m. The boy handled all announcements and musical introductions by himself for the full fifteen minutes.

Ray Noble, the British bandleader who's gone dramatic on the Burns and Allen program, will bring his wife, an actress called Margaret Brayton who'll be Mrs. Noble for radio purposes, into this week's script. In addition there will be three Noble arrangements of popular dance tunes on tonight's broadcast over the NBC-Red network, at 8 p.m.

Chick Adams, Abe Lyman's chief arranger, has written a song called "Born Lucky," which will be the initial plug of the 73-year-old veteran, Joe E. Howard, who recently left The Gay Nineties Club to become a music publisher. Howard, incidentally, is slated for an NBC spot in a program to be called "The Sidewalks of New York."

A duet in swingtime of clarinet and harp will be among the novelty offerings when Joe Marsala and his Chicagoans guest star on the WABC "Swing Session," Saturday, May 1, at 6:45 p.m. The maestro will handle the clarinet and Adele Girard, foremost feminine exponent of swing music on the harp, will comprise the other half of the combination.

Jack Hasty, producer of the WABC "Twin Stars" programs on Sunday nights, has re-arranged the show so as to give more time to the Buddy Rogers' orchestra. The actor-band-leader recently added several more men to his aggregation and since then has received numerous requests for more music on the programs.

**NEW PATENTS**

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,335—Electric Wave Translating Circuit. Harold W. Lord, Schenectady, N. Y., assignor to General Electric Co.

Re. 20,338—Television System. William A. Tolson, Merchantville, N. J., assignor to RCA.

2,077,442—Cathode Ray Tube. William F. Tedham, and James D. McGee, London, England, assignors to Electric & Musical Industries, Ltd.

2,077,451—Method and Apparatus for Controlling the Actuation of Recorders. Charlie H. Wilson and Cuthbert J. Brown, Foxboro, Mass., assignors to The Foxboro Co.

2,077,465—Radio Circuits. Henri F. Dal payrat, New York, N. Y., assignor to RCA.

2,077,544—Electric Condenser. Leo Behr, Philadelphia, Pa., assignor to Leeds & Northrup.

2,077,550—Radio Circuit. Henri E. Dal payrat, New York, N. Y., assignor to RCA.

2,077,565—Amplifier. Paul F. G. Holst, Oaklyn, N. J., assignor to RCA.

2,077,574—Television Receiver. Ioury G. Maloff, Philadelphia, Pa., assignor to RCA.

2,077,592—Capacity Balance Circuit. Francis H. Shepard, Rutherford, N. J., assignor to RCA.

2,077,594—Push-Pull Audio Amplifier Circuit. Victor O. Stokes, Walton-on-Naze, England, assignor to RCA.

2,077,597—Receiving Circuits. Willem D. van Gogh, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,077,633—Photoelectric Tube. Archie J. McMaster and Charles E. Parson, Chicago, assignors to G-M Laboratories, Inc.

2,077,810—Phototube. Bernard Salzberg, East Orange, N. J., assignor, by mesne assignments to RCA.

2,077,814—Electron Discharge Device. Charles W. Taylor, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,077,573—Radio Receiver. William D. Loughlin, Mountain Lakes, N. J., assignor, by mesne assignments, to RCA.

2,077,822—Radio Antenna for Automobiles. Albert D. Baker, Lansing, Mich., assignor to General Motors Corp.

2,077,840—Potential Divider. Laszlo Koros, Berlin-Mariendorf, Germany.

2,077,886—Television Apparatus. Arno Zillger, Narberth, Pa., assignor by mesne assignments to National Television Corp.

2,077,961—Gaseous Conduction Device. Charles G. Smith, Medford, Mass., assignor, by mesne assignments to Raytheon Mfg. Co.

2,078,055—Automatic Volume Control with Noise Suppression. Wendell L. Carlson and Loren R. Kirkwood, Haddonfield and Merchantville, N. J., assignors to RCA.

2,078,058—Radiogoniometer. Henri Chireix, Paris, France, assignor to Compagnie Generale de Telegraphie sans Fil.

2,078,060—Remote Control System for Radio Receivers. Lewis M. Clement, Mountain Lakes, N. J., assignor, by mesne assignments, to Federal Telegraph Co.

2,078,072—Radio Receiver. Christopher J. Franks, Denville, N. J., assignor, by mesne assignments, to RCA.

2,078,077—Automatic Fidelity Control. Louis C. Hollands, Verona, N. J., assignor to RCA.

2,078,112—Vacuum Relay. Valentin Wologdin, Leningrad, Russia.

2,078,123—Electric Discharge Device. John M. Cage, Schenectady, N. Y., assignor to General Electric Co.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday NBC Network

Dir.: A. & S. LYONS, Inc.

## San Francisco

**SAM PIERCE**, writer-producer of "Calling All Cars" series for the past year has resigned to take an extended vacation.

Visiting on coast is Henry Weber, musical maestro from WGN, Chicago.

Art Cohn, sports editor of the "Oakland Tribune," has started a radio column of sports comment over KLX, calling it the "Cohn-ing Tower of the Air."

Byron "Speed" Reilly, KLS sport-caster, played host to crippled children Friday night showing them the studio and interviewing them as a build-up for the annual Boxing Benefit for Alameda Crippled Children to be held May 5.

Thomas B. Jones has been added to the KYA announcer's staff.

KYA Briefs: Ferdinand Christman of the technical staff passed the FCC examination for operator's license with the high score of 91 . . . Chief Engineer Paul Schulz is nursing a gash over the right eye, suffered when a dust-cover from the speech-input equipment in the control room fell over on him . . . John Donohue has been added to the sales staff, it is announced by Station Manager Bob Roberts . . . A new musical group appearing on KYA's programs consists of Kathryn Julye, harpist; Aurora Cravera, cellist, and Herb Sanford, vibraharpist.

M. E. "Bob" Roberts, manager of KYA, San Francisco, left Saturday for Los Angeles to attend dedication of the new KEHE studios.

John H. Ribbe is the first NBC vacationer. The producer of the Standard Symphony Hour and other musical broadcasts, with his violinist-wife, Modesta Mortensen, headed for the northwest yesterday.

## Adjourn Announcer Confab

After a three and a half hour session, the Friday meeting between the CBS, and the announcers and producers' bargaining committees was adjourned until tomorrow morning. No announcement was made as to whether what, if any, progress had been made at the meeting.

## Shep Traube Joins Republic

Shepard Traube, formerly with Air Features Inc., has joined Republic Productions Inc., Hollywood, as executive assistant to Moe Siegel, studio head. Traube for a number of years was a Broadway producer, director and author.

## WCHS Housewarming

WCHS, Charleston, W. Va., a CBS affiliate, last Saturday night held a "house-warming" party in its new studios just completed. Station has also installed a new transmitter and antenna. Edith M. (Peggy) Stone of the CBS station relations department represented the network.

## ★ Coast-to-Coast ★

**HARRY FORD**, That Man from Missouri, who recently started a new comedy program at WTMJ, Milwaukee, 7-7:30 a.m. daily, is reported getting a good fan response.

*Jerry Belcher's "Our Neighbors" broadcast on the NBC-Blue network yesterday emanated via WCKY, Cincinnati, with the visit taking place in the home of Alfred Segal, Cincinnati Post columnist.*

Connie Desmond is at the mike for the baseball broadcasts over WSPD, Toledo.

*Lew Danis, lead in "Unfinished Headlines" over WHN on Saturdays, will direct a summer theater if he can find some good scripts.*

Jack Ingersoll, in addition to his regular bowling broadcasts over WINS four nights a week, has started giving play-by-play descriptions.

*Doug Arthur has been appointed announcer by WNEW and will take over the Howard Credit Clothing Co. program, and also aid Ted Webbe in the Paramount, Newark, spelling bees.*

"The Five Jones Boys" are really going places since their initial radio appearance several years ago over WEBQ, Harrisburg, (Ills.). From WEBQ they went to WJJD, Chicago, thence to Hollywood and the films. During their first mike experience, they were known as the Pace Jubilee Singers, then the Dixie Cotton Pickers, and Thirty-Six Feet of Harmony. Their most notable success was attained in the Jane Withers picture, "Can This Be Dixie?" The Five Jones Boys have several Variety discs to their credit, among them, "Mr. Ghost Goes To Town," and "Doin' The Susi-Q!"

*A new technique in the dramatizing of a novel for radio, that of dualizing a single personality in order to convey certain narrative portions of the book, will be employed during the presentation of "They Came Like Swallows," a radio adaptation of William Maxwell's just published second novel, to be heard over the NBC-Blue network May 3. In several instances two voices will be used for a single character. The innovation, however, will be in keeping the personality of the character intact through the use of voices essentially alike—with just a shade of differentiation in tone and pitch. Heretofore, the use of two voices has been directed to produce a stream-of-consciousness effects through entirely different character tones.*

Production Manager Graham Poyner and Engineers Henry Hulick and Willard Dean of WPTF, Raleigh, fetched themselves some high compliments for their handling of the National Farm and Home Hour NBC-

Blue broadcast from their city one day last week. Les Biebl, one of WPTF's crack announcers, drew the choice assignment of narrator. William E. Drips, director of agriculture for NBC, sent the station a telegram of "thanks for producing a topnotch show."

*Carl Goerch, commentator at WPTF, Raleigh, published J. B. Clark's "So You Want to Get Into Radio?" article in an edition of "The State" and thereby garnered some good publicity for the station.*

Gene Stafford, copy chief of Langlois and Wentworth, is authoring new series of magazine articles on radio for a writers' monthly. New titles will follow his first article, "How to Write for Radio," and will appear under the heading, "The Use of Sound Effects to Set Scenes."

*KMMJ, Clay Center, Neb., claims to have the only rooster trained to crow for radio broadcasts.*

KFNF, Shenandoah, Ia., is permitting various denominations in surrounding towns to take turns sponsoring the regular 3 p.m. Sunday services.

*Simon Lake, inventor of the submarine, will talk on "Exploring the Bottom of the Sea" over WQXR, May 3, 6:30-6:45 p.m.*

Wilfrid Couture, French-Canadian director of the Franco-Americaine Hour on WNBH, New Bedford, Mass., announced a wedding reception for Luisette and Samuel, his script writers, to be held in a local hall where a weekly program is aired before a paid audience. So many persons turned out for the affair that Couture fainted. But the show went on.

*Dick Faulkner, announcer at WSOC, Charlotte, chased a train the other day with a mike in his hand in order to get some interviews from celebs of the Philadelphia Symphony.*

Cy Carter, engineer at WSOC, Charlotte, recently talked by short wave with a ham in Australia.

*J. C. Johnson recently joined KCMO, Kansas City, as a member of the sales staff. He came from General Outdoor Advertising in Atlanta.*

Bob Provan, genial announcer on the night schedule at WDRC, Hartford, has taken over a new 10 p.m. program called "Readin' and Writin'". Bob asks his listeners to spell and pronounce some words commonly done incorrectly.

*John Fleming, English writer, whose "Gods Over Doone" is scheduled for Fall production on Broadway, was notified Saturday by the Script Library, a division of Radio*

## GUEST-ING

AUNT JEMIMA, booked by Herman Bernie office for the Hammerstein Music Hall, May 11 (CBS, 8 p.m.).

MADELEINE CARROLL, MISCHA AUER and GETE STEUCKGOLD, on Kraft Music Hall, April 29 (NBC-Red, 10 p.m.)

ARA GERALD of "Curtain Call," Broadway play, on Charlotte Buchwald's Playgoer program, tomorrow (WMCA, 1:45 p.m.)

AMPARO ITURBI, sister of Jose Iturbi, on "Everybody's Music," May 2 (CBS, 3 p.m.)

URSULA PARROTT, on Anice Ives' Everywoman's Hour, April 30 (WMCA, 11:15 a.m.).

*Events, Inc., that his "Road to Nowhere" was going somewhere on both WMC, Memphis, and WBNS, Columbus.*

Janice Gilbert, who portrays the role of Janice Collins, and Jimmy Donnelly, who takes the part of Eddie Collins in "The O'Neills," daily NBC script series, will join the cast of Helen Menken's program, "Her Second Husband," on WJZ at 8:30 p.m., Wednesday playing Fran and Dick on the broadcast. The children are 10 and 12 years old, respectively, and have appeared in several Broadway productions besides radio.

*Jack Jenney, trombonist and band-leader, who is heard on 17 commercials weekly, will give a party to Kay Thompson, rhythm singer who celebrates her first anniversary on her current air show April 30. It is natural that Jenney should be in on the celebration—he's only the husband of Kay Thompson.*

Louis Prima, radio's swing trumpeteer and maestro, has been given a leading role in 20th Century-Fox's new picture, "You Can't Have Everything."

*Carol Weyman, mezzo-balladeer, tomorrow starts on a new 26-week series for NBC. She is now heard Mondays at 2:30 p.m. over WEA and Wednesdays at 10:15 p.m. over WJZ.*

## Winchell and Bernie

Walter Winchell and Ben Bernie make good as screen actors in 20th Century-Fox's "Wake Up and Live," which opened Friday at the Roxy Theater. Although it is Jack Haley's performance that steals the picture, the feuding Winchell and Bernie, playing their natural selves, also score. Film has a radio background and, in story and music as well as cast, is the best of its kind produced to date. Broadway movie critics gave rave notices to the whole works.



**L. W. PETERS**, general manager for Cannon System's Radio Station KIEV, Glendale says ground will be broken within the week on the station's new studios, and that RCA and contractors have stipulated that it will be ready for use by July 15. Both the studios and the new 290 foot vertical tower will be located on property which KIEV has just acquired on San Fernando Road, at Milford. Enlargement of the station live talent facilities will include three studios. KIEV's present studios are in the Glendale Hotel, with antenna on the roof. Station started 3½ years ago, and this is the first move.

Edgcomb Pinchon, author of "Viva Villa," will direct and be guest on Al Jolson's program May 4, when Jolson will do a scene from the play—a tear yanker titled "A Death in the Desert." On the 27th Jolson will do Ida Tarbell's "The Man Who Killed Lincoln" scenes.

Alvin Wilder, commentator on "Layman's Views of the News," has been signed by KEHE to do a new sponsored series of weekly color commentaries on some highlight of the week that didn't get in print. Wilder Furniture Co. sponsoring. Placed direct.

Fred Williamson signed on to do scripting on "Calling All Cars," long handled by Sam Pierce, who has resigned to freelance.

Lynn Chalmers, who jumped from selling advertising to radio singing when David Broekman gave her an audition a few weeks ago, has been signed by the Thomas Lee Artists Bureau.

Don Otis and KFAC trying out a new idea in record programs with an hour's show featuring records by colored bands, and with a well known colored band leader in person as guest star. First guest Les Hite, to be followed by Earl Hines. Don Otis to do interviewing. Program to be called Harlem Rhapsodies, with Todds (clothing) sponsoring.

Earnshaw-Young Co. transcription producers, examining scripts, readying to start a new series for their service.

Hal Horton, who has been announcing, handling publicity and helping produce on KIEV resigned last week to become producer of live and disk programs for a group of Chicago clothing houses opening stores in Los Angeles. Schedule calls for three programs a week on KEHE, 5 a week on KRKD and 4 a week on KFWB. Wallace MacLean taking over Horton's spot on KIEV.

KHJ likes its "Help Thy Neighbor" program well enough so that when its sponsored period ran out on KHJ, station decided to shoot it on the Don Lee Coast net as a sustaining feature. Program will continue to find jobs for needy of Los Angeles area. Has already placed more than 500 through interviewing and describing applicants on the air.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations  
No. 23 of a Series

**WMAQ—Chicago**  
50,000 Watts—670 K. C.

**NILES TRAMMELL**  
Vice-President in Charge

**P. G. PARKER**  
Manager

**WMAQ**, oldest broadcast station of the second largest city of the nation, is owned and operated by the National Broadcasting Company, with the Chicago Daily News a large stockholder. That newspaper, together with the Fair Department Store as a joint sponsor, originated the station. It was on April 13, 1922, that the little 100-watter first came to life in a small studio on the top floor of the department store. The owners, not satisfied with the transmission, closed WMAQ on April 25 of the same year and installed a 500-watt transmitter, reopening October 2.

That was the shaky beginning of what was to become one of NBC's most important links. Chicago, the center of the nation's trade, services, by radio, one of the wealthiest markets in the world. WMAQ alone has a listening audience that numbers in the millions, with an annual expenditure of billions. Its primary and secondary coverage includes the average citizens, farmers, and capitalists of the entire midwest. In 1928, with its power increased to 5,000 watts, WMAQ was taken over by NBC. In 1932 the change was completed when WMAQ moved into its new home in the Merchandise Mart. Under the guidance of the web, WMAQ today operates on 50,000 watts, and as a member of the basic-Red network of NBC, is relied upon in the midwest by the largest radio time buyers on the network.

WMAQ has the honor of being the station that brought Amos and Andy to the listening audience, and Pepsodent Toothpaste to the consumer's home. It was also one of the first stations in the country to broadcast baseball games. That practice was begun in 1924, and in 1932 WMAQ pioneered the at home and abroad broadcasting schedules. With Hal Totten at the Mike, WMAQ listeners were given grandstand seats to a hard-fought campaign that placed the Chicago Cubs in the world series.

Satisfied sponsors on WMAQ include such names as General Foods, Philip Morris, Packard, Ipana, Pontiac, Shell Oil, Pepsodent, Lady Esther, Firestone and Kraft. Artists such as Bing Crosby, Jack Benny, Burns and Allen, Fred Astaire, Fred Allen, Amos and Andy, Lanny Ross, Joe Cook, Rudy Vallee, Wayne King and Russ Morgan are steady entertainers for WMAQ listeners.

Business headquarters and studios are located in the Merchandise Mart, with the transmitter standing near Bloomingdale, Ill.

**Announcers Hear Selves**

Charlotte, N. C. — Announcers at WBT heard themselves speak the other day and they weren't so cocksure of their perfection when the little wax discs showed up faults they didn't think they had. Reginald Allen, for instance, discovered he occasionally pauses gropingly, giving the impression that he isn't sure of what he is saying. Caldwell Cline thought he sounded too mechanical. The boys are correcting their speech, however, and maybe their next test will be as satisfactory as program director Chas. Crutchfield's first one was to him.

**Paint Program Since '33**

Benjamin Moore Paint Co. of New York has been using a 15-minute morning spot on WBT, Charlotte, since 1933. The regular Thursday morning quarter hour, from 11:30 to 11:45 a.m., has become one of the best-known programs on the WBT schedule. Featuring Marie Davenport at the organ, the show is the only local talent advertising which the Moore Co. does over a CBS unit—all other promotion being done on a network.

**George Podeyn Joins WBS**

George Podeyn, formerly radio director of Fuller & Smith & Ross, has joined the sales department of World Broadcasting System. Podeyn at one time was associated with Donahue & Coe, and the BBDO radio departments.



**TOM FIZDALE**, press agent, and Don Quinn who authors "Fibber McGee and Molly," fly to California today. Fizdale expecting to open an office in Hollywood. He has just opened one in New York.

Hal Burnett, WBBM publicity chief, flying to New Orleans just for a week-end ride.

Franklyn MacCormack, poetry reader of Wrigley's "Poetic Melodies" on a motor trip to Waterloo, Ia.

New piano-song-guitar duo, Betty Bennett, onetime soloist for Realsilk show, and Joe Wolverton, guitarist now on WLS Barn Dance, will make bow Tuesday evening on NBC's Piccadilly Music Hall.

Margaret Morton McKay, wife of Al Rice of the Maple City Four of National Barn Dancers, on the air for KFI with her own program "Hollywood in Person."

Jim Crusinberry, veteran Chicago sports writer, is the new sports editor of WBBM's news department. Jim's the husband of Jane Crusinberry, who authors "Story of Mary Marlin" at NBC.

Gale Page, NBC songstress, flew to White Sulphur Springs over the weekend, with husband Fred Tritschler. Back Wednesday.



★ ★ **Little Talks on Big Subjects** ★ ★

I am a SILENT salesman . . . I am on the desk of the busy radio EXECUTIVE every morning . . . I am WELCOME because I am sincere . . . I go DIRECT to the man that handles the CLOSING of negotiations . . . They already tell me that I am an EXCELLENT advertising medium . . . I am RADIO DAILY and a TEST will TELL. . . . .

## BORDEN STARTS SERIES ON YANKEE WEB MAY 4

(Continued from Page 1)

men and actors will be involved in the broadcasts. Special promotional sheets, posters, an offset process tab paper, and other material is set, in the interest of Chateau Cheese. Young & Rubicam is the agency.

### Campana's Long-Term Contracts

Chicago—Campana's contracts with Les Tremayne and Barbara Luddy call for their exclusive services and guarantee them 52 weeks work for one year with options extending for four years. Tremayne begins work on "First Nighter" when it is brought back to Chicago from Hollywood on June 4. Campana learned its lesson from experiences with Don Ameche, now drawing down almost as much fan mail as Shirley Temple at 20th Century Fox. He has cost them real money this year. Les Tremayne, who worked this season in Campana's "Grand Hotel," has also had movie offers. Deal was handled through Aubrey, Moore & Wallace, Tom Wallace having just returned from Hollywood where he arranged for return of show to Chicago.

### 20% More Sets in Japan

Increasing popularity of radio in Japan is reflected by the fact that the number of licensed receiving sets in operation increased by 435,500 during 1936 to total 2,776,189 a jump of nearly 20 per cent, says a report to the Electrical Division, Bureau of Foreign and Domestic Commerce. According to the Japanese Broadcasting Corp., there were 20.5 sets per 100 families in operation in Japan at the end of 1936.

Three new radio broadcasting stations were opened during the year, increasing the number of stations in Japan proper to 30. Work has been started on two additional stations which it is hoped will have been completed and ready for operation by June, 1937, it was stated.

### Gulf Adding WCAE

Gulf Refining Co., Pittsburgh (Gulf spray) on June 1 will add WCAE to its radio spot campaign. Sponsor has taken the Nancy Martin, quarter-hour, twice weekly. Young & Rubicam Inc. is the agency.

## ONE MINUTE INTERVIEW

JANE WEST

"I believe that all script-writers of a daily radio dramatic series should hold at least three story conferences a week with all the members of the cast participating. At this conference there should be a general discussion of ideas and plot situations. As writer of 'The O'Neills' I've found that through this method I am able to obtain added true-to-life dialogue and situations."



### "SPORTS PARADE"

General Mills

WMCA, seven days a week,  
2:30-5:30 p.m.

Knox-Reeves, Inc., Minneapolis.

### COMBINATION SPORTS AND VARIETY PROGRAM WITH WELL-SUSTAINED INTEREST.

This is the nearest thing yet to a "newspaper of the air," and as such it stimulates speculation on new possibilities for air programs and in turn for advertisers using the air as a medium.

With Don Kerr as m.c., the program successfully combines music, provided by Lee Grant's orchestra; vocal numbers, by individuals and groups; intermittent reports from the race tracks as well as from the baseball diamonds, with Bob Carter, Hal Janis and others giving the winners (or latest scores) and other dope; periodical movie news by Powell

Clark (Buddy Cantor), and other varied items.

Friday's program also had a special event, the Penn Relays brought by wire from Franklin Field, Philadelphia. Although this was not under General Mills sponsorship, the advertiser permitted the special feature to be inserted in the show. Dick Fishell was at the mike in Philly.

One of the vocalists, Helen Young, invited listeners to phone in requests for their favorite songs.

Because of the length and diversity of the program, the occasionally inserted commercial plugs are hardly noticed. For the same reason, program is able to move along at an amiable gait, permitting leisurely assimilation on the part of the dialers, which is a favorable point for afternoon entertainment.

Orchestra, announcers and others hold up well under the grind.

## F. C. C. ACTIVITIES

### EXAMINER'S RECOMMENDATIONS

North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime, be denied.

Metropolis Co., Jacksonville. CP for new station. 1290 kc., 250 watts, unlimited, be granted.

Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

### HEARINGS SCHEDULED

April 26: Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

April 29: WOAI, San Antonio. Auth. to transfer control of corp. 1190 kc., 50 Kw., unlimited.

George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

June 1: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS, unlimited except Sunday nights.

June 2: Radiotel Corp., San Diego. CP for new station. 920 kc., 500 watts, unlimited.

Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Dan B. Shields, Provo. CP for new station. 1210 kc., 100 watts, unlimited.

June 8: The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

WTBO, Cumberland, Md. Auth. to transfer control of corporation. 800 kc., 250 watts, daytime.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime.

June 9: Leon M. Einfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

June 11: Fields McCarthy Co., Poplar Bluffs, Mo., CP for new station. 1310 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. 1380 kc., 1 Kw., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS, unlimited.

### APPLICATIONS RECEIVED

KFQD, Anchorage, Alaska. Auth. to transfer control of corp. to R. E. McDonald, 166 shares common stock.

A. L. Beard, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

United Broadcasting Co., Tulsa. CP for new special broadcast station. 1550 kc., 1 Kw., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new special broadcast station. 1550 kc., 1 Kw., unlimited.

### New Fellowships at NBC

Additional University Fellowships for advanced study in radio broadcasting at NBC have been granted by the Rockefeller Foundation to Harley A. Smith of Louisiana State University and George E. Jennings of WILL, University of Illinois. Smith, under a three-month appointment, and Jennings, under a six-month appointment, will begin their studies at NBC's Radio City studios on May 5.

### Unexpected Results

When Briggs Hardware Co. in Raleigh started its WPTF series of "Sketches in Paint" shortly before Easter, the sponsor stocked up with 2,300 gallons of Lowe Brothers paint for the Spring season. One week after Easter, it was discovered that every gallon in the shipment had been sold, and WPTF was the sole advertising medium used. Briggs reports this increase in sales is unprecedented in its history and the store was founded back in 1859.

## ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

(Continued from Page 1)

by Michaels Brothers, local furniture stores. This is a new high in the number of programs featuring one act. Manners does not use a script for his talk and the gang sing hillbilly tunes. Zeke claims he wakes up in the middle of the night and makes "station breaks" in his sleep.

### Bill Brown Joining WHO

Cedar Rapids, Ia.—Bill Brown, WMT announcer and special events man, leaves WMT in a few days to take over the duties of Dutch Reagan, WHO sports announcer, who is on his way to Hollywood.

Brown came to WMT from WSUI, the University of Iowa non-commercial station at Iowa City. During the time he has been with WMT he has built up the "Movie Man" program to where it is now one of the most popular programs heard over this station.

### "Today's Children" to Coast?

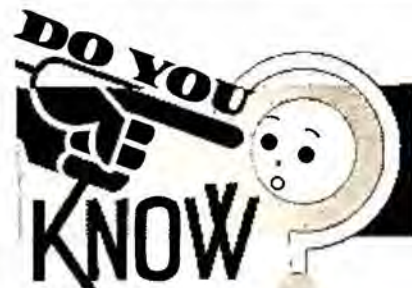
Chicago—Carl Wester, NBC account executive for Pillsbury's "Today's Children", is back from trip to Hollywood and vacation in Arizona. With Erna Phillips, author of the serial, also in Hollywood they explored movie possibilities. Nothing settled yet, however. Meanwhile Pillsbury already has sold 270,000 copies of the novel adaptation of "Today's Children" at 50 cents a clip.

### Mable Todd for Films

Chicago—Mable Todd, former Al Pearce comedienne, who has been working on the NBC Jamboree, has been signed to a film contract by Warner Bros. She is the wife of Morey Amsterdam.

### Two Women Plan Station

Osterville, Mass.—Erection of a Cape Cod radio station in Barnstable is planned by two local women, Harriet M. Alleman and Helen W. MacLellan.



AVRO, Holland's biggest radio corporation, is a non-profit organization supported by voluntary contributions of 200,000 subscribers. It does not receive a penny from the Government, and has nearly \$1,000,000 surplus.



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