



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 2

NEW YORK, FEBRUARY 9, 1937

FIVE CENTS

Monopoly Hearing Set

INTRODUCING ...THE RADIO DAILY

By JACK ALICOATE
Publisher

TODAY we present to the radio industry. RADIO DAILY. As time passes, if you are part of radio, you will hear considerably more of RADIO DAILY. We are not here to revolutionize the radio industry. Thanks to its understanding pioneers and efficient executives it has long since been on a fine, substantial foundation. Radio spells progress. The industry is expanding rapidly. It is both romantic and colorful and its usefulness is only beginning. Radio has its faults. So have we. That makes us all even at the start.

RADIO DAILY is national in scope and will be published right here in Radio Village. It will be radio's own daily newspaper. It will be independent. It will be intimate, and it will strive to be constructive. In a word it will bring the news and sidelights of this great industry, its executives and the rank and file, every work day of the year, and as fast modern news machinery can gather, and print it.

FROM time to time, in this column, we will give our thoughts on the passing radio Parade. Our views will be those of a detached but compellingly interested server, for we are not unmindful of the fact that if we knew more about radio than those now responsible for its destinies we would be running radio and not RADIO DAILY. We shall try to be helpful in many ways. A forum where views of responsible radio folk can be outspoken in their, at times, divergent opinions. A front line trench, too.

(Continued on Page 2)

New Okla. Network

Oklahoma City—Oklahoma Network Inc. has been incorporated with following stations comprising net. WBBZ, Ponca City, Okla., KCRC, Enid, Okla., KGFG, Oklahoma City, KBIX, Muskogee, KASA, Elk City, KGFF, Shawnee, KADA, Ada and KVSO, Ardmore, Okla.

Corporation to concentrate on cooperation of advertising and mutual assistance.

FOREIGN RADIO OUTLAY BOOSTED NEARLY 300%

With export business reaching the two and one-half billion dollar mark, and advertisers desirous of avoiding taxes by exploiting fields and distribution abroad, foreign radio expenditures are being increased nearly 300 per cent. Said increase also including clients new to foreign radio advertising as well as increased budgets. Figures are based on the increased contracts running abroad by four agencies specializing in this branch of the industry, particularly Conquest-Alliance company, considered the leading international organization of its kind.

According to Dr. W. H. Voeller, head of C.-A., his concern will run ahead of last year in gross billings by a possible \$750,000, as compared to a total in 1936 of nearly \$300,000. This increase will give C.-A. a gross revenue of \$1,000,000 or more, for the current year. Last year Conquest sold a little over 3,000 hours of time

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LOCAL ADVERTISERS HOT FOR CO-OP WEB SHOWS

Local advertisers seeking the advantage of a network broadcast with its prestige and better grade talent, are flocking to get on the bandwagon of such shows with the result that the two now running on the Mutual Broadcasting System and still another scheduled to begin March 12, have more than one sponsor in a

(Continued on Page 4)

Oneida Launching Series On 26 Stations Mar. 8

Oneida Ltd., Oneida, N. Y. (Tudor plate) the week of March 8 will launch a series of electrical transcription on 26 stations from coast to coast. Program will be a daytime musical quarter-hour once weekly with Peggy Tudor as mistress of ceremonies. Series was cut by World and will run for at least 13 weeks on the following stations: WGR, WFBR, WGST, WOAI, WNBR, WWL, KFPY, WEEL, WKY, KOIL, KOA, KDYL, KOL, KMBC, WHK, WCAU, KOIN, WCKY, WJR, KSTP, KWK, KNX, WOR, KGO, WGN, KDKA, Batten, Barton, Durstine & Osborne, Inc., New York, placed the account.

Investigation of Broadcasting by Congressional Committee Will Be Speeded, Says Connery

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Congressman William P. Connery (Democrat, Massachusetts), chairman of the House labor committee, told RADIO DAILY last night that the House subcommittee of the Rules Committee now considering his resolution authorizing the Speaker to appoint a committee of seven Representatives to investigate alleged radio broadcasting monopoly would hold a hearing this month.

Connery said he and a bloc of

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Cantor Stooze Clicks

Harry Savoy, who replaced Parkyakus on Sunday in Eddie Cantor's Texaco program, was a wow. Doing a rapid-fire stutter, Savoy had the program in stitches during his entire time. The comic had good material, but it was his style that topped. Though not definitely set in Cantor's stooze spot at present, Savoy will be on next Sunday's program.

GOOD WILL "COURT" IS IN COURT AGAIN

Judge Nathan Sweedler of Brooklyn, plaintiff in the action against Standard Brands, Inc., J. Walter Thompson Agency, National Broadcasting Co., WMCA and A. L. Alexander charging the oft-mentioned defendants with unfair competition because they "used the name "Good Will Court," will encounter further legal difficulties this morning in a court-ordered examination before trial.

Last Tuesday, at similar proceedings, is was believed that Judge

(Continued on Page 4)

Wrigley is Sponsoring 3-Hour Red Cross Show

Chicago — The three-hour Red Cross Flood Benefit broadcast which will emanate from the stage of the Radio City Music Hall, Feb. 12, 12:30 a.m. to 2:30 a.m., over the combined Mutual, CBS, NBC networks will be sponsored by the William Wrigley, Jr., Co., Chicago, who has subscribed \$30,000 to the flood relief fund for the privilege. One hundred and ten stars of radio and screen will partake in the program. The audience witnessing the broadcast will pay for \$1 to \$10 for seats.

33 Spots for Silver Dust

Hecker Products Corp., New York (Silver Dust & Gold Dust) has started a series of spot programs, Mondays through Fridays, on 33 stations through the East and Mid-West. Schedule follows: WOR, a five-minute KBS library program which includes two one-minute announce-

(Continued on Page 4)

SPOT BROADCASTING AT ALL-TIME RECORD

Despite the severe setback given the spot broadcasting situation when Chevrolet cancelled nearly 400 electrical transcription program contracts through World Broadcasting System, spot biz continues to surge forward to an all time high. National Broadcasting Company's ET division (Thesaurus Library) reveals a 68 per

(Continued on Page 4)

Philco to Demonstrate Practical Television

Philadelphia—What is believed to be the first demonstration of television on a practical basis is scheduled for the once-over on Thursday before a private audience. At that time, the Philco Radio & Television

(Continued on Page 6)

RCA Gross from NBC

That NBC contributed more than one third of RCA's gross revenue of \$101,850,000 for the year 1936 was revealed yesterday in the earnings statement released by David Sarnoff, RCA president. The net RCA profit for the year was \$6,100,000 an increase of 19 per cent over 1936. The net profit for last year equalled 20 cents on the company's common stock.



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JOHN W. ALICOATE : : : Publisher

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Introducing

... The Radio Daily

(Continued from Page 1)

directly facing those forces that would shell radio from without.

RADIO DAILY will tell you bright and early every morning, through its experienced and seasoned reviewing staff, whether it does or does not like certain programs. Fan slants will be left to the fan publications and daily newspapers. RADIO DAILY will not be concerned with the private lives of radio folk either within or without the broadcasting studios. RADIO DAILY has trained correspondents in every important city in the country, and, as far as news is concerned, will endeavor consistently to cover the country from Portland, Maine, to San Diego, California.

AND so, today, RADIO DAILY is moving in, bag and baggage. We'll break bread with you and argue with you. We'll laugh with you and probably share many of your irritations and heartaches. The important thing is that RADIO DAILY is here. Permanently. No noble experiment, but an efficiently planned and organized daily newspaper, operated by trained and experienced newspaper-radio folk, to serve intelligently and thoroughly the far-reaching radio industry, in which, in time, it hopes to play no small, unimportant a part.

FINANCIAL

Monday, Feb. 8

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182 3/4	182	182	- 1/4
Crosley Radio	26	25 1/4	25 1/2	+ 3/4
Gen. Electric	62 3/8	62 1/4	62 5/8	+ 3/8
North Am.	30 3/4	30 3/8	30 1/2	+ 1/4
Stewart Warner	19 3/8	19 1/8	19 1/4	- 1/8
Zenith Radio	38 1/4	37 1/4	37 3/4	+ 1/2
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	17	16 3/4	16 3/4
Majestic R. & T.	4 1/2	4 3/8	4 3/8	+ 1/8
Nat. Union Radio	2 3/8	2 1/2	2 1/2
OVER THE COUNTER				
	Bid	Asked		
CBS A	49 3/8	51 3/4		
CBS B	49 1/2	51 1/2		
Stromberg-Carlson	19 3/8	20 3/8		

★ THE WEEK IN RADIO ★

... Six Important Bills Before Congress

By M. H. SHAPIRO

NOT a few happenings of importance to broadcasters took place in Washington the past week. These items include:

Hearings called on Actors Bill, announcement being made that the hearings in question will begin on Feb. 17, relative to the familiar Rep. Dickstein of New York (H.R. 30) opus seeking to protect the artistic and earning opportunities in the United States of American artists. Hearing will be held by the House of Representatives Committee on Immigration and Naturalization and the bill is the same as that passed by the House at the last session of Congress but failed of passage in the Senate.

Other bills concerned radio monopoly and operators; the Educational Commissioner established a radio script exchange in order to promote better educational radio programs throughout the country and to furnish local groups with scripts especially appropriate for educational broadcasting; the FCC established a flood emergency service and Chairman Prall of the FCC praised the work of the broadcasters in connection with the flood situation on the RCA Victor Magic Key Hour. While Representative Wearin of Iowa introduced a bill in the House (H. R. 3892) to amend the Communications Act of 1934 to prohibit unified and monopolistic control of broadcasting and printed publications, a chain broadcasting investigation by a House Committee was sought by Rep. Wigglesworth of Mass. He also asked for an investigation of the FCC. Rep. Celler of N. Y. introduced a bill for construction of a Federal short-wave station for Pan-American non-commercial purposes.

Perhaps more startling than the bills introduced in Congress was the unexpected and hitherto secret anent purchase prices of transmitters being suddenly revealed by the House Appropriations Committee. Transfers of stations at good-will prices of \$1 up to the million and a quarter mark, were all busted wide open, and one transaction involving a 99-year lease came to light. (FCC licenses of course cover 6 months periods only.) ... It further developed that the three major webs-NBC, CBS and MBS, controlled about all of the 40 clear-channel outlets.

Big event in NBC last week was the signing of Arturo Toscanini for a series of symphonic concerts later this year. Odd angle is the fact that David Sarnoff's personal emissary Samuel Chotzinoff handled the deal abroad. Proposed series will be non-commercial and will most likely do much to offset the CBS monopoly on the New York Philharmonic-Symphony Orchestra.

In Philadelphia, the once unmentionable social disease became o.k. for radio and WCAU inaugurated the first broadcast on Thursday of last week, under the banner of the local Medical Society.

Radio station news men held a meeting in effort to form an organization of their own, but one not conflicting with the Newspaper Guild. First gathering was housed at the Hotel Roosevelt, New York. ... M. H. Aylesworth, former NBC proxy and more recently Chairman of the Board of RKO got a rise out of the folks by joining Scripps-Howard organization. Commercial radio's first big executive seems to be slipping further away from radio, touching off a sentimental chord in many hearts. ... But perhaps there is a sort of consolation in the wild rumor that he will head the NBC Blue Network when Scripps-Howard takes it over ... But such rumors were around nevertheless. ... Another Aylesworth rumor was that he might head a world-wide news broadcasting system ... N. Y. musician union leaders sought to throw the harpoon into the CBS-Music Corporation of America agreement, on the grounds that MCS deducted a fee to take care of network wire costs, etc. Jack Rosenberg, fighting president of Local 802, A.F.M., believes that any such fee violates the A.F.M. ruling on networks being in the band booking business. ... N. Y. musicians again took the bull by the horns when they got busy on a project to ban the playing of phonograph records by the unaffiliated stations. ... following the lead of Jimmie Petrillo in Chicago

Foreign

From abroad came word that John L. Baird, inventor and founder of Baird Television, suffered the disappointment of his life when the Postmaster General announced that the British Broadcasting Corp., would henceforth use the Marconi-EMI system when transmitting tele programs. Until now, both Baird and Marconi methods had been used alternately during the experimental programs. Baird stated, however, that receiving sets sold by his organization were capable of receiving Marconi-EMI transmission.

Standard now adopted in London is 405 lines per picture sent at the rate of 50 pictures or "frames" per second.

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YOUR RADIO PILOT

By AL TURNER



I join entire broadcast fraternity in welcoming RADIO DAILY. It will prosper. It must. We shall find it indispensable.

This week's Pilot Radio Weekly Award of Merit goes to Philharmonic-Symphony for fine broadcast of the past week, over CBS. ... We are gratified at the splendid reception being accorded this new award which has for its aim the keeping of broadcasting upon a high plane. Since we began 8 weeks ago, winners include Rudy Vallee, Fred Allen, Columbia Broadcasting System, President Roosevelt, March of Time, Kate Smith, etc. ...

Yest'y Benny & Livingstone re-broadcast to Lunnon ... (wonder if the Britishers threw a Benny-fit?) Thite Jolson again bends the knee famous 'round the world, reviving Sonny Boy. ... new Swarthout Fireside Concerts (NBC, Wed., 10:30) promise to be note-worthy ... hear 'em at best over.



Al Jolson

YOUR PILOT RADIO

By POPULAR DEMAND

Pilot's masterful DOUBLE POWER (created by exclusive Tranex Beam Power Circuit) yields easy access to foreign or domestic stations, affords wave-splitting selectivity, amazing freedom from apt. house interference. Handsome All-Wave Model 23 gives perfect reception on either AC or DC current. Make the conclusive Side-by-Side test. Ask your dealer to demonstrate a Pilot directly alongside any other set of comparable price. Hear the difference! Phone STillwell 4-5455 for name of your nearest Pilot dealer, or Radio Information. Illustrated 1937 Pilot Folder on request.

Superb Pilot Radios
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Pilot RADIO CORP.

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for

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DIRECTORS • PRODUCERS

also

SPECIAL RADIO DEPARTMENT

A



Agency CAMPAIGN IS A MARK OF DISTINCTION

HEARING THIS MONTH ON RADIO MONOPOLY

(Continued from Page 1)

broadcasting-minded Congressmen are now gathering a volume of evidence and records for use in the hearing, and are prepared to cooperate with Senator Burton K. Wheeler in the Upper House for speedy joint action.

"I feel we will complete the radio hearing rather quickly," Connery said, "so that the whole question of radio monopoly can be fully investigated by Congress."

Anning S. Prall, Federal Communications Commission chairman, yesterday declared the Commission has complied with the request of Senator Wheeler for data concerning the present activities of the F.C.C. and radio. The Montana Senator's request was made several weeks ago and it is believed he is awaiting full consideration of the Commission's reply before taking any action.

"We have sent our report over to Senator Wheeler," Prall told RADIO DAILY. "We feel to the best of our knowledge it covers his questions adequately."

Lois Gets New Job

Lois Lorraine, formerly of the CBS exploitation department, transferred to press department to replace Josephine Le Sueur who has switched to the Graves syndicate.

NETWORK SONG FAVORITES

Selections listed below cover the week ending Saturday February 6, and is an absolutely accurate log for the hours of 5 p.m. to 1 a.m., on two NBC webs as indicated from WJZ and WEAJ, and the CBS network through WABC. Log covers only songs played 15 times or more.

Good Night My Love—(Robbins Music Corp.)	25
There's Something in the Air—(Robbins Music Corp.)	25
With Plenty of Money and You—(Harms, Inc.)	24
Love and Learn—(Chappell & Co.)	22
May I Have the Next Romance with You—(Leo Feist, Inc.)	22
Gee, But You're Swell—(Remick Music Corp.)	21
Pennies from Heaven—(Select Music Corp.)	21
Night Is Young and You're So Beautiful—(Words & Music Corp.)	20
On a Little Bamboo Bridge—(Joe Morris Music Co.)	20
Chapel in the Moonlight—(Shapiro, Bernstein, Inc.)	19
If My Heart Could Only Talk—(Sherman, Clay & Co.)	19
When My Dream Boat Comes Home—(Witmark & Sons)	18
You're Laughing at Me—(Irving Berlin, Inc.)	18
I Can't Lose That Longing for You—(Donaldson, Douglas & Gumble)	17
One, Two, Button Your Shoe—(Select Music Co.)	17
Trust in Me—(Ager, Yellen & Bornstein)	17
This Year's Kisses—(Irving Berlin, Inc.)	16
Oh, Say Can You Swing—(E. B. Marks Music Co.)	15
Summer Night—(Remick Music Co.)	15
Serenade in the Night—(Mills Music, Inc.)	15
When the Poppies Bloom Again—(Shapiro, Bernstein, Inc.)	15

Local Advertisers Hot For Co-op Web Shows

(Continued from Page 1)

town desirous of participating on the pro-rata basis. The original so-op show of its kind, "Morning Matinee," obtained a list of department stores across the country and the show was built exclusively to fill this need. Since then, sponsors other than department stores have been reported in the deal.

"Coffee Club," featuring Richard Himer's orchestra on MBS, Fridays 8-8:30 p.m., sponsored locally on WOR by Holland House coffee has already spread across the country, within one week of its inception. Local coffee merchants from Philadelphia to Denver came into the fold yesterday, the stations including WFIL, the former city and KFEL in Denver. WSAR, New Bedford, Mass. (Colonial net.) is also in the fold while a deal is now in progress to include the Iowa Network and the Don Lee chain on the Coast.

Mutual Broadcasting System show which plans to have a different sponsor in each section of the country will get under way on March 12, according to plans set yesterday afternoon. Ben Roche, producer, worked it out along the same lines as the "Morning Matinee" on the same web, which originally started as exclusive department store fare, but since took on an outsider or two. As set yesterday, 16 outlets will be used to the Coast, with Frank Crumit as emcee, time being Friday night 9.30-10 and a repeat broadcast 10.30-11 for the Coast. Different band each time is also planned. Understood that an ice cream outfit will sponsor in the East, baking concern in the midwest and a brewery on the Coast. Additional sponsors will be picked up locally.

Shifts Biz. Headquarters

Joseph M. McGillvra, station representative, changed his business headquarters from 485 Madison to 366 Madison Ave. last week.

Good Will "Court" Is In Court Again

(Continued from Page 1)

Sweedler would withdraw his action, inasmuch as the program, "Good Will Court," has been banned because of protests from various bar associations. He originally moved to have an injunction taken out against the program when the show went from WMCA to NBC. Sweedler now requests \$250,000 damages from the defendants.

Louis Nizer, representing A. L. Alexander, discussed withdrawing the action with either Sweedler or his attorney, H. Richardson, at the last meeting. They left the court and the stipulations were to be presented to both parties. This did not work out as planned, therefore this continuation of examinations. It is understood that Sweedler would agree to call all bets off against the defendants, provided Alexander agreed not to write newspaper or magazine articles similar to the "Court" idea. Nizer and Alexander would not consent to such an agreement.

33 Spots for Silver Dust

(Continued from Page 1)

ments; participation programs on WGY, WGN, KDKA, KNX; one-minute WBS announcements, twice daily on WWVA, WBEN, WCKY, WJAC, WFBG, WBZ, WHIO, WIRE, WTAM, WRC, WHBF, WJR, WOOD, WASH, WISN, WHAM, WSYR, WCAU, WHP, WFBR, WHO, WDAF, WFAA, KPRC, WBNS, KSTP, WOW, WBZA on same schedule using live announcements. Campaign will run through June 18 and was placed by Batten, Barton, Durstine & Osborne, Inc., New York.

NEW WOR Sunday commercial, 9 p.m. revue featuring Leo Reisman, presents Gertrude Lawrence as guest next Sunday and trailing following week with Ramona.

SPOT BROADCASTING AT ALL-TIME RECORD

(Continued from Page 1)

cent increase for January of this year against the same period in 1936, while WBS and other disk organizations also are running far ahead of last year.

Recorded musical programs, or those using music in part took a 100 per cent leap for the 1936-37 season, according to transcription fees paid to the Music Publishers Protective Association, which cleared \$110,000 for copyright owners during 1935, but did more than \$120,000 for the year ending Feb. 1.

Both NBC and WBS continue to sign additional stations, with the latter getting 10 new stations members via Don Lee network on April 1. In addition to the Don Lee business, World signed three other outlets during the past week in KVCB, Great Bend, Kansas; WFGY, St. Augustine, Fla.; and WEAU, Eau Claire, Wisconsin. All are newly licensed broadcasters.

New shows en route through WBS laboratories include:

E. P. Reed & Co., (Matrix Shoes), 15-minute series to run once weekly for 13 weeks on 25 stations, with starting date set for Feb. 21. Program title is "Time to Relax"; agency is Geyer, Cornell & Newell, N. Y.

H. B. Davis Co., (Paint) will sponsor a series of 10 five-minute transcriptions over a list of 19 stations. Van Sant, Dugdale & Co., is the agency.

Renewals through WBS include "Hello Peggy," for the Dracket Company, on 23 stations; Ralph H. Jones, Cincinnati agency has the account; Larus Bros. & Co., has a renewal running on "Moments You Never Forget" which will take it to the end of April. Snowking Baking Powder through H. W. Kastor & Sons has a renewal on spot announcements on 11 stations in the southwest.

Several spot broadcasts are on an experimental basis and will branch out on considerable additional time later. One of these is Welch Grape Juice featuring Hugh Conrad and Irene Rich, now on a test basis on WHN and WINS, New York. Another show in the offing and just recorded by WBS in Chicago is for Ward Baking Co., campaign being under the direction of the Kastor agency of Chicago. Varady of Vienna, (face cream) has ordered 10 additional programs, time bought by Baggaley, Horton & Hoyt of Chicago.

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

January 29
Greetings from Radio Daily
to
Felix B. Dyck Hoff
Sam Faust

WMCA
NEW YORK'S OWN STATION

LEADS IN
GANGPLANK
INTERVIEWS

We know a Salesman

We know a salesman who never makes a call unless he is invited. Yet he is such a personable fellow that he has been invited—and welcomed—into nine out of every ten homes in cities throughout the length of the land. He has never held a door open with his foot, never had to wait in a reception room, never written for an appointment, never rung a doorbell. When the day's work is done, and families are assembled in the privacy of their homes, he is summoned to speak his piece before them. He is a tireless worker—on the job sixteen hours a day, seven days a week. And he is lightning fast—often calling on as many as ten million prospects within an hour. He carries out his boss' instructions to the letter—and works for a mere pittance per home.

Maybe you think there is no such salesman. Well, there is. What's more, we are in position to put you in touch with millions like him. They are the thirty-four million radio sets of America. And...

"This is—the Columbia Broadcasting System"

85% OF FLOOD FUNDS RAISED THROUGH RADIO

With about \$16,000,000 already poured into the flooded areas through the aid of radio, and with constant appeals still being aired day and night, the Red Cross has received 85 per cent of the funds that have passed into its hands in the past two weeks from radio stations and their listeners.

The Columbia Broadcasting System, with one hundred affiliated stations, has been sending money to the stricken areas daily. Stations associated with the net have collected much of the total of the funds include WQAM, Miami, \$60,000; WREC, Memphis, \$68,000; WADC, Akron, \$60,000; KNOW, Austin, Texas, \$47,314, and WBNS, Columbus, Ohio, \$30,000.

Newly formed Mutual network has sent the relief agencies checks totaling \$150,000 with their entire resources still airing special shows daily in an effort to swell the amount. The Don Lee section of the net collected one-fourth of that amount and forwarded same to relief headquarters immediately.

NBC's two nets, WEAFF-RED and WJZ-BLUE handled their collections differently than the other two coast-to-coast appealers. Their collections were gathered by the individual stations and all money was forwarded to their local Red Cross headquarters immediately upon receipt. No conservative estimate can be made on the amount collected by NBC, but from the announcements from the affiliates, it runs well into the millions.

The independents, especially those in and around the flood areas, have dropped their entire broadcasting schedules to concentrate on appeals, bulletins and special announcements concerning the disaster. Sponsored programs have been cancelled same as sustainings, and the money and clothing collected has been turned over to the Red Cross daily.

Hoffman Adding Time

On Feb. 14 Hoffman Beverage Co., will expand its present WOR Transradio series at 11 p.m. to a seven-day-a-week schedule. Batten, Barton, Durstine & Osborne, Inc., New York, is the agency.

We Believe in
RADIO DAILY

GOOD LUCK

ALVIN AUSTIN CO.

Advertising
515 MADISON AVE.
NEW YORK



● ● ● Good Morning!... Phil Baker got in a fast lick when he joined the army of "listener speaks" programmers Sunday night... bringing to New York the gal in the Excelsior Springs, Mo., sitdown-sultor strike... so that she could answer her swain with the benefit of Gulf Oil credits... and speaking of human interest items. Phillips Lord injected a swell type of tribute to the Red Cross on his "We The People" stanza... more of the touchy stuff busted out on the NBC Blue net when John B. Kennedy piloted a half hour devoted to the reunion of George M. Cohan and Sam Harris... seemed good to hear their voices... along with the old tunes.

● ● ● Back from Hollywood, Harry Hershfield is set to inaugurate a different type of amateur show on WMCA... date is Feb. 19... "Hershfield's Laugh Parade" is what they will ask the radio editors to list... Harry, however, will seek out amateur humorists... hot from the parlor... apart from this, the humorist-cartoonist is again doing his "One Man's Opinion"... a role of serious commentator...

● ● ● Jack Lavin hops back from St. Louis late this week... Whiteman is playing a local theater there... but the home office of the D'Arcy agency is also there... and Coca Cola was most likely the Lavin-Whiteman goal... as well as the local box office... In radio there are day and night shifts... but Dr. Voeller of Conquest Alliance is his own day and night shift... the foreign biz in his hair until 3 a.m. regularly... yet he manages to get a laugh en route... such as... one network in Chili sells 15-minutes for \$3.75 and runs a wire from over the Andes for the hookup...

● ● ● Hardeen... late Harry Houdini's brother... will save a woman in half tonight on the Phillip Morris program... almost enough to make the Great Harry come through with a "message"... Charlie Martin's script will no doubt sell the Hardeen business on the ether...

● ● ● Ned Midgely, Doug Connah, Mr. Hazard of BBDO trying to get a little work done while the office is being torn apart and a new ventilation system installed... Vance Babb, NBC manager of press, New York, back at his desk after a tussle with influenza... Ed Reynolds, CBS copywriter, confined to the hospital with jaundice... Dan Wickendon, CBS trade news division has a story published in the current issue of Story Magazine... Tom Foley, N. W. Ayer publicity, Rex Chandler, orchestra leader, out at Roosevelt Field looking over, new monoplane with a stock Ford V-8 engine in the nose.

● ● ● Lord & Thomas—President George Washington Hill of American Tobacco et al in holding down the "Hit Parade" to seven leading numbers despite the 15 minutes to be added to the program... will earn the gratitude and whole-hearted respect of the pop music industry... it seemed that the extra quarter hour would run it into an even ten.

FOREIGN RADIO OUTLAY BOOSTED NEARLY 300%

(Continued from Page 1)
abroad, mainly in France and Luxembourg in Europe and in all Central and South American Countries. To date, billings are within 1,000 hours of the entire 1936 total.

Most active spot right now appears to be Cuba despite its continuous political upheavals, while Argentine for instance has clicked for years with amateur shows. One of the largest has been sponsored by Lambert Pharmaceutical Co., for its three products, Listerine, tooth-paste and tooth brushes. In all, about 60 national advertisers are represented and make consistent use of foreign radio. Trend is definitely toward live talent bought locally. Outlets for the most part have their stock companies and orchestras. Live talent preference is aided through the fact that electrical transcriptions cannot be made for general Latin American coverage because of the different Spanish dialects and the necessity of a so-called "neutral Spanish."

Philco to Demonstrate Practical Television

(Continued from Page 1)
Corp. will demonstrate, for the first time, their 441 line television. Show will be held at the Germantown Cricket Club, some distance from Philco's tele station at the company plant, W3XE.

Philco demonstration last summer showed pictures on a mirroring plate of 345 lines.

Extend "Ma and Pa" Time

Atlantic Refining Company's script show on CBS "Ma and Pa," will go to five times weekly beginning March 1. Sketch is now heard twice weekly, with Parker Fennelly and Maragret Dee playing the leads N. W. Ayer & Son, Inc., New York agency handles the account.

New Canadian Station

Vancouver, B. C.—Canadian Broadcasting Corp. announce Feb. 16 as opening date of new 5,000 watt transmitting station on LULU Island, B. C. and new studios in the Canadian National Ralaways Hotel, Vancouver. Bearing the call letters, C.R.C.V. it will replace the present 1,000-watt transmitter and small studios.

ONE MINUTE INTERVIEW

ALFRED J. McCOSKER

"As an advertising medium, radio is now firmly established. No longer need the broadcasters stress the success stories and results in sales. Now they can concentrate on excellence of presentation, novelty of entertainment and originality of ideas."

WARNER BROS. *Congratulate* **RADIO DAILY**

**FOR THE AMAZING MANNER IN WHICH IT WAS
READIED IN TIME TO PROVIDE DAILY REPORTS
OF THE SENSATIONAL NEW ADVANCES IN
RADIO TO BE INAUGURATED THIS WEEK BY**

STATION

KFWWB

HOLLYWOOD

FIRST theatre built exclusively for broadcasting! Completely equipped for sponsors' sales meetings, including full-size motion picture projection booth!

FIRST station to employ the daring new accoustical treatment and technical design used for each of the four giant broadcasting stages.



FIRST organ loft constructed especially for radio!

... And the **ONLY** radio station in the world with the gigantic entertainment and production resources of Warner Bros.' world-famed studios augmenting its own nationally known and highly specialized musical, talent and creative staff!

New Accounts

NBC

BOWEY'S, INC., through Russell C. Comer Advt. Co., Chicago; RENEWS from March 8, Monday, Wednesday and Fridays, 5-5:15 p. m., 16 stations on Blue Network; 5:45-6 p. m., 5 stations on Blue. Program—"Adventures of Dar Dan."

C. F. MUELLER CO., through Kenyon & Eckhardt, Inc.; RENEWS from February 22, Monday through Friday, 10:45-11 a. m., on 6 Blue Network outlets. Program not indicated.

THE WRIGHT CO., through H. B. LeQuatte, Inc.; STARTS March 7, Sundays, 11:05-11:15 a. m., on WJZ only. Will advise on program.

CBS

MACFADDEN PUBLICATIONS, INC., (Liberty Magazine) through Erwin, Wasey & Co., Inc.; STARTED January 27, Monday, Tuesday, Wednesday and Friday, 11-11:05 p. m., on WABC only. Program—"Tomorrow's News Tonight."

WOR

HECKER PRODUCTS CORP. (Gold Dust and Silver Dust) through BBD&O, Inc.; STARTED February 1, Monday through Friday, 8:20-8:25 a. m. Beginning March 8, program will be on 5 minutes earlier.

MODERN INDUSTRIAL BANK, through Metropolitan Advertising Co.; STARTED February 8, Mondays 9-9:15 p. m. Program—Gabriel Heater, news commentator.

R. H. MACY & CO., INC., RENEWS from Friday, February 12, Monday through Friday 8:30-8:45 a. m. Program—Martha Manning, sales talk and music.

Philadelphia

KEASBEY & MATTISON (bromo-caffeine), through Geare-Marston Agency, started Feb. 1, for 13 weeks, daily participation in "Homemakers Club." WIP.

MACKIE-HENKELS CO. (iodine jelly), through Feigenbaum Agency, started Feb. 1, for indefinite period, daily participation in "Homemakers Club." WIP.

RADIO TALENT

For Every Program

CENTRAL ARTIST BUREAU, INC.

COlumbus 5-4323-4

1619 Broadway New York City

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 1 of a Series.

WIP—Philadelphia

1,000 Watts—610 K.C.

BENEDICT GIMBEL, JR., Pres. ALBERT A. CORMIER, V.p., Gen. Man.

ON March 16, 1922, they moved out the remaining phonograph records from a ten foot square room on the seventh floor of the Gimbel Building, and WIP, Philadelphia's first station, was on the air. Separated by a flimsy partition, was a room of similar size housing the control and transmitting equipment.

But the transmitter in question, is now a permanent exhibit at the Franklin Institute. WIP went places, guided by the leadership and public service as indicated to Gimbel Brothers. Enroute, the outlet, through special events features, stunt broadcasts and all-around radio showmanship, built itself an enviable reputation. The pace with technical progress was also kept, and on its fifteenth birthday, new \$100,000 studios were opened, representing the utmost in construction, engineering facilities and beauty of appointments.

HOWEVER, the organization does not know the meaning of resting on one's laurels and the top-notch staff is seeking further laurels if anything. Above all it is a "pioneer voice" which must uphold the finest traditions of the broadcasting industry. The payroll covers a staff of 60. WIP's "first" log is an index of initiative management.

WIP "FIRSTS"

First Football Game on the Air. Penn-Cornell. 1922.
First Children's Program on the Air. Uncle WIP. 1922.
First Dance Orchestra to broadcast from a remote point. Charlie Kerr from Cafe L'Aiglon. 1922.
First Women's program on the air. WIP Homemakers' Club. 1923.
The Ocean Waves on the air from Atlantic City Steel Pier. 1924.
First broadcast from bottom of the sea. 1924.
First series of Street Interviews. 1926.
First Television Broadcast of a children's program. 1934.

CURRENTLY, a smart move on the part of WIP is its deal with local newspaper in a time and space swapping proposition. Each medium plugs the other as though paid advertising and money actually exchanged. The deal involves the equivalent of \$570 in newspaper space and radio time each week. The newspaper's advertisers are aided by WIP time, also the newspaper itself. The station makes no actual monetary expenditure for space in the dailies and uses it as it sees fit. The "Philadelphia Inquirer" is concerned in the \$570 weekly deal and last year the "Philadelphia Ledger" was in on a similar setup, but this year time could not be cleared.

An offshoot of these newspaper deals brings out at least one important point. The association between the station and dailies gave a foundation to a more amicable understanding between press and radio. Strained relations vanished.

WIP gets along fine with the newspapers.

AL CORMIER, among other things, has an excellent background in the sales field; Benedict Gimbel, Jr., while neither the shrinking violet nor over-impulsive executive, takes a very active part in the everyday life of his station.

Seeks Station Permit

Morristown, N. J.—Colonial Broadcasting Co. of this municipality has asked the F.C.C. at Washington for authority to construct a radio station to be operated here. The applicant seeks to operate on 620 kilocycles, with one kilowatt power, and unlimited time.

Third "Ranger" Account

San Francisco—Third account will join in sponsorship of "The Lone Ranger," dramatic sketches on Mutual network, when the Kilpatrick Marvel Bakery company takes its local time. Emil Reinhardt is the agency. "Lone Ranger," an MBS show of long standing originates in Detroit (WXYZ) for the Gordon Baking Company and is heard in New York via WOR. Local sponsor in Los Angeles has had the program wired since first of the year.

New Program at WMAS

Springfield, Mass.—Two new commercials were added to the program at WMAS this week. Allied Baking Co. is now presenting a one minute weather report shortly after noon on Sundays; and the local branch of Dutchlands Farms, string of roadside stands, is on the air for five minutes Sunday nights.

Add new sustaining programs at WSPR: The Hour Between, replacing Rytham Matinee on Wednesdays from 3:15 to 3:30; and Loyd and Alta replacing the Oklahoma Cowboy, 9:30 to 9:45 Thursday mornings.

Emerson Radio In N. J.

Trenton, N. J.—Papers of incorporation have recently been filed here for the Emerson New Jersey Incorporation of Newark, as Emerson radio distributors. Papers list David B. Silver of Newark as agent.

Short Waves

SHORT wave transmission from Daventry, England, has begun via GSL, coming through on 6.11 megacycles. Americans may catch programs from 6 to 8 and 9 to 11 p.m. E.S.T.

NBC's "Music Hall on the Air" and the "Woman's Page" took their places recently on the regular series of short wave broadcasts to South and Central America via W3XAL, Latin American listeners will hear Music Hall every Sunday and the other feature on Fridays. Spanish announcements will be made.

CMA-5, Cuba, now operating on 9.9 megacycles during New York evening hours. Call letters not used, so you take what you get. Programs are usually commercials.

HS8PJ, Bangkok, Siam, has abandoned the 10.95 megacycle channel and conducting experimental transmissions via 10.02. Tests are identified by the sound of a gong, struck three times. English, Siamese, German and French announcements are made.

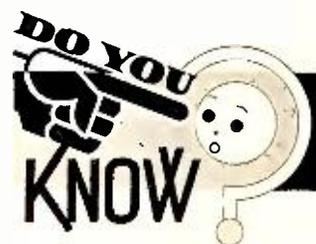
TIPG, San Jose, Costa Rica, has been heard recently sending special programs in English, Saturdays between 9 and 10 p.m. E.S.T. Barring code interference, station is heard well in this area via 6.41 megacycle channel.

Packard Renews

Packard Motor Co., renewed both time and talent on its NBC show from Hollywood starring Fred Astaire, Tuesdays 9:30-10:30 p.m. This sets the show until August 31. Agency is Young & Rubicam, Inc., New York.

Son for Ned Midgely

Charles E. (Ned) Midgely, Jr., BBDO, New York, radio time buyer, and Mrs. Midgely are the parents of a son, Charles E. III.



February found less than 30 visual broadcasting (television) licenses in the U. S. RCA and subsidiary NBC held eight experimental ones, including two mobile units. CBS had two, and others at least two each. University of Iowa, Kansas State and Purdue have one or more experimental stations.

"When you hear the
ROAR it will be Leo
the Lion bringing good
wishes to Radio Daily and
its readers from M-G-M,
Loews Theatres
and Radio Station
WHN"



Note: If Leo's roar should be extra loud please remember he's just a bit puffed up about "Camille", "After The Thin Man" and other hits, topped off by the sensational success of his newest Roadshow "The Good Earth" in Los Angeles and New York.

★ STATION FLASHES ★

WOR enlarging present quarters. Expects to occupy entire 23rd floor by end of the month.

George Engelter, Iowa network traffic manager gone to WIRE, Indianapolis, in similar capacity . . . Bill Rothrum, program director at Auburn's WMBO to WSYR, Syracuse, as announcer. He didn't get fired, Col. Wilder hired him. Wilder also reached out to Utica and took Ray Servatius, WIBX continuity writer. He'll do the same job in Syracuse.

WNBX, thousand-watter at Springfield, Vermont, has been re-financed and will hereafter operate under new management.

WNRI, Newport, R. I., has been incorporated by a group consisting of W. Paul Oury, former manager of WPRO, Providence, R. I.; S. George Webb, Newport, and Howard Thornley, of Pawtucket.

Of the nine Connecticut stations, WTIC, Travelers' 50,000-watter, is the only NBC-Red basic, in addition to its Yankee network affiliation. The Yankee association now leaves WDRC entirely CBS basic.

Charles Greenblatt, Waterbury, has applied to FCC for operation on 1190 wave length, from which WATR is moving to 1290.

John S. Allen and G. W. Covington have been notified that FCC has approved application to install a new station at Montgomery, Ala.

WMAS, Springfield, Mass. is planning a \$65,000 broadcasting station at suburban Agawam.

McClatchy stations KFBK, KWG and KMJ have been added to the 10 NBC outlets for American Tobacco Company's "Your Hit Parade." Honolulu will also receive the program regularly.

WATR now has the WMCA inter-city connection which was formerly WBYR's which has obtained the Colonial Mutual franchise. WATR has also installed a short-wave transmitter using the call letters WIXVL.

Flood Makes 'Em Kin

WSM Mobile transmitter crew consisting of Jack Harris and Jack DeWitt report a believe-it-or-not item from Paducah. While covering flood, men noticed a barn practically submerged. On one end were five cats. Ten feet away were five rats. No feeding. All watching water carefully.



LEO REISMAN

F. & M. Schaefer Brewing Co.
WOR (MBS network) Sunday.
9-9:30 p. m.

B. B. D. & O., Inc.

SMOOTH, PLEASING MUSICAL, WITH BEER COPY DISCREETLY HANDLED.

Leo Reisman heads this new "Nine o'Clock Revue," said program reported as having cost him the Phillip Morris cigaret contract of long standing. Nevertheless, hardly anyone would believe the maestro would do anything not coming under the head of good business. With Reisman is the up and coming young baritone, Ray Heatherton; The Three Symphonettes, fem vocal trio; Fred Uttal, as the announcer-Man About Town, while Eve Symington, socialite night club warbler, was guest artist. Airing is from the New Amsterdam Roof theater-studio.

Show is a well balanced entertainment of the usual rhythmic Reisman tunes, interspersed with ballads by Heatherton and a few spots filled here and there by the Three Symphonettes. Uttal and Miss Symington filled in considerable continuity and lead-ins for songs under the guise of imaginary trips to various theaters or night clubs about town. These interludes helped as cues for the orchestra to great extent and added a somewhat different touch. Miss Symington handled her lines nicely and Uttal proved no slouch either. Former also contributed a couple of vocal numbers.

Beer credits were soft pedaled yet effective. "Beer at Its Best," was the slogan. Show bucks Winchell for his quarter-hour period, also another musical as well as the Ford concert.

AUNT JENNY'S REAL LIFE STORIES

Lever Bros.

WABC (CBS Network) Tues.
Through Fri., 1:45-2 p. m.
Ruthrauff & Ryan

DRAMATIC PLAYLETS WITH POPULAR APPEAL PLOTS HOLD GOOD HUMAN INTEREST.

The several domestic and romantic playlets already offered on this recently inaugurated program have held to a good average. Some of them actually were topnotchers for strong human appeal, notably the one about the girl who brought up an abandoned baby boy and later was obliged to go and find his father, a supposedly heartless man, who turned out to have been a victim of circumstances. Tear-jerking is not easy on the radio, but this one did it, and some of the others haven't been far behind, although the 'kit about a mother obsessed with a

mad ambition to make a vocal star out of her daughter, because the mother herself had been sidetracked from such a career, was a little too strained. The dramatic end of the program is led up to by some introductory narration by Aunt Jenny, an ingratiating type, who at the same time puts over her little commercial talk with the announcer. Some of the stories are being given serially in two or three installments.

"GOOD WILL HOUR"

Sustaining, on
WMCA (Inter-city Network),
Sunday, 10-11 p. m.

STATION THAT ORIGINATED THE LATE "GOOD WILL COURT" HAS A LIKELY SUBSTITUTE, APPARENTLY FOOLPROOF YET ALONG THE SAME LINES.

Strong possibility that if the J. Walter Thompson agency has this idea ready to follow immediately upon the heels of the "Good Will Court" the Chase & Sanborn hour may have continued pretty much the same show basically, yet avoided the censure of the Bar. Program still uses visitors, with minor or major troubles, but not so much of the police court type of woe, nor those that call for civil action. When the services of an attorney is indicated, applicant is advised to obtain one. Otherwise, the procedure is to give kindly and philosophical advice, as dispensed by John J. Anthony. He has his announcer and secretary at hand to help.

As it stands, the hour is a cross between a "Voice of Experience" type of advice and some of the direction handed out on the "Good Will Court," but of course Mr. Anthony does not have any jurists present. He voices his advice and opinions both to the applicant (who remains anonymous of course) and to the listeners at large. Most of those seeking advice did not seem to strike so dramatic nor embarrassing a note as many on the "Good Will Court," but there is nothing to prevent a more tense atmosphere being injected if it is believed that it will make for a stronger show or more showmanship. Anthony seems to bend over backward in seeing that no discordant note is sounded in his careful handling of the situation.

"Samples" of Music

Heestand-Stuart Music Co. of Oklahoma City airing weekly show over WKY featuring school bands and individual child musicians. Company, selling music instruments, picks bands and soloist from clients. Numbers used on program are those included in instruction courses offered by sponsor. Two weeks have brought increased sales, and innumerable inquiries.

★ "Quotes" ★

"I BELIEVE very few people—apart from those directly involved in the process—realize the great change wrought in the orchestration of popular music by the advent of the microphone. The result has been that for broadcasting purposes the orchestration for every instrument has had to be refined and enriched and embroidered. In fact, the microphone has revolutionized and developed the orchestration of popular music far beyond the wildest dreams of jazz arrangers a few years ago."—JOHNNY GREEN.

"The role of National Broadcasting Company in television will be operation of transmitters, programs, and, when it becomes available for commercial use, serving sponsors. In order that we may be prepared to do our part, our engineers are daily putting apparatus on the air under practical conditions. With the experiments going on daily, we feel that when the time is ripe to offer television to the public, NBC will be prepared to do its part."—MAJOR LENOX R. LOHR.

"At a conference of governors in Colorado Springs, August, 1913, Carl G. Fisher of Indianapolis proposed an unusual national memorial to Abraham Lincoln. The result is the Lincoln Highway from New York to San Francisco." — (Narrator CBS American School of the Air).

"In London, England, the authorities were once greatly disturbed over the number of persons who committed suicide by jumping from an old bridge into the Thames. Some one suggested painting the dark, gloomy bridge with light, cheerful paint. When this was done, the number of suicides decreased materially." — (Narrator, The Story of Industry, CBS.)

"A good dance orchestra leader shouldn't have to conduct—except at rehearsal. I'm not implying that an orchestra doesn't need a conductor at all. But the leader should know how to build his players into such a perfect unit at rehearsals that when they finally go before the public he could take a vacation if the public would allow it." . . . BENNY GOODMAN.

Out After Biz

Detroit—Radio Station WXYZ decided in favor of expansion. The result is . . . they're enlarging their selling department and moving the personnel around. They're putting the staff in space once occupied by the former vaudeville booking department of the United Detroit Theaters Organization. . . . that means the fourth floor of the Madison Theater building.

Hundreds of stations on the red and blue networks plug "A Thousand Dreams of You", the hit song from YOU ONLY LIVE ONCE, Walter Wanger's first production for United Artists!

KDKA, Pittsburgh, dedicates time to GEORGE SCHAEFER DRIVE by interviewing ANDY SMITH, General Sales Manager of United Artists, who spoke on forthcoming product!

Blue network broadcasts presentation of U. S. Junior Chamber of Commerce Award to WALT DISNEY as "Outstanding Young Man of the Year"!

UNITED ARTISTS
congratulates **JACK ALICOATE,**
publisher of RADIO DAILY,
for putting on paper fresh
radio news even before
it becomes a reality in
millions of American
homes!

Jimmy Fidler, radio's Hollywood Reporter, tops his list of the ten best pictures of the year with SAMUEL GOLDWYN'S "DODSWORTH" and "COME AND GET IT"!

RCA's coast-to-coast "Magic Key" program broadcasts REMBRANDT from the Denham Studios, England, with CHARLES LAUGHTON and ELSA LANCHESTER re-enacting scenes under ALEXANDER KORDA'S direction.

Major foreign chains and Canadian Broadcasting system hook up for full hour American program by entire cast of Mary Pickford's and Jesse L. Lasky's ONE RAINY AFTERNOON. Another U. A. broadcast heard all over the world!

Louella O. Parsons "Hollywood Hotel" hour broadcasts special GARDEN OF ALLAH show with CHARLES BOYER and DAVID O. SELZNICK!

All five Washington motion picture critics go on air over WMAL to give tremendous sendoff to "YOU ONLY LIVE ONCE", WALTER WANGER'S first for United Artists via coast-to-coast interview with SYLVIA SIDNEY!

★ Chatter ★

DON BESTOR, ork leader has split with S. K. Kushner, his personal manager and the Music Corporation of America. He will go with the Consolidated Radio Artists immediately.

Burns and Allen celebrate five years of uninterrupted broadcasting on Feb. 17. They switch sponsors in April, when they will begin a series for General Foods. Current sponsor, Campbell's Tomato Juice has signed Ken Murray to replace B. & A.

Lee Roberts, KCMO announcer, is back at the mike after 10 days in bed with the flu.

Toni Gaye is vocalizing with Dave Schooler and his Hotel Piccadilly band over WOR thrice weekly.

Helen Gleason, star in "Frederika," may go on the Magic Key hour.

Arthur Boran, CBS mimic, has been asked to join Gus Edwards' radio show on the Coast.

May Singhi Breen and Peter de Rose are forming a Radio Esperanto Club.

Jack Pearl, as the resurrected Baron Munchausen, began his second 13 weeks series of broadcasts over the NBC network yesterday. "Sharlie" (Cliff Hall) was also present.

"Transradio News" with Frank Singiser will be presented by the Anderson Company over WOR on Sundays at 10 to 10:15 A.M. instead of 11 to 11:15 P.M. as heretofore. The date is Feb. 14.

Norman Boggs has left Station WAAF, Chicago, where he directed the sales staff for the past two and a half years to join the sales staff of WGN, The Chicago Tribune Radio Station.

Philip Kerby, former copywriter for Geyer, Cornell & Newell, Inc. has joined the NBC sales promotion department, New York, to do the same kind of thing there.

Stuart Hawkin, assistant to Bertha Brainard, NBC commercial program manager for two years, has sent in his resignation.

Pick and Pat (Pat Padgett and Pick Malone) will desert the NBC Maxwell House Showboat and the CBS U. S. Tobacco Pipe Smoking Time for just two weeks. They'll be golfing and fishing in Florida on their annual vacation.

Clifford Glick succeeds James Post as radio director of Consolidated

F. C. C. CALENDAR

Washington Bureau of THE RADIO DAILY

TODAY

NEW—Metropolis Co., Jacksonville, Fla.—C. P., 1280 Kc., 250 watts, unlimited time.

KARK—Arkansas Radio & Equipment Co., Little Rock, Ark.—Modification of C.P., 890 Kc., 1 KW, unlimited time. Present assignment: 890 Kc., 500 watts, 1 KW LS, unlimited time. Hearing before an examiner.

WEDNESDAY, FEB. 10

NEW—Cadillac Broadcasting Co., Michigan Corp., Dearborn, Mich.—C.P., 1140 Kc., 500 watts, daytime.

NEW—West Texas Broadcasting Co., Wichita Falls, Texas. C.P., 1380 Kc., 1 KW, unlimited time.

NEW—Wichita Broadcasting Co., Wichita Falls, Tex.—C.P., 620 Kc., 250 watts, 1 KW LS, unlimited time.

KFPL—C. C. Baxter, Dublin, Texas—Voluntary assignment of license to WFTX, Inc.; 1310 Kc., 100 watts, 100 watts LS (C.P., 100 watts, 250 watts LS) unlimited time.

KFPL—WFTX, Inc., Wichita Falls, Tex.—C.P., 1500 Kc., 100 watts, 250 watts LS, unlimited time. Present assignment: 1310 Kc., 100 watts, 250 watts LS, unlimited time. Hearings before an examiner.

Radio Artists, Inc., New York. Margaret Flynn formerly with NBC has also joined the radio department.

Harold C. Higgins has been added to the WOR Chicago sales office as a salesman and Dorothy E. Miller is now secretary to R. J. Barrett, Jr., manager of the WOR office.

The Canadian Broadcasting System is collecting radio recordings with a view to establishing a museum of historic broadcasts. Included in the collection will be the late King George's Christmas message, the Economic Conference in London in 1933, and the farewell address of King Edward VIII.

Frank Quinn has been appointed national sales manager for KLZ, Denver. Quinn has been with KLZ for five years and was given the promotion as a reward for his splendid sales record since he has been with KLZ.

Walter Framer, Pittsburgh freelance radio commentator, moved his "Show Shopper" from WWSW to KDKA and switched his "Pittsburgh Backstage" program from WJAS to KCAE. Both programs are commercials.

Sondra Lee, veteran staff songstress over WWSW, Pittsburgh, married Robert J. Osborne last week.

Joseph Keeley of the N. W. Ayer & Son, Inc., publicity staff in New

THURSDAY, FEB. 11

NEW—Telegraph Herald, Dubuque, Iowa—C.P., 1340 Kc., 500 watts, daytime.

WKBB—Sanders Brothers Radio Station, Dubuque, Iowa—C.P., to move. 1500 Kc., 100 watts, 250 watts LS, unlimited time.

NEW—Glenn Van Auken, Indianapolis, Ind.—C.P., 1050 Kc., 1 KW, daytime.

WSBT—South Bend Tribune, South Bend, Ind.—C.P., 1010 Kc., 1 KW, unlimited time. Present assignment: 1360 Kc., 500 watts, share WGES.

WEMP—Milwaukee Broadcasting Co., Milwaukee, Wis.—C.P., 1010 Kc., 250 watts, 500 watts LS, unlimited time. Present assignment: 1310 Kc., 100 watts, daytime.

NEW—Dr. F. P. Cerniglia, Monroe, La.—C.P., 1500 Kc., 100 watts, unlimited time. Oral argument before Broadcast Division.

FRIDAY, FEB. 12

NEW—Harold Thomas, Pittsfield, Mass.—C.P., 1310 Kc., 100 watts, 250 watts LS, unlimited time.

WMBD—Peoria Broadcasting Co., Peoria, Ill.—C.P., 1440 Kc., 1 KW, 5 KW LS, unlimited time. Present assignment: 1440 Kc., 500 watts, 1 KW LS, unlimited time. Hearing before an examiner.

York and Howard Stephenson, editor of "American Druggist," have collaborated on a book entitled "They Sold Themselves" which will be published by Hillman Curl, Inc., New York, on March 11.

Bob Smith, former script writer at CBS, transferred to program service department. He will be located in Leonard Hole's office.

Arthur B. Church, president of Midland Broadcasting Co., operators of KMBC, is vacationing in California with Mrs. Church. They will be joined by Mr. and Mrs. "Chuck" Myers of KOIN Portland for a trip to Mexico City. Mr. and Mrs. Church are expected to return to Kansas City about March 1.

Chet Santon has been appointed to the Waterbury staff of WBRY as announcer, a la Edwin C. Hill.

J. Vincent Callanan has replaced Richard Ponsaing as WICC commercial representative in New Haven.

A new series of Half Hours of Drama will be presented on WELI, beginning today at 2 P.M. Arthur Geto of the Yale Graduate School will produce the shows.

Burt Gordon and Tommy Mack have been signed by Gillette for Community Sing show. Mack has a two-year contract with the company and has also been signed by RKO pictures.

Static

LAST September, when Wendell Hall was engaged for the Gillette "Original Community Sing," it was announced he would feature his greatest success—his own composition, "It Ain't Gonna Rain No More." But at that time the middle-west was affected by a severe drought, and G. Bennett Larson, in charge of production for the program, thought it best to drop the song. Now an exactly reverse situation has occurred. Because of the millions of people afflicted by the present wide-spread flood conditions, Larson feels that any song pertaining to rain must of necessity be eliminated from the program.

NBC's newest sensation, Hildegarde, made many radio stars happy when she issued the statement that "television is the best reducing medium in the world. The lights placed over one's head keeps the thermometer hovering around 90 degrees. As a result, says she, "after four performances, I lost more than nine pounds."

Graham Gladwyn, formerly with WTIC and the Hammer advertising agency, Hartford, has joined the Yankee network staff.

Walter Haase, WDRC secretary, Hartford, is on a Florida vacation.

Jack Kofoed, WHN sports editor sniffed last week's snow, shivered, quit his job and headed for Sunny Cal.... by the same token, Bob Elson, Chicago WGN's sports critic headed for San Diego. He'll travel with the Cubs.

No wonder Rae Eleanor Ball, Philadelphia WCAU's violinist wows 'em. She plays a rare old Gagliano, 175 years old, valued at \$25,000.... WHO in Des Moines went to the right spot to pick a sales manager. Station signed Hale Bondurant, prexy of Des Moines ad club.

Fred Norman Productions has formed a new radio comedy writing battery unit consisting of Howard Blatter (who has been writing material for Fred Allen)—Mel Aaronson (who's been with Jack Benny—and Phil Goldstein—a newcomer.... Also auditioning "That's My Pop" (from the Milt Gross script) with Harold Moffatt (from "High Tor") and children from "Dead End".

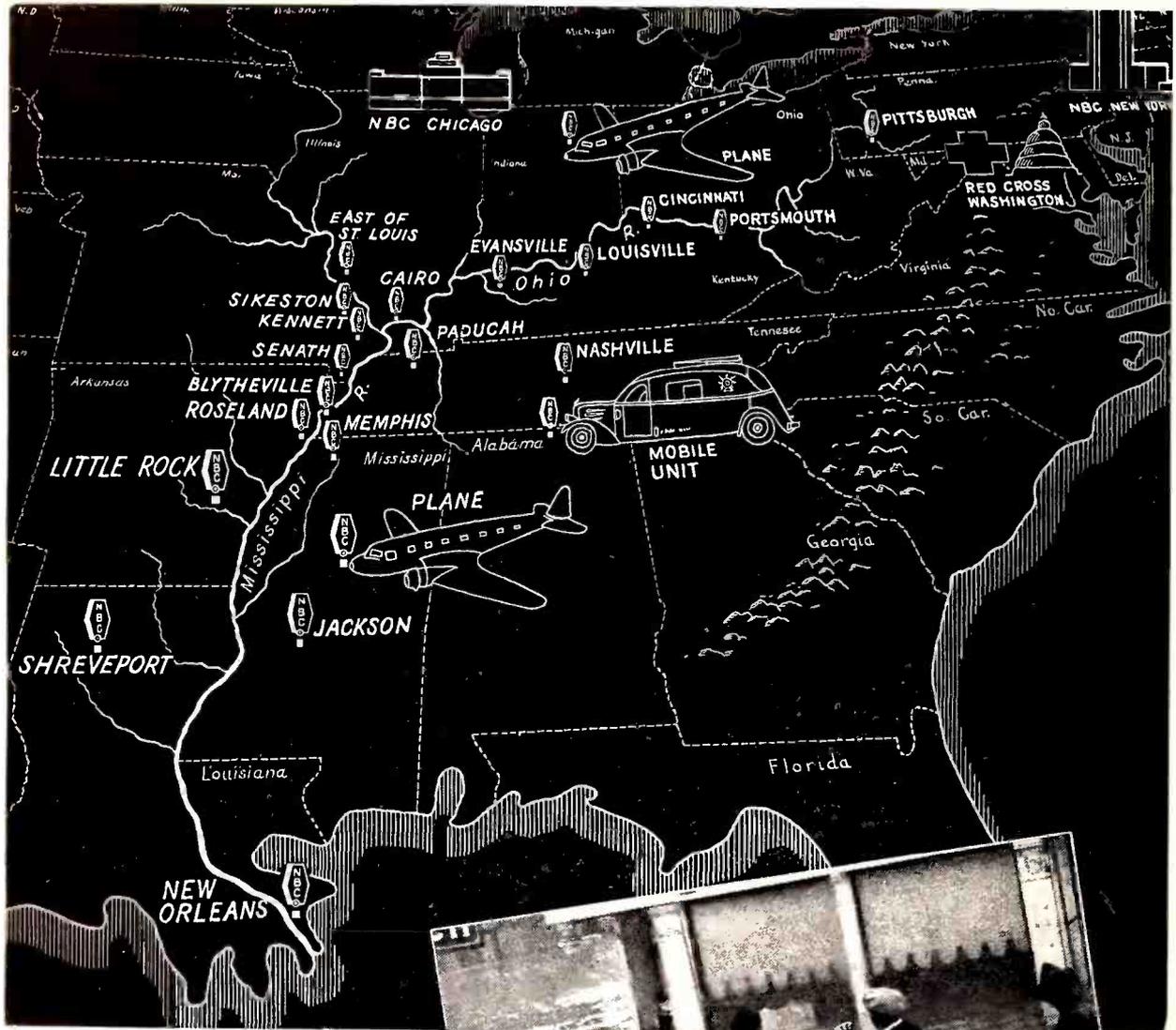
Jack Denny, Mr. & Mrs. Jesse Crawford and Maurice Spitalny are latest additions to the roster of Consolidated Radio Artists, Inc. WNEW music director, Max Pitt, is the contractor for the Hit Parade shows.

Yehudi Menuhin and his sister Hepzibah will broadcast together for first time on the Ford Sunday Symphony hour Feb. 28.

Here's wishing the top of the town to Jack Alicoate, Publisher, and Marvin Kirsch, Business Manager, on their new publication "Radio Daily." We are sure it will do the same valuable and constructive job in the radio field that "Film Daily" has been doing for over 17 years in the motion picture field.

The New Universal

NBC COVERS THE



This map shows how NBC Microphone Crews covered 1800 miles of flooded areas along the Ohio and Mississippi Rivers. On the scene from the very first, their swift and vivid accounts brought word from every section.



NBC Crew at scene of flood broadcast

THREE MEN IN A BOAT... On Main Street! NBC had 9 complete crews on the scenes of the flooded areas within 24 hours. Here are NBC engineers and commentators giving the world a first-hand eye picture of the calamity, the worst in our history. NBC not only carried the news, but helped in rescue and relief.

FLOOD FRONT....

to keep a waiting world informed



The *first* flood broadcast was made by NBC at Kennett, Missouri, on January 20th. It was the *only one* that day—and the first of many NBC broadcasts during the week that followed!

From every point, NBC Microphone Crews—announcers, commentators and engineers—kept a waiting world informed. They broadcast from 'planes . . . from boats in the tide-washed floods of Main Streets . . . from mobile units which often replaced the crippled radio transmitters in the cities of the affected areas.

*More than 100 Pickups from 21 Cities
in 11 States*

Over the great NBC Blue and Red Networks of 116 stations sped more than 100 broadcasts in that one week. Broadcasts ranging from 10 minutes to 1 hour described conditions as they developed. American Red Cross appeals brought instant and generous response to the stricken. Crisp news summaries crackled into the air from coast to coast. America heard the news—NBC was on the scene.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

We feel sure
THAT EVERYONE WILL FALL
HEAD OVER HEELS in LOVE

with
RADIO DAILY

as
Everyone will
when they see
GB's newest

Jessie
MATTHEWS

Dance-Sing
m u s i c a l



HEAD OVER HEELS in LOVE

Radio listeners from coast to coast are currently being regaled with the outstanding song hits from the picture . . . songs by that famous duo of lilting melody makers . . . Gordon and Revel.

The songs that all outstanding orchestras are now playing and famous radio stars are now singing nightly over coast-to-coast networks of all stations.

"May I Have the Next Romance with You" . . . "Head Over Heels in Love" . . . "Lookin' Around Corners For You" "There's That Look in Your Eyes Again" . . . "Through the Courtesy of Love" . . . "Don't Give a Good Gosh Darn"

DIRECTED BY SONNIE HALE • NATIONAL RELEASE—FEBRUARY 20



GB
Canada Distributors
Empire Films, Ltd.



U. S. News in Tabloid



ELMER PEDERSON, national sales manager for Columbia, with headquarters in Los Angeles, has left for a tour of Columbia's Pacific Coast stations.

Buck Jones will be star of his first radio show, a three-times-a-week Western serial titled "Hoof Beats," to be released beginning March 8. Installments will be 15-minute transcriptions, using, at the start, twelve East and Midwest stations. Putting the show on records started this week (Feb. 8) in the studios of Recordings, Inc. Raymond L. Morgan agency is producing the serial for Young & Rubicam to advertise Grape Nuts Flakes.

Lud Gluskin, who has been conducting the Coast to Coast Fiesta sustaining program for Columbia Saturday nights, went off the air last Saturday to make way for the lengthened Lucky Strike program, which went from 30 to 45 minutes. Gluskin is auditioning for several possible sponsors to come back on a new spot.

National Broadcasting's artist bureau has signed Elza Schallert through 1938 and with an option for '39 to continue her movie celeb interviews, coast to coast on the Blue network Friday nights.

Hollywood—John Kennedy, formerly with KFAC, has joined the announcing staff of KHJ, Mutual's Coast key station.

Gilmore Circus, radio high spot up to the time it went off the air two years ago, comes back by way of National's Red network starting Feb. 20. It will have the 8 to 8:30 PST spot, Saturday nights. The show will use Cliss Clark, the original barker, as emcee, Felix Mills orchestra, and a variety show with talent changed for each program. Raymond L. Morgan company is producing the show.

Marshall P. Tate has been added to the selling staff of Don Lee and Mutual, as account executive to handle local and network sales.

WOWO Moving
Ft. Wayne, Ind.—Station WOWO is moving its studios from present location on West Main street to the Fox building. New set-up will begin functioning April 1. Building name to be changed to Westinghouse Bldg. after owners of station.

Radio Gets Biz Voice
Philadelphia—For the first time, a member of the radio industry is represented on the board of directors of the Philadelphia Chamber of Commerce. One of the four new members elected to the board at the chamber's annual membership meeting last Thursday was Sayre M. Ramsdell, vice-president of the Philco Radio and Television Corp.

Canada Gets Waxies
Winnipeg—All-Canada Broadcasting System, Winnipeg, has set deal to represent Standard Transcriptions Library and the Earnshaw Radio Productions. Both are wax houses of Los Angeles. Pan-Canada will handle their business across the Dominion.

KGFG Expansion
Oklahoma City.—KGFG is erecting new studios, transmitter and tower at a cost of \$25,000. New headquarters will be ready sometime between March 1 and 15.
Officers of station are Harold V. Hough, president; Abe Herman secretary; Paul Whetzel, station manager; Paul Benning, program director, and W. E. Robitzer, manager commercial department.

WCAU Mobile Unit
Philadelphia—John G. Leitch, WCAU chief engineer, has hitched the station's short-waver, W3XEO, to a truck, transforming the ultra-high frequency transmitter into a mobile unit. Truck will first be pressed into service for a proposed series on "Historic Philadelphia," an announcer turning truck-driver for descriptive pick-ups of local interest points.

Bill and Bob Join WHO
Des Moines—New artists joining the staff of WHO are Bill Osborne and Bob Balentine, known as "Bill and Bob" on the National Farm and Home hour of WGN, Chicago. They will be heard every Saturday night over WHO on the Iowa Barn Dance Frolic program.

Fidler's New Sponsor
Chicago—H. W. Kastor Agency has brought Jimmy Fidler show for Procter & Gamble's Drene shampoo with March 4 as starting date. Fidler will do the same Hollywood gossiping from west coast as currently sponsored by Ludens. Same NBC red network hook-up and time for show. Fidler has been given a three-year contract with option and salary revealed at \$2,500 weekly.

Join Television School
Kansas City—First National Television, Inc., operating radio station KXBY and the First National Television School, announced the following changes on the staff of the school: F. M. McQuistion, formerly in the advertising department of the Skelly Oil Co., has been employed to handle advertising and promotion; Leslie Hotsenpiller, formerly with TWA, to conduct classes in the field of aeronautical radio engineering; Wayne Miller, formerly engineer at WHO, Des Moines, and more recently with RCA Manufacturing Co., Camden, to the engineering and research staff.

F. C. C. Rulings
Washington Bureau of THE RADIO DAILY
Washington—Chicago branch of the Columbia Broadcasting System yesterday applied to F.C.C. for extension of authority to transmit programs to stations CFRB, Toronto and CKAC, Montreal and to stations of Canadian Radio Commission or its successor.

Ralph L. Walker, F.C.C. examiner yesterday recommended to commission that request for license of Hildreth and Rodgers Co., Lawrence, Mass. be granted and that request of Old Colony Broadcasting Co., Brocton, Mass. be denied.

Changes in Virginia
Richmond, Va.—FCC has granted the Times-Dispatch Publishing Co., Inc., permission to construct a new broadcast station in Richmond and approved removal of WPHR, owned by the Richmond News Leader, from Petersburg to Richmond.
WRVA has applied for an increase from 5,000 to 50,000 watts. Another Richmond station, WMBG, operated by Havens & Martin, was granted an increase in power from 250 watts during daylight and 100 watts at night to 500 watts of unlimited time, and the frequency was changed from 1,210 kilocycles to 1,360.

5,000 for Kiddie Program
Philadelphia—WIP will mark the 5,000th broadcast of the Uncle Wip's kiddie show on Feb. 12 with a special visual commemorative program. Highlight will be a brief talk by Major Edward A. Davies of the John Faulkner Arndt Advertising Agency who originated the show in 1922. Show is the oldest children's program in the history of American radio.

Parkyakarkus Honeymooning
Parkyakarkus (Harry Einstein), former Eddie Cantor stooge, who was married Sunday on the coast, is honeymooning in Ensanada, Cal. The bride is the former Thelma Leeds of the radio, screen and stage.

LLOYD THOMAS of station ROX, Rockford, heading movement here to revive the currently defunct Affiliated Broadcasting Co. Indications are that if net is revived, it will be without the aid of three former heads.
Trio is Ota Gygi, Samuel Insull and T. E. Quisenberry. They definitely will not be connected with the new venture.

Gertrude Niesen of CBS will open Feb. 12, for indefinite engagement at the Chez Paree here. This will be the first club appearance of the famous star of stage, screen and radio since she went to Hollywood last June.

Weed & Co. have been appointed New York station reps by Leslie R. Atlas for WIND, his Chicago-Gary station.

For first time in years Walgreen Drugs relinquish sponsorship of baseball over WGN, Chicago Tribune station. New account taking over time is P. Lorillard, makers of Old Gold cigarets. Lennen and Mitchell agency handling and price disclosed as \$95,000, highest ever paid WGN for airing games.

Station representative firm of Hollingsbury and Craig have obtained exclusive rep rights to station WHAM, Rochester, N. Y. Outlet formerly Trans-American station.

An appeal from the decision denying Frank Crumit an injunction against WHN from using his phonograph records will probably be filed shortly. Both artists and stations agree that it is unwise to accept the case as setting a precedent for New York State for several reasons, most important of which is Crumit's dual position as a performer and composer.

One of the first jobs to be tackled by Pete Nelson as new radio time buyers for the Blackett-Sample-Hummert agency here will be the arrangement of one of the largest announcement campaigns in recent radio history. Will signature some \$300,000 worth of contracts for four announcements daily in around 60 markets, to start on Feb. 15 for Lava Soap (Procter & Gamble.)

Coming Events

- June 1-10: Radio-television exposition, Moscow.
- Feb. 28-March 8: Spring Fair of radio and television, Leipzig.
- Feb. 11: General Electric Supply Corp. sales convention, Charlotte, N. C.

KNOW YOUR INDUSTRY

"SERVICE BAND" is a band of frequencies allotted to a certain type or class of broadcasting.

"COMMUNICATION BAND" is a band of frequencies modulated and actually for a given type of transmission.

Would Tax Stations As Public Utilities

Denver—A bill has been introduced in the Colorado State legislature that, if passed, would make radio stations public utilities and place them under the jurisdiction of the state tax commission for taxing purposes.

Bill Asks Tax On Sets

Salem, Ore.—A tax of \$5 on each radio receiving set in the State of Oregon, is provided in a bill which has been placed in the hopper at the present Oregon legislature.

Revenues from the tax would be used for old-age assistance. The bill is similar to the one now pending before the Maryland legislature. The first year's tax would be paid by radio retailers and thereafter by the owners of radios.

Newspaper Chain Plans Two New Stations in Ohio

Salem, O.—Ohio Broadcasting Co. has filed application with F. C. C. at Washington for permission to establish radio stations at Salem and East Liverpool.

The Brush-Moore Newspapers, Inc., own all the stock in the Ohio Broadcasting Co., it was said. The new broadcasting company seeks to operate a 250-watt station at Salem and a 500-watt station at East Liverpool.

Showmanship

Air Shows at Breakfast

KYW in Philly airing two breakfast time shows which are accounting for 58.1% of the station's total mail. Fifteen minute program tagged "The Happy Clarks" hits the air 7:15 a.m. and features a trio of gospel singers. Though a sustainer, program has, from time to time offered printed pamphlets of the various books from the Bible, sometimes combining a number of them in form of a miniature book. Philadelphia, noted as city intensely interested in programs of a religious nature, gives consistently high written praise to Clarks. Program drew 1,851 responses over a thirty-five day period.

"The Magic Musical Clock", other six-a-weeker, reaches the air at 8 a.m. and continues for one full hour. Sponsored by a soap maker, program employs staff announcer to mcee the show, interspersing time signal, weather reports and some news and nonsense among the recorded tunes. Sponsor recently offered carving set to listeners sending in evidence of a purchase of product together with twenty-five cents. Program set a new station all-time high when 4,293 box tops and coins were received.

Singing Lady's Idea

IRENE WICKER airing fifteen minute program tagged "Singing Lady" five times weekly over the NBC net

at 5:30 P.M. For the past month has stretched Friday show to half hour and presented special operettas for children. Recently sponsors announced that any teacher, playground instructor or child welfare organization sending in evidence of purchases of two boxes of product together with ten cents in coin would receive complete script, musical score and settings of Friday show. Choice of any Friday script offered. Returns at an unusual high considering applicants are limited.

Gab Boosts Sales

Charles T. Heibron Shoe Co. recently enlarged advertising budget to include radio. Now broadcasting a fifteen-minute three-a-weeker over the Iowa Network. Program consists of dramatizations of conversations overheard in their store. Stunt being to show that a satisfied customer can ad-lib a better sales talk than a script writer can turn out. Sponsor, well satisfied with show, claims sales jumping weekly since company hit the ether.

Philadelphia listeners getting mild doses of institutional radio plugs, but don't know it. WFIL has contest tie-in with "Classified News of the Air" show airing four times daily including spots and platters, giving a

Ewing Branching Out In Gulf Radio Field

New Orleans—P. K. Ewing, executive of WDSU here, confirms purchase of WGCN at Gulfport, Miss., and plans to erect a station between Greenwood and Grenada, Miss. He denied he would sever his connection with WDSU, but said his son, F. C. Ewing, would operate the Gulfport property.

The Grenada project, a 250-watter, will be the first station in North Mississippi.

WGCN covers the crowded Gulf-coast recreation region and will have a construction program which will place transmitters between Gulfport and Biloxi with studios in both locations.

Sinclair Starts April 7

Sinclair Refining Co., New York (gas and oil) will start its CBS program on April 7 over 59 stations as far west as Salt Lake City. Talent line-up still unannounced. Federal Advertising Agency, Inc., New York, is advertising counsel.

single key word each broadcasting day. Add words together and message tells that radio advertising is the greatest media in the world. Listeners offered free ducats to movie houses weekly for the best 100 sentences submitted to station. Pix houses getting cuffo plugs in exchange for the passes.

From

"Ready, Willing and Able"
Too Marvelous for Words
Just a Quiet Evening
Sentimental and Melancholy

From

"Gold Diggers of 1937"
With Plenty of Money And You
(Gold Diggers Lullaby)
Let's Put Our Heads Together

Cafe Continental
Vienna Dreams (European Hit)
When Old Friends Meet Again
Trouble Don't Like Music
Fifty Second Street

HARMS INC.

RCA BUILDING

1250 SIXTH AVENUE NEW YORK CITY

MACK GOLDMAN, Prof. Mgr.

Love—What Are You Doing to My Heart

Tango fox trot

Close to Me

America's Big Waltz Hit

T. B. HARMS CO.

RCA BUILDING

1250 SIXTH AVENUE NEW YORK CITY

MACK GOLDMAN, Prof. Mgr.

From

"Sing Me a Love Song"

Summer Night

The Little House That Love Built

Your Eyes Have Told Me So

Warren and Dubin's new rhythm song from "San Quentin"

How Could You (Break My Heart)

That popular song they're all singing

Gee! But You're Swell

REMICK MUSIC CORP.

1250 SIXTH AVENUE RCA BUILDING NEW YORK CITY

CHARLIE WARREN, Prof. Mgr.

When My Dream Boat Comes Home

The Sensational Ballad

My Little Buckaroo

From "Cherokee Strip"

M. WITMARK & SONS

RCA BUILDING

1250 SIXTH AVENUE NEW YORK CITY

CHARLIE WARREN, Prof. Mgr.

PROGRESS

IN 1936

Grand National Films not yet a year old has already set a record for independent production and distribution. This year it is making 44 features and 8 musical Westerns, and its first big attraction, James Cagney's GREAT GUY is setting new box office highs everywhere.

The next big special on this program is Mary Roberts Rinehart's famous Saturday Evening Post story "23½ HOURS LEAVE," starring James (Buffalo Bill in THE PLAINSMAN) Ellison and Terry Walker, a Douglas MacLean production.

OTHER CURRENT GRAND NATIONAL ATTRACTIONS ARE:

Cary Grant in "ROMANCE & RICHES" • Tex Ritter in "TROUBLE IN TEXAS" • Conrad Nagel in "NAVY SPY" • Eric Linden, Cecilia Parker in "2 SHALL MEET" • "KILLERS OF THE SEA" (Thrilling drama of the monsters of the Deep)

MOTION PICTURE
DAILY
"Great Guy,"
Detroit Draw
DETROIT, Feb. 1.—"Great Guy," with Ed Sullivan's "Dawn Patrol" show, turned in the best showing of the week at the Fox, the take going to \$25,500, over normal by \$5,500.

VARIETY
Cagney Big \$19,500
San Francisco, Jan. 19.
Golden Gate (RKO) (2,850: 35-55)
"Great Guy" (GN) and vaude. Cagney a natural for this house, which is charging 15c more in the evenings. Looks like terrific \$19,500. Second

VARIETY
Cagney, \$9,000, Hot In Prov.
RKO Albee Providence, Jan. 19.
"Great Guy" (GN) and "Flying Hostess" (U). Cagney responsible for swell \$9,000 pace.

MOTION PICTURE
DAILY
CLEVE., 'GUY'
GREAT 17½G
Cleveland, Jan. 26.
Palace (RKO) (3,200: 30-60) — "Great Guy" (GN) with "Riviera Follies" unit on stage. Neat combination, vaude clicking but Cagney on marquee in comeback responsible for \$17,500, okay.

IN 1937

In 1937 Radio Daily becomes the first publication devoted exclusively to a day-by-day report on the activities of the radio field.

As the newest national film organization, Grand National extends its sincere best wishes to Publisher Jack Alicoate of Film Daily for his vision and farsightedness in launching this new enterprise.

EARLY MARCH RELEASE "23½ HOURS LEAVE"—BOOK IT NOW!

☆ WITH THE WOMEN ☆

By ADELE ALLERHAND

POSIES are being handed Poppy Cannon...at the Maxon Agency...for making people's mouths water....She's the copywriting lass who pens the commercials on the "Heinz Magazine of the Air" program....Commercials should be fun....not the price you pay for listening in....according to Poppy....She does it this way....when she's talking about food....creates word pictures to call up memory of past repasts....When Bill Adams...announcer on the Heinz program....feels the hunger pangs....the Cannon gal knows she's written a good commercial....Yet other programs get results too by mere repetition of the sponsor's name and product....What's the formula—if any?

▼ ▼

Pherbia Thomas Thornburg...she's sister to fast-talker Lowell Thomas...may soon take the ether with a series of lectures on Japan...from then on it'll be just...Nippon talk...begging your pardon....Shari Kaye's back with the Al Donohue outfit at the Boston "Normandie"....to be aired over the Mutual....she licked old man flu....contracted while working in flood territory....Songbird of Passage....Benay Venuta....recently returned from Florida and the Hollywood Yacht Club....has just left by plane on a visit to her husband.... Sylvia Cyde....operatic warbler....through with concertizing pro tem....returns soon to the airwaves in a series of afternoon duet programs....the male of the combination being baritone Stuart Gracey, whose family own a Geneva, N. Y. newspaper.

▼ ▼

"Let's Visit....Sunday night intimate broadcast from actual homes of typical New Yorkers has unearthed a new fact....concerning the more voluble sex.... Women answer questions more quickly than men....according to the two announcers....And ask them, too? Stoopnagle and Budd have taken unto themselves a lady stooge....very blond Jean Banks....first gal to invade the sacred precincts of Stooptopia. Scribe Margaret Widdemer....who majors in the two P's—prose and poetry—will teach aspiring authors....i.e....the whole world....how to set it down in black and white....Wednesdays over NBC.... Her new tome...."This Isn't the End" tells things about the radio world....She tells things to it.... and calls her program...."Do You Want to Write."

▼ ▼

The Patti Pickens of the inseparables is "going places" by herself....following in Sister Jane's footsteps....the Clan Pickens continues to function as a unit....Atta Pickens....don't let 'em separate you! And speaking of sisters....Yvonne... sixteen year old Infanta of the family of King....femme quartet of the air....is now soloist for Horace Heidt....The Brothers Warner have tested the four royal damsels for screenic purposes....any day now their subjects will see....as well as hear....them....Vive the Kings!....Martha Mears' imitation of Kate Smith was so good it almost fooled Kate. The hausfrau's morning is brightened by Marianna Smillie....Directress of Mannequin School....she does it with allusions to allure....sartorial suggestions....hints on husband-holding... and pointers on poise....over WINS....Jean Arthur, the screen-gal, will guest-artist it on the Rudy Vallee program Thursday. Rose Kay tells who went where....and wore what....over WIIKC....Columbus.

▼ ▼

A woman's-eye-view of the news....that's what Kathryn Cravens gives the world over WABC. For some reason many of the radio powers that be have turned thumbs down on the little woman as commentator....According to Kathryn....ex-actress of stage....silents and ether....it's the female of the species who can tell all....and make it effective....She left KMOX....St. Louis....and moved to WABC....to prove it could be done....Jeannette Land....sec to WOR exec....is back from her Bermuda trek....cafe-au-lait as the proverbial berry. No more M.C.ing for Arlene Francis....she's left the exclusively female "Hour of Charm"....but continues in feminine society in "The Women"....The Chez Paris....Chicago glitter-spot will add Gertrude Niesen....radio glitterer to its show....Feb. 15....Gertrude's been writing lyrics for....of all things....Chopin....On account of La Niesen is a night club singer....it's probably the Nocturnes.

▼ ▼

The singing Claire....Bernice....just signed by Rockwell O'Keefe flies Miamiward....deserting the "Waltztime" program....by medico's mandate....she'll tour a bit when her Southern interlude ends....before returning to the air....The other Claire....Ina of the dr-ah-ma....will bring sophistication to the ether veddy veddy soon....when script details are decided on by the Lyons office....Vocalist Virginia Verrill leaves off vocalizing at the Paradise Saturday....heads Lakewoodward for a week....then back to Broadway....to join Lombardo at the Paramount....then off to Horace Greelyland this summer....to commit....a "Follies"....for Goldwyn....The Met's and radio's goldfish....Helen Jepson goes Hollywoodward for the same purpose.

CONGRATULATIONS TO

JACK ALICOATE

On his bringing to Radio the same qualities of insight and enterprise that made Film Daily the best obtainable barometer of who's who and what's what in the film industry.

A. L. ALEXANDER

BEST WISHES

for outstanding and permanent success

to

RADIO DAILY

from



George Millard Keslere

ERNO RAPEE

RADIO MAESTRO SINCE 1921

New Pix Mag Uses the Air To Jump Reader Hurdles

New monthly picture magazine, Look, published by Gardner Cowles, Jr., of Des Moines putting on an extensive advertising campaign via the airlines. Radio promotion being handled by Dave Nowinson, publicity director of the magazine and the Iowa Network.

First four stations lined up are WBNS, Columbus, Ohio; WFBM, Indianapolis, Ind., and WJAS and WCAE, Pittsburgh. Initial schedule calls for a series of spot announcements with a probable switch to regular show if results warrant. Present intentions are to increase amount of outlets gradually.

Harker to McGillvra

G. W. (Tom) Harker, former General Tire & Rubber Co. sales exec and more recently advertising rep for the Curtis Publishing Co., has joined the sales staff of Joseph Hershey McGillvra, radio station advertising representatives.

CBS Adds WPAR

CBS adding WPAR, Parkersburg, W. Va., as supplementary station on Feb. 13. Station is owned by Ohio Valley Broadcasting Corp. and operates on 1420 kilocycles with 100 watts power. WKBB, Dubuque, Iowa,

will also join the CBS hook-up, but waits until March 1. Station owned by Sanders Brothers and operates on 1500 kilocycles with 100 watts. Station rates to be same, 125 dollars per hour.

RADIO PERSONALITIES

Who's Who in the Industry

DONALD FLAMM, president and sole owner of WMCA, main outlet of the Inter-City network. Considered Big Magoo of independents, yet the most soft-spoken, unassuming person of the industry. Radio station given to him as a present, so that the owners wouldn't have to meet the overhead. The Messrs. Shuberts had him as an exploiter for a few years. This led him to believe that he should beat the critics at their own game—so he became the first dramatic critic of the air via WMCA in 1926. In 1927, with Marion K. Gillian formed the Knickerbocker Broadcasting Company. Known as a mean fighter. Fought City Hall for years until he won. Took the city's station, which divided time with WMCA, off his wavelength and made WMCA full-time station. X-Gov. Smith and his crowd moved in on Donald for a while; result; Donald collected a pile of what-it-takes and got his station to boot. Drives around in an armored car, though it is not known that a threat had ever been made against his life. Thirty-two years old which makes him the youngest chief executive in radio.



First Dramatic Critic of the Air.....

Fans Will "See" Sweeps

NBC has made arrangements to broadcast the 99th running of the Grand National Steeplechase from Aintree, England, on March 19, from 10 to 10:30 a. m. EST. Broadcast will feature a running description.

Time's March Severed

March of Time's London branch will definitely break from the fold as soon as A. K. Mills, present London representative returns to his desk. Mills is at present in New York conferring with the home office. It is understood that by forming a corporation of their own the London office will be able to effect much better operating conditions in the Empire.

Avalanche of Words

Top-notch radio commentators are scheduled to appear at a "Commentator's Forum" at New York Advertising Club's luncheon, Feb. 18. John B. Kennedy, H. V. Kaltenborn, Edwin C. Hill, Boake Carter and Lowell Thomas will address the members from opposite corners. Word-battle will be aired via WMCA.

NBC House Organ

NBC press department mailing out new weekly publication called NBC Progress. Printed in tabloid form, sheet currently being sent to all advertising agencies, advertisers, NBC affiliated stations, trade associations and public figures. Primary purpose of publication is to acquaint public with NBC and its two networks.

100th for Bowes' Amateurs

Major Bowes celebrates the hundredth performance of his Amateur Hour on Thursday. Program first hit networks in March, 1935, when show went NBC with Standard Brands bankrolling. Switched to CBS last fall with the Chrysler Corp. footing bills.

First Mike Score Received by CBS

Columbia Broadcasting System has received the first work completed by a member of the Columbia Composers Commission appointed last Fall to write music specifically for the microphone.

William Grant Still, the noted negro composer, has submitted a program work called "Lenox Avenue." The composer has been in Hollywood for some time writing and arranging music for film productions and "Lenox Avenue" is his tribute from California to Harlem's gayest thoroughfare. The composition consists of 11 musical episodes for chorus orchestra and announcer. Each episode is introduced separately by the announcer speaking over the music. The continuity accompanying the score was written by Verna Arvey. Actually there is only one break in the music. Most of the episodes are brief, the longest lasting 3 minutes and 15 seconds. The finale of "Lenox Avenue" is written in six part harmony for voices in the form of a spiritual.

The score contains complete directions as to how the engineers shall "mix" the voices and orchestra and there are numerous directions to the various instrumentalists in the orchestra. "Lenox Avenue" will be performed by the Columbia Symphony Orchestra some time during the summer, as members of the Columbia Composers Commission have until June 1 to complete their works.

The Columbia Composers Commission was formed last October. At the invitation of William S. Paley, president of Columbia, Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still accepted the first Columbia Composers Commission, the purpose of which is to encourage writers of serious music to utilize the possibilities of the microphone and loud speaker.

Leo Lewin Dies

Leo Lewin, 50, for the past 18 years with Irving Berlin, Inc., music publishers, as contact man, died suddenly of a heart attack yesterday. Lewin is survived by three grown sons.

Musical Show for Griffin

Griffin All-White shoe cream will buy a network musical program, designed to hit the ether early in May and run through September. Griffith B. Thompson, late of NBC is directing radio activities on the account, handled by Bermingham, Castleman & Pierce agency. Account currently has a spot campaign in Florida.

Iodent Adds Stations

Joe Ryan's Dress Rehearsal, sponsored by Iodent Tooth Paste, has added a group of Western stations: KVO, Denver; KLO, Ogden, Utah; KGO, San Francisco; KECA, Los Angeles; KFSD, San Diego; KEG, Portland; KJR, Seattle; KGA, Spokane. The program went over these stations last Sunday for the first time.

AVAILABLE
for
RADIO—STAGE
and
PICTURES

The Individual Artists and the Complete Production Numbers That Have Made the

French Casino

7th AVE. & 50th ST. Reservations: COLUMBUS 5-7070

The World's Most Famous Theatre-Restaurant

NOW BOOKING
FRENCH CASINO
NEW YORK
FRENCH CASINO
MIAMI
CASINO PARISIEN
CHICAGO
LONDON CASINO
LONDON

ALL ENGAGEMENTS
ARRANGED FOR BY
INTERNATIONAL
BOOKING OFFICE
755 Seventh Ave.
New York

Radio's big fun names -

added to Broadway's Biggest and Best from stage and night club . . . and established topnotch screen comics . . . mean mass appeal that in turn means theatre profits.

And that is . . .

**SHOWMANSHIP
IN
SHORTS**

*Educational
Pictures*



BERT LAHR
•
BUSTER KEATON
•
BUSTER WEST and
TOM PATRICOLA
•
IRIS ADRIAN
•
EDDIE LAMBERT

JEFFERSON MACHAMER
and his "Gags and Gals"
•
NIELA GODELLE
•
SYLVIA FROOS
•
HENRY KING
and his Orchestra

"SISTERS OF THE SKILLET"
•
TIM and IRENE
•
PAT ROONEY JR. and
HERMAN TIMBERG JR.
•
THE CABIN KIDS

DISTRIBUTED IN U. S. A. BY 20th CENTURY-FOX FILM CORP.



"DAVID HARUM", five-times-weekly drama serial from NBC and sponsored by Bab-O, gets renewal Feb. 22.

LITTLE JACKIE HELLER, now at the Grosvenor House, London, doing very well, thank you; will guestar from across the seas on NBC-Jamboree, Thursday night at 10:30. Jackie succeeded Sophie Tucker in the House.

HENRY WADSWORTH LONG-FELLOW will receive radio recognition when NBC commemorates the 130th anniversary of the poet's birth, with reading of his life by William Lyons Phelps. Program to be aired Feb. 20, start-off for a week of features dedicated to America's greatest writing aces.

Lee Henderson, Akron's first full-time femme announcer, has joined the staff of WJW. She formerly was in Toronto.

PATE OIL CO. has signed for a weekly Sunday program from 2 to 2:30 p. m. over WTMJ, featuring

choruses and glee clubs in the metropolitan area.

TWO WEEKS after they came to WTMJ, Milwaukee, for an audition, the Serenaders' Trio were signed for their first commercial program over the station and are heard Sundays at 11 a. m. each week. The boys are Don Morland, Wayne Dickerson and Nelson Knoop.

Akron now has its own community sing, a half hour every Wednesday night at 8:30 from the Palace theater over station WJW. Program is sponsored by the Bear Furniture Co. Doc Williams conducts the weekly event.

Purv Pullen, for years an entertainer with Ben Bernie's band, has started a series of programs over WADC, Akron. He calls the program the "Safe-d Club," with a tie-in safety note for juvenile listeners. It is heard 15 minutes each night except Saturdays and Sundays. Carl Ayers provides piano accompaniment.

Two new additions to the staff of WROK, Rockford, Ill., were effected recently with the engagement of Maurice P. Owens of Rockford and

Sugar-Coated Institutional Plugs

PHILADELPHIA—WFIL listeners are getting mild doses of institutional radio plugs, but don't know it. Contest tie-in with the "Classified News of the Air," period airing four times daily including spots and platters, gives a single key word each broadcasting day. Add them all together and they tell you that radio advertising is the greatest media in creation. Best 100 sentences of the week get free ducats to movie houses, pix palaces getting cuffo plugs for the passes.

William R. Traum of Chadwick, Ill., as announcers. Owens, previously engaged in dramatic work at the station, is now in charge of the station's sports department. Traum has conducted a radio column for several northern Illinois weekly papers and comes to WROK from the Mt. Carroll Mirror-Democrat. Only 19 years of age, he is one of the youngest announcers in the field.

WNEW will be part of the huge Flood Relief Benefit together with NBC, CBS, and WOR, contributing artists, orchestras, etc. 12:30-2:30 Feb. 11. Incidentally, Red Cross has acknowledged the receipt of \$4,223.20 from WNEW for flood relief fund.

A new feature broadcast on WSOC is "History of the News" which is presented each Tuesday evening at 8:00 o'clock by Dr. Warren G. Keith, professor of history of Winthrop College, Rock Hill, S. C.

DRAMA OR OPERA? Take your choice on the NBC net Friday night. For the picky, this night should please. At 8 p. m. EST, Cities Service presents the Jewel Song from "Faust", to be sung by Lucille Manners with Rosario Bourdon's ork and the Revelers. At 10:00 p. m. EST, same evening, Campana's First Nighter will offer Don Ameche and Barbara Luddy in an original drama. Both shows, the opera and the drama, come from CBS studios.

Southern New England Telephone Co., Hartford, on Saturday started a program on WDRC, Sundays, 12 noon to 12:30 p. m. Sponsor is using library recordings. Batten, Barton Durstine & Osborne, Inc., New York, placed the account.

"YOUR HIT PARADE" and "Sweep-takes" will add fifteen more minutes of melody to present half-hour show beginning Saturday night over CBS. Carl Hoff continues to wield baton with Buddy Clark and Edith Dick vocalizing.

DONALD NOVIS, ex-fighter, crooner and Romeo, returns to the air waves tonight after a year and a half lay-off. Donald does a turn for Jack Oakie's "college" show at 9:30 EST. Those dizzy, daffy, de-lovely comics, Block and Sully, will also be on hand to supply necessary humor!

GILMORE CIRCUS, variety program originating from Hollywood, sponsored by Gilmore Oil Co., Los Angeles, starts next Monday, 6:30—7 p. m. on five Pacific NBC Red network stations. Raymond R. Morgan, Inc., Hollywood, placed account.



ART Shaw and his Shavians will make merry at the Meadowbrook, Cedar Grove, N. J., for two weeks, beginning Feb. 17—with a Mutual wire—three broadcasts a week.

LYNN MARTIN and the Merry Macs are to provide musical atmosphere for the Burns and Allen program when the funsters begin their new series—sometime in April.

CHARLEY DORNBERGER and ork will guest of honor it on the Phil Baker program Feb. 14 and 21—over CBS from Florida. Oscar Bradley, conductor, will stooge instead of conducting.

THE "AWARD OF MERIT" certificate tendered outstanding radio program of the week went to Rubinoff and fiddle at the end of his 6:30 WABC-CBS broadcast Sunday.

RUSS MORGAN and orchestra take over the Philip Morris program—Saturday—with Rudy Vallee, Ferde Grofe, Paul Whiteman and Guy Lombardo on the musical welcoming committee.

MIFF MOLE, trombone-playing ork leader, just signed to record for Vocalion, will use two orchestras—one swing band with the monniker Miff's Molars and his own band of fourteen men.

THE CARL HOFF CBS Hit Parade extends its time from 30 to 45 minutes, effective Feb. 13.

PAUL WHITEMAN will follow Ted Lewis at the Biscayne Kennel Club, Miami, beginning Feb. 20.

WAYNE KING and his orchestra will continue to hobnob with Lady Esther for another year—renewal of contract effective on broadcast of Feb. 22.

MUSICAL BACKGROUND for bazooka solo by Bob Burns will be provided by Jimmy Dorsey Thursday on the Bing Crosby Kraft Music Hall program, from Hollywood.

Finger On Liquor

Newark—State Beverage Commissioner Burnett states positively that laws will be passed in the state legislature banning all contests over the air that have to do with liquor unless radio stations behave.

The way for them to toe the mark, according to the Commissioner, is for them to cooperate without legislation.

THE TAVERN

The Showman's Rendezvous

SALUTES THE NEW RADIO DAILY

AND THE BRILLIANT INDUSTRY IT REPRESENTS

Extending a fraternal invitation for the members of the Microphone Art to join the Coterie of Stage and Screen personages who make The Tavern their meal-time meeting place. Make this YOUR Luncheon, Dinner and Supper Club.

THE TAVERN

158 WEST 48th ST. "TOOTS" SHOR

FOREIGN

MANUFACTURERS of recordings in Berne, Switzerland, won their fight against broadcasting stations when the Federal Supreme Court handed down a judgment compelling the stations to first obtain authorization from the recording firms before airing any of their records.

A STRATOSPHERIC SPINDLE which will attain an altitude of 15,000 to 20,000 meters is under construction in Berlin. The spindle with two transmitters will be directed by radio; one transmitter, placed inside the spindle, will automatically emit waves showing the altitude of the engine, while the other will direct the landing point of the spindle.

THE FRENCH GOVERNMENT has purchased several parcels of land in Paris for the erection of a modern broadcasting station to cost \$1,000,000. The station will be called Le Maison de la Radio.

THE MAYOR OF MARSEILLES as installed a pickup in the municipal building in order that appropriate music may be turned on while civil marriage ceremonies are being performed.

DENMARK'S NEW BROADCASTING station at Groenland brings the total for the country up to 42, all built since 1924. Twenty-one of the stations have several receivers, the others but one.

A RADIO-TELEVISION station is to be built on the top of Brocken Mountain in Germany. Brocken is 1,142 meters high.

ITALIAN RADIO INDUSTRY absorbed 12,000 workers during the past year; 430 of these were engineers. Three-quarters of the workers were employed in making receiver sets. Amount spent on radio in 1936 was 180,000,000 lire, an increase of 30,000,000 lire from the preceding year, and of 80,000,000 lire above the 1934 expenditure. The government also spent 100,000,000 lire during 1936 on broadcasting stations for the army.

A SPRING FAIR of radio and television will be held at Leipzig from Feb. 28 to March 8 in conjunction with the trade fair.

NEW SHORT WAVE broadcasting station is being erected at Podebrady, Czecho-slovakia, near Prague. While intended primarily to broadcast matter to Czechs living in foreign lands, programs in English, French and German will also be broadcast from it.

A RADIO-TELEVISION exposition will be held in Moscow from June 1 to June 10th.

BELGRADE IS TO HAVE a new radio station. It will have a power of 100 kilowatts and a transmitter of 20 kilowatts.

Coming and Going

PHIL BAKER to Miami. Program will originate from there following two weeks.

MORRIS HASTINGS, managing editor of Microphone, in New York from Boston.

GEORGE d'UTTASSY, business manager of Radio Guide, sailed aboard the Berengaria for London. Will make survey of English radio publications.

VIRGINIA VERRILL leaves for Lakewood Sunday.

VIRGINIA CLARK, "Helen Trent" on the air, to St. Louis.

ETON BOYS leave for Troy, N. Y., Friday to do vaude at the RKO Proctor. From there to Schenectady, N. Y.; more vaude next Thursday.

CECIL LEWIS, English author and vice prexy of British Broadcasting Corp., arrived Friday on the Rex and flew to the coast Sunday.

MORT HARRIS WHN production dept. head, returned to the job yesterday after a two-week vacation in Nassau.

MARY EASTMAN, soloist on the Pet Milk program, left yesterday to spend week in Florida. On Feb. 19, she will replace Bernice Claire on the Friday night show.

WILLIAM L. HOPPEs, station relations manager of the World Broadcasting System, returned from a trip throughout the Middle West, having called on subscribers.

BILL HEDGES, WLW vice prexy, arrived in N. Y. yesterday. This is his first visit to the city since the Mutual linking.

JACK BERTELL leaves for Miami this week.

ROCCO VOCCO returned to the city yesterday after a business trip in Cleveland and Chi.

BERT FROHMAN leaves for Chi to open at the Chex Paree.

BEN LARSON, head production man of Ruthrauff & Ryan, left yesterday for the coast to make arrangements for the forthcoming "Community Sings."

ALVIN AUSTIN, head of the agency bearing that name, returns with the family from a three-week Florida stay.

CHARLES SWAFFORD of Swafford & Koehl agency returns from Chi. Wednesday.

FELIX GREENE, North American representative of the British Broadcasting Corp., flies to Vancouver Wednesday to appear at the opening of a new Canadian Broadcasting Corp. outlet. Will then fly to Los Angeles, returning to N. Y. office within two weeks.

RAY LYON, development engineer at WOR left on a southern motor trip. Will visit several stations enroute and experiment.

KATE SMITH and her manager, **TED COLLINS**, return to N. Y. this morning from Lake Placid.

A. K. MILLS, London representative for March of Time, sailed on the Paris.

PICK and **PAT** left for Florida after their broadcast last night. Will return to the Model Tobacco show March 1.

HAROLD SAFFORD, WLS program director, left Saturday to spend three weeks in Phoenix, Arizona, where he will engage in building shows for KOY, recently taken over by WLS prexy, Burrig D. Butler.

AGENCIES

AUBREY, MOORE AND WAL-LACE AGENCY, Chicago, has set up new quarters here in Carbine and Carbon building and have organized an extensive campaign for radio billing. In addition to their Campagna program, agency plans to expand billing to include three more major accounts and expect billing to hit million and a half mark for the year to top that of 1936.

MARVIN HARMS joins Chicago office of Young and Rubican as account executive. Robert H. Flaherty replaces harms at Premier-Pabst as advertising manager.

Norman W. Vickery, for the past three years with Donovan-Armstrong, Philadelphia, goes to McKee, Albright & Ivey, Inc., ad agency.

ADAMS CLOTHES, through Feigenbaum Agency, renewal starting Feb. 1, for indefinite period, Monday through Saturday, 6-6:10 p. m. Sports talk. WIP.

BLACKMAN ADVERTISING, Inc., effective today changes its name to Compton Advertising, Inc. Richard J. Compton, Jr., remains as president of the organization.

Philco Adds Plant

Russell Feldman, former president of Transitone Auto Radio Corp., a Philco subsidiary, has acquired control of the Simplex Radio Corp., Sandusky, Ohio. Present plans call for wide expansion in plant and an addition of 1,000 employees when a suitable location can be found. Company will concentrate on automobile radios.

Three Hurt in Flood

Mutual's outlet in St. Louis reported flood casualties to three employees. James Burke, chief engineer, and Tom Dailey and Charles Stookey, announcers, were injured in an automobile accident between Cape Girardeau and Hayti, Mo., while on their way to cover flood area for the net. The three, though seriously injured, are reported doing well at St. John's Hospital.

Berle's Gang Westbound

Gillette's "Community Sings" cast embark for the west coast Feb. 22, the day after their show from N. Y. via CBS. Trek west caused by Milton Berle's and "Jolly Gillette's" desire to fulfill picture contracts. It is understood that Berle will pay out \$1,000 weekly to the cast in expense, so that the air show can come along while he does his pix. Originally scheduled to leave N. Y. on Jan. 30, postponement was caused by RKO not being ready for Berle at that time. They will remain in Hollywood six weeks.

**The Other Half—
how does it listen?**

On the farm and in the smaller cities throughout the country lives and buys a vast radio audience—nearly half* of the nation's radio owners.

Ross Federal can determine the listening habits and program preferences of this audience just as quickly and accurately as in metropolitan areas.

** Not quite half. Actually, 46% of radio owners in the country live in cities of less than 25,000 population. 37% live in towns of less than 10,000 population.*

ROSS FEDERAL RESEARCH CORPORATION
Affiliated with Ross Federal Service, Inc.

Executive Offices: 6 East 45th Street, New York City
Branch Offices in All Principal Cities

☆ Views From Varied Viewpoints ☆

Frowns on U. S. Rule Of Radio Air Waves

THE future of radio in education depends on the intelligence and farsightedness of the radio industry, the Federal Communications Commission, and the educators themselves.

I have always been a supporter of the American idea in radio broadcasting. I don't approve of government control. When you look at what is going on in Europe, the radio propaganda that is on the air, you begin to see what I mean.

Though the broadcasting industry had, on the whole, been interested in the development of new opportunities in the educational field, and that, though it had sometimes been too eager for profits and had sometimes underrated the intelligence of the audience, the general level of programs had improved.

I've always taken the view that all broadcasting is educational, good, bad and indifferent, in the sense that it raises or lowers the level of our national culture. Among the chief problems yet to be solved in radio education are those of technique in presenting educational material and of the raising money to support educational programs.

As to the first problem, educators must realize that they can't put dry rot on the air and expect people to listen to it. The financial angle is very serious. Advertisers will present educational programs of a spectacular nature, such as the Met Opera and symphony orchestras, but no sponsor has ever tried to put on an educational program more academic in nature.

Insofar as the experience with institutionally owned broadcasting stations, they have been in a large part unfortunate but this is a field which may be developed.

Television will increase the problems of radio education and will also increase its opportunities but it is too early to talk about it yet.

Radio broadcasting has called to our attention the importance of the ear. Until movable type was invented, all teaching was done by word of mouth, so it is only in the last four or five centuries that we have become ear minded. Radio may swing us back. It is bringing to the fore again those techniques and traditions of the time when all learning came by ear. All the great teachers, Socrates, Christ and all of them, taught by word of mouth. Of course, what television is going to do, by way of bringing us back to the eye again, remains to be seen.—**DR. LEVERING TYSON**, in *Herald Tribune*.

Television Was Visioned "Way Back" in 1884

EIGHT years ago a famous European television expert said to the author during a visit to the former's vast laboratory filled to the ceiling with television devices:

"The principles of television have been known since 1884 when Paul Nipkow applied for his basic television patent. Consequently, we are now looking back upon an evolution of nearly fifty years, and it is not an exaggeration to say that television will be in general use in less than a year."

This, remember, was in 1928.

Is it any wonder, then, that the public is beginning to doubt that there is any such animal as television?

Actually, television is here today, but not for public use. Practical television was demonstrated successfully at the recent Olympic games in Berlin. Transmission with a definition of 180 lines brought complete "newsreel shows" of the most important contests directly into the homes of Berlin listeners or, shall we say, "lookonnors," as suggested by Bernard Shaw.—**WILLIAM F. SCHRAGE**, in *Coronet*.

Broadcasts and Radio Confused by Public

DUE to the popularity of broadcasting and its major interest in the public mind, there is danger of confusing radio and broadcasting to the extent of making the two synonymous.

This is far from the truth. In fact, no less an authority than George Henry Payne, of the FCC, is responsible for the statement that broadcasting is but one of 27 services of radio. We are familiar with some of the more common uses of radio in connection with telegraph and telephone to foreign countries and also in maritime service, including radio telegraph and radio telephone communications between ships at sea and between ships and shore. In the field of aviation, radio has become indispensable and, as a method of increasing public safety, the police radios are now in operation in nearly every city. Again radio is used in the transmission of news to newspapers by what is known as a multiple address radio telegraph service. And, in addition to these, there are of course many less known uses of radio in regular and experimental services, including television and facsimile.—*Editor & Publisher*.

FCC Head Champions Freedom of the Air

ANY educational system on the air would be but a hollow thing if it were not fundamental in that those participating in the program were free at all times to seek the truth wherever it might be found, and, having found it, to proclaim it, secretary Ickes told the conference.

Unless the people in their might stand firm to protect educational broadcasting from the witch hunters, then it had better not be undertaken at all. Freedom of the press, freedom of assemblage, freedom of speech, and that academic freedom which is implicit in freedom of speech, constitute the piles driven to bedrock upon which our institutions securely stand.

These rights must, as a matter of course, extend to and be inseparable from any program of educational broadcasting that is worth the snap of a finger.

It is my personal opinion that American listeners would not stand for the payment of a receiving set tax. It is my judgment that it would be most unpopular in this country. It is not the American way of accomplishing things.—**ANNING S. PRALL**.

Radio Plays Leading Role In American Social Order

SPECIFICALLY, and in the light of recent history, what is radio's part in our changing social order? The influence of radio in the field of entertainment needs only a passing reference, but emphasis should be placed on the fact that radio has made it possible for the humblest dweller in this land to listen to programs of entertainment ranging from presentations of grand opera taken directly from the stage, down through the various strata of quality and selection, until today every family will find available for its enjoyment just the type of entertainment it prefers.

Broadcasting is undoubtedly the most revolutionary factor ever brought into the field of entertainment, and while some programs will probably always be open to criticism, yet on the whole, the value of its contribution to the American home can never be adequately estimated.—**FRANK A. ARNOLD**, in *Editor & Publisher*.

Sees Power Lines Static As Bad Radio Headache

INTERFERENCE of electrical appliances and power systems with the reception of broadcasting systems and communications has become so serious that it will be necessary for Congressional acts to require manu-

facturers and users to equip their products with shielding devices.

Improvement in reception can be accomplished in two ways. First, the signals sent out by broadcast stations can be strengthened by giving them authority to step up their power. Second, the amount of noise made by electrical equipment can be reduced so that listeners will not need to turn their sets as high to get good reception.

Equipment makers could be licensed, for example, and restricted to one particular frequency. This would naturally set off a blast from doctors, and from makers of therapeutic devices because they have many different ideas on what frequency is the best for medical use or for particular types of cases.

Local laws have been passed in some places requiring shielding of electrical equipment or correction of faulty transmitter lines by power companies. New Jersey had the police wage a campaign against operators of diathermy appliances which interfere with police radio operations. In England laws giving the government agencies the power to prevent interference with broadcast and communications service is well on its way through Parliament.

This whole subject is described as a headache by government experts who are in charge of the project to eliminate man-made static. Meanwhile they are piling up data on interference and interference is piling up still faster.—**DR. L. P. WHEELER** in *Kansas City Star*.

Lohr Scouts Television Spike in Retail Volume

PICTURES of 441 line definition are much clearer than those of 343 lines, the definition employed in previous tests from the Empire State. Another significant advance has been made in our work of television development. As we proceed in this fascinating adventure of bringing radio sight to distant eyes, it is encouraging to be able to report this substantial progress.

The development of television service promises to be orderly and evolutionary in character and is a tribute to the radio industry which enjoyed public favor on a scale that is most encouraging to its future. The public may purchase present day radio receiving sets with confidence as to their continuing serviceability. Television receiving sets cannot precede a television program service of satisfactory quality, which will be available at the beginning only in sharply restricted metropolitan areas following the eventual solution of technical, economic and program problems.—**MAJOR LENOX R. LOHR**, *NBC Prexy*.

**IT'S NEW!
SENSATIONAL!
EXCLUSIVE!**

DICTOGRAPH

Silent!

RADIO with the ACOUSTICON MYSTIC EAR



.. and a welcome change from profitless selling

LIKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . The Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radios! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising **NOW RUNNING**. Get your share of these new profits. Fill in and mail the coupon **TODAY** for the whole profit-making story.

DICTOGRAPH PRODUCTS CO., Inc.

Radio Division

Dept. D-1

580 FIFTH AVE., NEW YORK, N. Y.

DICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 31 years and make the Acousticon hearing aid, Dictograph Intracommunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Scale, in addition to Dictograph Silent Radio.

The words "Silent" and "Acousticon Mystic Ear" are trademarked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.

Copyright 1936 Dictograph Prod. Co., Inc.

**... 30,000,000 Radios
and NONE Except Dictograph
Offers the Acousticon Mystic Ear**

● You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to **YOUR** customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

MAIL IT!

DICTOGRAPH PRODUCTS CO., INC.
Radio Division, Dept. D-1
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

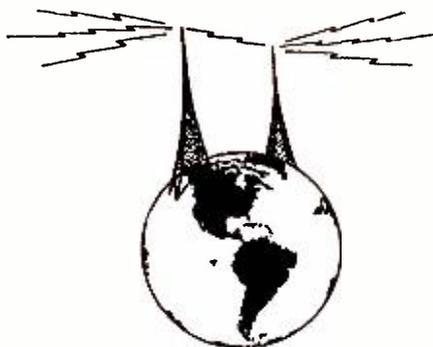
Your name

Firm name

Street

City

My distributor is.....



WELCOME

TAKING cognizance of an outstanding event—the advent of a daily newspaper 100 percent devoted to all trade branches of radio—we could not wish otherwise than to add our welcome and congratulations to mark such a pioneering step forward for the good of the industry.

We are proud to join in such a welcome and feel privileged to be among those voicing these sentiments.

CONQUEST ALLIANCE COMPANY, Inc.

International Radio Program Producers, And Station Representative

New York City, 515 Madison Ave.

Chicago, 228 N. La Salle St.

Branch Offices: Buenos Aires—Mexico City—Rio de Janeiro—Sao Paulo—Havana. Associated Offices and Representatives: Los Angeles—San Francisco—Seattle—Montreal, Canada—London, England—Paris, France—Shanghai, China—Santiago, Chile—San Jose, Costa Rica—Panama City, Panama.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1. NO. 3

NEW YORK, WEDNESDAY, FEBRUARY 10, 1937

FIVE CENTS

No Radio-Film Scrap, Says Paley

50 STATIONS ATTEND CANADIAN CONVENTION

Toronto—Between 45 and 50 stations, all independently owned, were represented at the Canadian Association of Broadcasters' Convention held in King Edward Hotel here Feb. 8 and 9. Several transcription services in the United States had representatives here who addressed the meetings, including Frank Chizzini, assistant manager of NBC transcription department, New York, and Maurice Wetzal, manager of Chicago's NBC transcription department.

Dr. Frigon, assistant general man-

(Continued on Page 8)

F. C. C. Discontinues 24-Hour Flood Watch

Washington Bureau of THE RADIO DAILY
Washington—As a result of improved conditions in the flooded areas, the special 24-hour watch being maintained at the Federal Communications Commission to handle requests for emergency communications has been discontinued. However, the special communication equipment will be retained for immediate use until after the flood has passed into the Gulf of Mexico.

The Commission is sending two

(Continued on Page 8)

Tastyeast Settles Braddock Contract

James J. Braddock, heavyweight champ, received a cash settlement from Tastyeast, Inc., when they failed to continue with his thrice-weekly air show via the NBC-Blue net in January. Braddock had been contracted by the sponsor, not the agency.

Break was caused by the J. P. Mueller advertising agency allegedly

(Continued on Page 8)

Kel. Auditions

Kelvinator Refrigerators, through Geyer, Cornell and Newell, now auditioning programs for their series which will be aired over both NBC and CBS. Sponsors expect to hit airplanes on or about March 1. A reservation for time has been placed with CBS asking for the Saturday night 8:30 to 9 p.m. spot. B. B. Geyer returns from Chicago today.

Many Thanks

Our sincere appreciation for the many congratulatory messages, telegrams, letters and phone calls to the publisher and staff of RADIO DAILY upon its first issue as radio's own daily newspaper... Only upon meeting the expectations of its laudatory well wishers can it hope for permanent success... That's why every man and woman on the staff of RADIO DAILY is going to get a kick out of doing so.

JACK ALICOATE

Disk Manufacturers In Air On Musicians' Union Ban

Electrical transcription manufacturers who called upon officials of Local 802 of the American Federation of Musicians in effort to find out just what restrictions will govern the proposed ban on recording work by musicians have been unable to have the situation clarified for them. This turn yesterday resulted in manufacturers considering ways and means of getting a line on what's what so that they can forestall any definite moves detrimental to the industry. Union officials admit there is considerable confusion regarding the status of the proposed ban.

Altho members of 802 here held a meeting recently no definite conclusions were reached apparently, nor announcement made as to what demands would be made for recordings, phonograph or transcription. Not all members are said to be in favor of

a complete ban, despite the movement in Chicago where Jimmie Petrillo is inclined to take drastic action.

While proposals will eventually be made to higher governing officials of the AFM and it is expected no action will be taken here until after the annual convention is held by the AFM, disk manufacturers feel that they are entitled to know what to expect in the way of increased scales, or whatever the union has in mind.

Convention is slated for June 8, in Louisville, and according to one of the leading electrical transcription company spokesmen, the industry does not intend to be taken by surprise nor have a fast one pulled at the convention. Radical element in the AFM is banking on a far-fetched hope that for the first time in many years National President Jos. N. Weber will decide not to run.

No Further Hearings Planned on Television

Washington Bureau of THE RADIO DAILY
Washington—Commander T. A. Craven, chief of engineering division of FCC, last night told RADIO DAILY that the commission does not expect any further hearings at present pertaining to television. Craven stated that should any applications be made, they will be heard, but the commission plans no hearings on its own initiative.

Campaign on Paint Slated for Spring

Wadsworth Howland & Co., Inc., New York (paints) will start a spring campaign about April 1 using five-minute discs on 11 stations. J. Stirling Getchell, Inc., New York, is agency.

Special Event Program Booked in Record Speed

NBC yesterday, according to John Royal, NBC vice-president in charge of programs, staged the fastest booking of a special events program by a national network in his ten years in radio.

Within two hours after the Connecticut House of Representatives and Democratic Senate, and the Maine

(Continued on Page 2)

Decca Recording Series For 80-Station Campaign

Norge Corp., Detroit (refrigerators) is readying a series of recording to be cut by Decca and placed on about 80 stations. Client will use guest stars throughout the campaign. Kramer-Krasselt Co., Milwaukee, has the account.

Sees Each Field Striving For Ground of Com- mon Interest

West Coast Bureau, THE RADIO DAILY

Hollywood—There isn't going to be any scrap between radio and the movies, as each industry is working intelligently to find their ground of common interest, and Hollywood is climbing faster and faster as a radio producing center, according to Wm. Paley, Columbia Broadcasting president, in his first press conference since his arrival here two weeks ago.

Movie stars are on the air to stay—as long as they can provide entertainment that the public wants, he said.

"When the public wants a thing,

(Continued on Page 8)

ADVANCED FEATURES IN NEW KFWB PLANT

West Coast Bureau, THE RADIO DAILY

Hollywood—Important advances in acoustical engineering, some new ideas in studio arrangement and a 500-seat radio theater where a sponsor may show advertising sound movies to audiences that gather to watch broadcasts are among the high spots in Warner Bros.' new KFWB broadcasting plant which opened Monday.

The new plant is located on the

(Continued on Page 2)

General Foods Starts 13-Station Spot Series

General Foods Corp., New York (Post 40% Bran flakes) through Benton & Bowles, Inc., New York, this week started a series of quarter-hour transcription programs featuring

(Continued on Page 8)

3rd Heatter Sponsor

Gabriel Heatter, ace commentator, signed for a third sponsor yesterday. Will be aired via WOR Tuesday nights from 9 to 9:15. Sponsor is Martinson's Coffee, with Albert Frank-Gunther Law, the agency. Heatter is now being aired through the courtesies of North American Accident Insurance and Modern Industrial Banks.



Vol. 1, No. 3 Wed., Feb. 10, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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NBC to Have Exhibit At Educational Meet

Besides doing six regular and two special educational programs, NBC will assemble a complete exhibit of its educational work in the civic auditorium of New Orleans during the National Education Ass'n convention, Feb. 17-25 in that city. Delegates will thus have an opportunity to learn at first hand of the methods used in education by radio. Franklin Dunham, NBC Educational Director, will supervise the exhibit.

Dunham will also address the convention on two occasions on "What Radio Can Do to Tell the Public About Their Schools" and "Radio as a Factor in the Education of Grown-ups." Miss Judith Waller, NBC Educational Director in Chicago, will also address the convention on "How Educational Organizations can Utilize Radio to the Greatest Benefit."

Sponsor for Harlem Show

"Amateur Night in Harlem" a sponsorless WMCA-Inter-City feature since November, 1934, leaves the sustaining class tonight and will be aired through the courtesy of Golden Peacock, Inc., cosmetic-makers.

Don Kerr, announcer, remains as m-c. Program comes from the Apollo Theatre in the colored-belt of New York.

FINANCIAL

(Tuesday, Feb. 9)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	181 3/4	179 1/2	181 3/4	- 5/8
Crosley Radio	25 3/4	25 1/2	25 1/2	...
Gen. Electric	62 7/8	61 3/4	62	- 1/8
North Am.	30 1/2	30 1/8	30 3/8	- 1/8
Stewart Warner	19 1/2	19 1/4	19 1/2	+ 1/4
Zenith Radio	37 1/2	37 1/4	37 1/4	- 1/2

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	17	13 3/4	17	+ 1/8
Majestic R. & T.	4 1/2	4 3/8	4 1/2	+ 1/8
Nat. Union Radio	2 5/8	2 1/2	2 1/2	...

OVER THE COUNTER				
	Bid	Asked		
CBS A	50	52		
CBS B	49 3/4	51 3/4		
Stromberg Carlson	19 1/2	20 1/2		

Special Event Program Booked in Record Speed

(Continued from Page 1)

legislature went on record yesterday as opposing President Roosevelt's Supreme Court reform plans, NBC had lined up a special events broadcast from Maine to Texas for the radio audience. Working via long distance phone A. A. Schechter, NBC special events director, had A.T. & T. install special lines in the legislative chambers of the Connecticut and Maine. In addition to these states the Texas governing body and Washington were tied into the broadcast.

While a crew from WOAI was covering the eighty miles to Austin, Texas, in less than an hour, WCSH was sending its crew and equipment to Augusta, capital of Maine, a distance of 40 miles. In Washington NBC contacted Representative Maury Maverick, Democrat of Texas, and had him listen to the first part of the broadcast and answer the legislators who opposed the President's plan to increase the Supreme Court of 15 members. Mr. Maverick introduced the President's Supreme Court bill from the floor of the House of Representatives last week after the message was read to Congress. Another pick-up was made from the Hartford legislature with WTIC handling the necessary details. In answering comments from the legislators who did not indorse the Supreme Court plan, Rep. Maverick sounded-off in style.

Radio Clinic Revised

"Radio Clinic", medical information program recently cancelled by WBNX with the statement that its motives had been misconstrued, has been revised and presented to the medical profession for ratification. The new formula provides for elimination of actual patients in the program and their substitution by a dramatic cast who will impersonate the patients.

Femme Stooze Makes Good

Joan Banks, 18-year-old blonde actress, selected from among scores auditioned by Colonel Lemuel Q. Stoopnagle and Budd, has won a berth as the comedians' first and only feminine stooze on their Sunday NBC broadcasts. She will be heard each week at 5:30 p.m., over the NBC-Blue network.

NBC Adding KOB

NBC will add station KOB to their networks early in the summer. Station was to have joined earlier, but special lines must be put up, and that has caused the delay.

Get 1,700 Responses

"Lets Visit", program on WOR, keyed for the first time Sunday night, with an offer of an ash tray free for the asking, pulled 1,700 requests within 3 days' time. Show has two announcers with portable mikes calling upon tenants of a different house each week, without preliminary work of any kind. It is expected that more than 3,000 will be the grand total.

Advanced Features In New KEWB Plant

(Continued from Page 1)

south end of the Warner lot. It has six large studios, including the studio theater, 85 feet long and 50 feet wide, with a 20 by 50 foot stage, opera seats, modernistic decorations and lighting effects.

Harry Maizlish, manager, turned acoustical problems over to C. M. Mugler of Acoustical Engineering Co. Walls are "splayed" to overcome construction "headache". Wooden splaying is lined with four inches of absorption to check cavity resonances. Walls treated with acoustone, ceiling untreated, so sound waves travel in a triangle from point to ceiling and then down. Path of reflected sound cannot exceed path of direct sound by more than 65 feet (1/15 second) which tends to re-enforce and amplify sound waves. Combination of splayed wall, acoustone wall and untreated ceiling is original with Engineer Mugler.

Station's master panel, facing announcer's booth, controls all activities within the station, and can use 52 main trunk lines.

KFWB's multi-manual pipe organ, built especially for broadcasting, stands in front of stage in broadcast theater, connected by remote control to two rooms above and behind the stage, which serves as reverberation chamber, which has also been splayed like stage wall and theater, except that here the splaying has been on the ceiling instead of the walls.

FCC Grants Permission

Washington Bureau of THE RADIO DAILY Washington—Federal Communications Commission granted permission for the establishment of a new radio station to The Peoples Forum of the Air, Helena, Montana. Grant specified that the group be permitted to operate on a frequency of 1210 kc, with 100 watt-power, full time. Exact site for transmitter to be determined with FCC's approval.

FCC Denies Motion

Washington Bureau of THE RADIO DAILY Washington—Winston-Salem Journal Company's petition for a rehearing on application to erect a new 250-watt broadcasting station at Winston-Salem, N. C., was denied by the Federal Communications Commission. Application made by C. G. Hill, George D. Walker and Susan H. Walker was granted by the Broadcast Division Sept. 9, 1936. Station will be a daytimer, operating on 1250 kc.

Lester Quits WHN

Gene Lester, WHN publicity department, resigns from the station on Saturday. He will fill contracts from various agencies in New York on candid camera assignments. Lester, who has been heard on special broadcasts from WHN will continue his broadcasting duties.

COMING and GOING

LENOX R. LOHR, NBC president, is expected back in New York before the end of the month. Understood he plans to take a quiet vacation somewhere in the Mid-West.

REGINALD BROPHY, NBC manager of stations relations department, on the road for a few days. Expected back early next week.

MILTON BERLE, JONES and HARE, WENDEL HALL, JOLLY GILLETTE, ANDY SANELLA, BERT GORDON, TOMMY MACK and announcer DON SEYMOUR, all of the Community Sing show, leave for Hollywood on Monday, a week earlier than originally planned.

CLEM McCARTHY, sports announcer, flies to the west coast next week. Will broadcast the Santa Anita handicap.

BERNARD A. YOUNG, president of the Intercollegiate Music League, in city from Boston. Reason for trip is to locate an outlet for the compositions written by college students.

JACK KOFOED, sports commentator, left for Philly, returning to city on Friday.

JAMES R. CURTIS, president of KFRO, Longview, Tex., and secretary of the Texas Broadcasters Ass'n, leaves New York today. Visit to east was prompted by desire to see FCC about starting new station.

LOU GOLDBERG, Major Bowes' unit, booker, returns to N. Y. from Chi on Friday.

MAIDA SEVERN, WINS soloist, leaves on the Vendam this afternoon for twelve-day cruise to the West Indies. She is the guest of the National Wholesale Druggist Assn.

BOB TAPLINGER returns tomorrow from a three-week business trip to Hollywood.

ALICE FROST returns to city today. Will resume on the Big Sister show for Rinso.

PHIL COHAN, NBC production man back from Bermuda.

BERNICE JUDIS, general manager of WNEW returned to job after three week coast trip.

Kofoed Leaving WHN

Jack Kofoed, nationally known sports writer and commentator, has begged off from his commitments at WHN, where he was head of the sports dept'. Kofoed had a one-year contract with Louis K. Sidney, station head, which didn't terminate until next Sept. Action to resign was prompted by the pressing business on the outside, where he is engaged in making thirteen short subjects yearly for Columbia Pictures, writing mag stories, etc. There won't be a successor to fill the berth. Kofoed remains in WHN offices for a few weeks.

BIRTHDAYS

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	31				

February 10

Greetings from Radio Daily

to

G. Stanley McAllister

*from the Prize
Baby . . .
to the New-Born
Infant . . .*



Here's hoping you get out of the diaper class with neatness and dispatch...and may you creep, crawl, walk, run...and quickly match stride for stride on the road to success with your Daddy ...Film Daily...



NATIONAL SCREEN SERVICE

AGENCIES

MAX ULLMAN, formerly of Radio Guide Magazine, has joined the advertising department of the Blaine-Thompson agency. Gerald Marshall replaces Ullman.

ARTHUR KUDNER ADVERTISING AGENCY to handle all advertising for Quaker Oats. Newspaper and radio campaign being planned.

CRAWFORD'S FURRIERS, placed direct, renewal starting Feb. 1, for indefinite period, three quarter-hours weekly. Musical ET. WIP.

P. B. WHITE & CO. (tailors), through Feigenbaum Agency, renewal started Feb. 1, for indefinite period, six quarter-hour periods weekly. Musical ET. WIP.

HENRY LEGLER has resigned from J. Walter Thompson to become a partner, director and vice-president of Cecil, Warwick and Cecil. Name of agency to be changed within sixty days to Cecil, Warwick and Legler.

AMERICAN ADVERTISING GUILD meets tonight to discuss motion picture and radio publicity and exploitation.

FCC Actions

Washington Bureau of **THE RADIO DAILY**
Washington—FCC yesterday recommended that application of Bay State Broadcasting Corp., WAAB, Boston, for modification of license to allow station to increase daytime power from 5000 watts to 1 kilowatt be granted.

Owensboro Broadcasting application to FCC to construct one hundred watt station to be operated on 1500 kc. frequency, unlimited time, granted yesterday.

Lipton Switches Web

Thomas Lipton, Inc. moving from WJZ to WEAJ effective Feb. 17. Show will also become a three-a-weeker on this date, being heard Monday, Wednesday and Friday from 7:45 to 8 p.m. Talent set-up remains as is.

Cut Off the Air

The BBC yesterday cut a program off the air because the name of Mrs. Wally Simpson was a part of the script.

ONE MINUTE INTERVIEW

MILTON BERLE

"I hope the rules will be changed permitting comics to ad lib, and thus provide the audience with spontaneous humor. Comedy loses much of its spark in being read. I'm looking forward to the era of radio bon mot, which means a minimum of stale jokes."



● ● ● Tomorrow night on her show via CBS... Kate Smith will present Professor Quiz, besides bringing back for a fifth appearance. Henry Youngman, new comic sensation... The Prof. had been on CBS as a sustaining feature Sunday nights opposite the Jack Benny hour. His fan mail was more than any other show meeting such strong competition. Experience is similar to Miss Smith. When she first came to radio, she was spotted opposite the No. 1 show... Amos and Andy!

● ● ● Rudy Vallee will present A. L. Alexander... who will read a "Tribute to Lincoln"... Everyone's raving over Eddie Cantor's new stooge, Harry Savoy, long a vaudeville headliner!... Mills Music brought out Leonard Jay Freedman's new song game "Sing A Sing-A-Gram and Smile," which they hope will do a "Knock Knock." Idea is to rhyme "last words"... Abe Lyman will remain at the New Yorker until March 10... provided his contract isn't renewed for the millionth time!... Gus Arnheim and band, now at the Congress Hotel in Chi., may succeed the Lyman crew... Rodney McLennen, formerly on the "Merry Go Round" opens a two-week engagement at the Roney Plaza in Miami!... Phil Baker, before leaving for Florida, was in Louis Nizer's office discussing Goldwyn's contract, which will be a three-yearer. Phil will remain for Gulf until June!

● ● ● Allan Prescott, the "Wife Saver" of radio, is negotiating with a chain of five and ten cent stores, to publish his scripts in book form!... Did you ever hear of an advertising agency refusing new accounts?... We did... the Franklin Bruck concern in Radio City... claim that they can't accommodate more clients!

● ● ● Mary Lewis, the Met Op Star... opens in Philly next week... She just completed 52 electrical transcriptions for RCA sponsorship!... Shep Field's younger brother, Eddie, is in the carpet business, but has his dealings with radio people, doing work for Morton Downey, Roy Campbell, etc.... Frank Daly and Blanche Calloway are sending out some smash "sales-letters"... Leslie Howard returns as a comedian on the Cantor show Sunday... He got a great kick out of "clowning" while Eddie did Hamlet on a recent show... Planning a terrific build-up for Rex Saunders and his Vikings... Men are blonds, being Swedish... Rex's wife, Sonja Leonard, will be featured vocalist... She is a ravishing brunette!... Al Shayne is preparing electrical transcriptions for out-of-town local commercials... According to present contract, he's forbidden to appear on nets for another sponsor which pipe into N. Y.

● ● ● Young & Rubicam have set the following guest stars on their various shows: Josephine Antoinette on Ed Wynn's program Saturday and Harry Richman on the Gulf show Sunday. Alexander Gray goes on Bernie's show next week. The reason for Eddy Duchin's absence from Lindy's during the lunch hour is solved... He's on tour, returning to the Plaza April 1... Ramona opens at the Savoy-Plaza cocktail lounge Saturday!... Floyd Gibbons presents Kate Smith and Stoopnagle and Budd Saturday night... Bud Roth, former advertising and exploitation head for Adam Hats... went into business for himself under the Roth Agency banner. Will act as station rep and production planners!

FOREIGN

JAPAN stations JZH, JZI, JZK and JZL, operating on 6,095, 9,535, 11.80 and 15.16 meg. respectively will soon begin airing special short-wave broadcasts for listeners in the United States. Programs will be heard from 3 to 4 p.m. daily.

Radio will play an important role in the exposition to be held in Paris next Spring. A radio pavilion is now under construction, with the erecting of the largest broadcasting hall in the world to follow.

Radio waves can be used to destroy insects by an invention just completed by Dr. G. C. Leron in London, Eng. Apparatus will be used by farmers in fight against destroyers of crops, particularly corn.

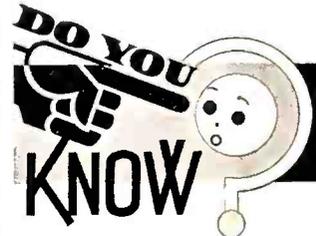
Every radio station in Germany must pay for the privilege of broadcasting recordings in the future following a decision handed down in the Reich's Judicial Court.

Austrian government has founded a special college in Vienna to teach radio technic. Scholarships will be tendered to the nation's talented musicians.

A laboratory for television is being built near Tokyo, Japan, by Japan Broadcasting Corp., for completion in March. About \$1,500,000 is being spent on the project.

WIP Vocal School

Philadelphia—Now that WFIL has become the guiding spirit for would-be radio dramatic actors with the formation of a theatrical school of the air, Clarence Fuhrman, WIP musical director, hopes to do as much for the aspiring vocalists. Neophytes attending Fuhrman's "Radio Classes" get all the rudiments of mike technique and their actual broadcasting experience on the "Clarence Fuhrman Presents" stanza, originating here for the Intercity net. Albert Boss and J. Harry Tipping tutor the tonsilers.



Radio was used extensively by the U. S. Army as far back as 1900.

That a German radio message, sent to Mexico, was intercepted by the British and turned over to American military officials — and that it helped bring us into the World War.

Congratulations are in order to the radio industry with the publication of **RADIO DAILY** by **JACK ALICOATE** who for eighteen years has demonstrated his ability to do this new job well by his outstanding success with **FILM DAILY**, leader in the field.

J. E. BRULATOUR

☆ Chatter ☆

MANAGERS and management bureaus are getting busy. Harry Bestry has picked on Patti Pickens. Contract is exclusive. Consolidated Artists will handle Don Bestor who has left Music Corporations of America, and Columbia Artists Bureau has taken on "The Debonairs", radio trio and West Coast's soprano sensation, Hollace Shaw.

Calumet Baking Powder trying to move "We the People" show from its present Sunday, 5 p.m. spot to an evening hour on a week-day. Placed an order to this effect with NBC.

Mutual, through CKLW brought the first eyewitness account of the sit-downers in Flint to the mike with Joe Gentile doing the announcing. Broadcast held between Chevrolet plants one and two with national guard protecting mikester of strikers.

New additions to the NBC press department include Don Glassman formerly free-lance radio writer; Thomas Riley, transferred from the news division, and Frank C. Lepore, former editor of NBC Transmitter. Tom C. Davis, Guest Relations staff succeeds Lepore on Transmitter.

Norman Boggs, former director of sales at WAAF, has left that position to join WGN's sales force. Boggs had been connected with WAAF for the past five years.

Radio stars will entertain the Press Photographers' Assn. of New York at their annual dance and entertainment to be held at the Hotel Commodore April 9.

Mastercraft on WJZ

Harvey Whipple, Inc., Springfield, O. (Mastercraft oil burner) will start a musical program on WJZ beginning Tuesday, 6:35-6:45 p.m. Al & Lee Reiser, George Griffin comprises the talent. Series set for eight weeks through Willard G. Myers, New York.

Mary Marlin Signing Off

"The Story of Mary Marlin" sponsored by International Cellucotton Products Co., Chicago (Kleenex) signs off the air Feb. 26. Program is heard Mondays through Fridays, on the NBC-Red, 12:15-12:30 p. m.

For Adults Only

WHN believes that they have solved the problem of presenting programs for adults, without the children being present.

"Parents' Forum" conducted by Mrs. Stella Kaye, child consultant, will be aired via the station Sunday nights at 9 p.m., the time all good children ought to be asleep. Will answer the parents' woes pertaining to the kiddies.

☆ WITH THE WOMEN ☆

By ADELE ALLERHAND

ADD Kay Reed....music librarian at WNEW....to the male vs. female announcer controversy....Assistant to Musical Director Pitt....the Reed gal reigns over recordings....could in the proverbial pinch....pinch-hit for her superior....She plays four instruments....harp...cello...piano...organ....and is "aired" on four programs a week....one over WOR....So far as she knows....Kay's the only female music librarian in town....once played Ophelia....and was one of the first femme announcers....but never let it interfere with her musical activities....According to Kay....the coddled contingent can deliver commercials as convincingly as the more savage sex....She believes men don't think so.... Also that it's a matter of opinion.

Three M.C.s in a week and a half....is the record of the all-gal "Hour of Charm"....deserted by Arlene Francis....presided over by back in the "Lini" days....took it over again yesterday....Manned back in the "ini" days....took it over again yesterday....Manned....ahem....by thirty damsels.... M.C'd by another....managed by still another....this program is authored by....a male....Alton Alexander.

Alice Frost....Rinso's "Big Sister"....won her bout with "ole debbil" gripe....and is back from the land of the big Loaf....ie....Florida....big sistering again....Little Sister....Haila Stoddard....of the same program....will divide her time between....the family circle....and the dress circle....She'll go "theater" in a new Sidney Kingsley play shortly.... The Lillian Lauferty who authors the program used to be "Beatrice Fairfax".... of "Lovelorn" fame. Mary Eastman....warbler on the "Saturday Night Serenaders"....Pet Milk program....flew Floridaward yesterday for a week's sun-tan....She'll return to a change in tempo....she's to go "Waltz-time"....replacing Bernice Claire....on the program of that name.... Gertrude Berg....ex "Mrs. Goldberg" of the Clan "Goldberg"....returns to the ether within the month....new idea....new script....new sponsor.

Back from the barbarous coast....Bernice Judis will resume managerial duties over at WNEW....Monday....Her secretary....Janet Ross....goes altarward March 19....Best wishes, Janet....Rita Hudson....newspaper lass of "Rita Hudson Recommends".... interviews Jessica Ogilvie....of the hair specialist Ogilvies....today....Friday she puts Rita Cowles....scribe of "New York Woman"....to the question....microphonically speaking....Effective Monday....the program goes commercial....a half-dozen times a week....Perfumes by Rinelli sponsoring three of the weekly broadcasts....The Clemenses....Jack and Loretta....WABC....go network at the end of about seven more weeks....Boswelliana....Connie....on the coast.... will have another seven weeks....of "California Hour"....effective Feb. 15....with Conrad Nagel....screenie scion....announcing.

Agnes Moorehead took the air for the first broadcast of "The Girl In-terne"....WHN series....then vanished into it....to be heard no more on that program....Another unsolved mystery of the air....Lady-maestro Miriam Hoffman and her all-femme orchestra leave the Arcola Inn, New Jersey this Friday.... Myrtle Vail has 1,500,000 words for it....it being the "Myrt & Marge" program....According to the radio actress and script writer she has penned that many words for the 775 scripts she has authored since the program's premiere in 1930.

☆ STATION FLASHES ☆

THE F.C.C. has authorized the transfer of the control of WCOP, Boston, from the estate of the late Joseph M. Kirby to Arde Bulova, New York watch manufacturer. Former Federal Radio Commissioner H. A. Lafount is a minority stockholder and is associated with Mr. Bulova in the deal.

WOW, Omaha, has started a new sustaining Sunday afternoon program, a 30-minute weekly feature at 1 p. m., and called the Sunday Magazine. Foster May, WOW's news editor, will present the news of the week interpretatively, a surprise interview with some personage and an electrical transcription of some important local stunt program presented during the preceding week. John K. Chapel is announcing the program.

Connecticut Junior Federation of Music inaugurates a program of music featuring young talent from WICC, New Haven, on alternate Saturdays at 10:45, beginning Feb. 13.

Arrow Beer Co., Baltimore, has inaugurated a news program over station WCAO, using four periods daily. C. D. Kenny Co., Baltimore, producers of Norwood coffee, has inaugurated a half-hour transcribed program on Sunday evenings over WBAL. The local program, "The Crime Clinic," conducted by Samuel Kling over WBAL, was taken by the Mutual Network on Sunday.

Charlotte's two radio stations, WBT and WSOC, usually in sharp competition for business and popularity, united their forces and facilities in raising flood relief funds, and are credited with having had a large part in aiding the local chapter of the Red Cross in raising approximately \$30,000 in cash and nearly \$10,000 worth of clothing and food, although its final quota was only \$10,000.

KCMO, Kansas City, has signed contracts with the following: Colby Candy Co., Lawrence, Kans., for three 15-minute spots daily for 15 weeks E. J. Brach Candy Co., for 52 spot announcements handled through Needham, Louis, and Brorby of Chicago; Bunte Bros. Candy Co., for 1 spot a day for 100 days handled through Fred A. Robbins of Chicago; Curtiss Candy Co., for 546 spots, six each day, handled through McJunkin's Agency of Chicago; Premier Pabst Co., for 75 half-hours during the next twelve months; and F. W. Fitch Co., for fifteen 15-minute spots.

Defer "Court" Trial

The examination before trial scheduled for yesterday between Judge Nathan Sweedler and Standard Brands, NBC, WMCA, J. Walter Thompson and A. L. Alexander, was postponed until next week. Court action is relative to the use of the name "Good Will Court."



ED HOLDEN, creator of the Pacific Coast's long time popular comic, Frank Watanabe, sold his Hollywood home, and left Friday for Chicago, to start new comic skit series five days a week, starting Feb. 15 on NBC's Red network.

Ernest Hix, Raymond Morgan Co. executive, is flying East for a series of conferences expected to put the popular Coast dramatized oddity feature, "Strange as it Seems" on as a sponsored, nationwide program. "Strange" was Morgan Company's first production, on the air for 209 weeks for Gilmore Oil. Gilmore gave it up to return its Gilmore Circus.

NBC has broken off negotiations with Paramount for filming NBC's long popular serial, "One Man's Family," it was announced by Don Gilman, National's v.p. in charge on the Coast. Author Carlton E. Morse and Paramount execs couldn't agree on directors, type of story and similar details, Gilman said.

Tavannes Watch, off the air since the pre-Christmas sales campaign, will come back in time for graduation gift sales, with a 15-minute weekly program over Columbia's Pacific Coast stations, with a 13-week contract. Program will be "Split Seconds of History," dramatic, originating in KNX studios, Gary Breckner, producing. There will be a contest, with watch prizes.

Lucas Follows Jurgens In Chicago Mutual Spot

Clyde Lucas and his orchestra will take over the bandstand in the Gold Coast Room at the Drake Hotel, Chicago, and their broadcasts will be heard nightly over WGN and the Mutual System beginning Friday. The Lucas orchestra will be heard on all of the broadcasts now occupied by Dick Jurgens and his orchestra which is currently heard on the Mutual chain. Lucas and his orchestra come to the Drake direct from New York, where Clyde and his boys have been playing for the past four years.

100th for Maj. Bowes

Major Edward Bowes will celebrate his 100th network show tomorrow night with a special show. The amateur hour first went coast-to-coast March 25, 1935, sponsored by Chase and Sanborn. Present sponsors are the Chrysler motor group, with Ruthrauff & Ryan, the advertising agency. Major Bowes will toast the city of Rochester on this anniversary show.



"ONE MAN'S OPINION"

Sustaining on
WMCA (Inter-City Network),
Nightly 12-12:15
CRITICISM OF BROADWAY OPENINGS BEFORE THE CURTAIN FALLS DELIVERED WITH SPICY COMMENTS ON THE DAY'S HAPPENINGS.

Harry Hershfield returned to his favorite spot "at the stroke of midnight" with the usual breezy review of Broadway shows he just left. Opening spot featured his praising of Martin Starr, who pinch-hitted for Harry, while the commentator was in Hollywood writing for Warner Bros. Greetings attended to the critic proceeded to massacre the Theatre Guild show, "The Masque of Kings," authored by Maxwell Anderson.

The listener would believe from the opening that the critic was being very decent to the offering, but as the minutes lagged on, Hershfield lambasted the play, forgetting that it was a Guild production. His continuity was subtle, yet delivered the necessary attack. The delivery was fresh and in the form of fireside chatting.

Program will hereafter feature the humorous side of the day's happenings sandwiching the reviews of the shows opening on Broadway that night.

Rogers Majestic Net Up

Montreal, Que.—Rogers Majestic Corp., radio manufacturers, announce earnings for nine months ending Dec. 31, 1936, were approximately 60 cents a share after all charges, compared to 1.7 cents a share fiscal year ending March 31, 1936, and 0.8 cents per share in previous year. As a deficit of \$111,045 stood at end of fiscal year March 31, 1936, there would not be sufficient surplus carried forward to warrant a dividend this year.

Charlotte Radio Shop Moves

Talley Electric Co., Charlotte, has moved into new quarters at 510 South Tryon Street. This firm has been serving radio owners for three years from one of the most completely equipped service shops in Charlotte.

Hedges Moving Family

William Hedges, who recently left NBC to become vice-president of WLW, Cincinnati, left yesterday for the Ohio city after arranging to move his family out there. While in New York, Hedges also conferred with Mutual officials.

"NEW SYMPHONY ORCHESTRA"

Sustaining
WABC (CBS Network), Saturday, Jan. 30, 12:30-1 p.m.

IMPRESSIVE EURASIAN MUSICAL OFFERING BY JAPANESE SYMPHONY ORCHESTRA THROUGH BROADCASTING CORPORATION OF JAPAN.

A new piano concerto by Claude Lapham filtered over the Pacific from Japan on Jan. 30. The presence of Klaus Pringsheim in the role of batonist made the Entente Cordiale complete, musically speaking. The East-West concoction presented interestingly a technique of Occidental music based on Japanese musical idioms. A new note was struck by the presence of unnamed Japanese string instruments somewhere in the musical ensemble. Miss Shizuyocho Miyauchi, Japanese Jessica Dragonette, did nobly in several characteristic Nipponese ditties. An original choral was sung effectively by the Ueno Choral Academy,—the composer, Nobutoki.

Clear-as-a-bell pickup did much to help along an interesting musical event.

Charlotte G. E. Meeting

Charlotte, N. C.—R. M. Johannesen, branch manager of General Electric Supply corporation's Charlotte branch, has announced a sales convention of dealers and salesmen of his territory to be held Feb. 11.

An exhibition of various types of radios and a dinner meeting at night will feature the convention.

Would Ban Auto Radios

Salt Lake City—The Idaho senate has passed a bill to ban the use of radios in automobiles in operation on the highways of the state. The measure, which now goes to the House, exempted police cars only from its provisions. The vote was 22 to 21.

Oil Burner Program

Harvey-Whipple Oil Burner Co. to sponsor Castles of Romance show over NBC-WJZ every Tuesday from 6:30 to 6:45 p.m. starting March 9. Contract calls for eight weeks and will feature George Griffith, baritone.

Arriga Joins WBNX

Arno Arriga, orchestra leader and composer, formerly of the Metropolitan Opera House, and one-time director of orchestras on WJZ and WEA, has been appointed new musical director of station WBNX, New York.



FREDDIE MARTIN and his band, with swing singer Terry Shand and tenor Elmer Feldkamp, round out a full year on the WOR-Mutual net, coming from Chicago's Aragon Ballroom.

HUGO MARIANI'S tango-rumba orchestra is broadcasting via WGN-Mutual. They replaced Al Kavelin's band at the Blackstone Hotel in Chi.

GLADYS SWARTHOUT'S musical theme on her fireside concert series will be "Could I Be In Love," written especially for her by the late William M. Daly, an old friend.

PAUL ASH, Dean of the Maestros, returned to baton-wielding last night at the French Casino in N. Y.

BOB CROSBY and ork return to the air Feb. 26 via the Congress Hotel in Chicago. They'll be aired 12 times a week, four to be national hookups, over the NBC.

EDDIE PROVOST replaces Miriam Hoffman at Arcola Inn, N. J., on Friday.

FREDDIE MARTIN is celebrating his first anniversary on Mutual and at the Aragon Ball Room.

ARNOLD JOHNSON and his boys have just had their contract renewed. That means an additional thirteen weeks on the "Feenamint" program.

HENRY BUSSE will wave the baton for another eight weeks on the Mar-o-Oil Shampoo program. Time has been cut from one-half hour to fifteen minutes.

HUGO MARIANI and ork will follow Al Kavelin at the Blackstone, Chicago.

SHEP FIELDS and his "Rippling Rhythmers" take over at the Normandie on Feb. 21.

LENNIE HAYTON'S orchestra has been re-signed for an additional three weeks at the Hollywood Restaurant along with his featured stars, Paul Barry, baritone and the Rhythm Kings, vocal trio.

Off to Coronation

Paul White, CBS director of special events, and Bob Trout, CBS special events announcer, will sail for England April 12 aboard the Georgic and will arrange for the CBS-BBC broadcasts covering the coronation of King George VI.

No Radio-Film Fight Seen by Wm. Paley

(Continued from Page 1)

conditions usually shape themselves automatically so that they get it", he declared, adding that both the movie and the radio industries are making real efforts to solve problems and smoothe out difficulties.

Competition in radio is so keen, he says, that screen stars who used to hurt themselves by poor showing on the air, are automatically weeding out. The same competition is helping them build more fans by appearing in better air entertainment.

Hollywood will be America's television capital, when television arrives, in the opinion of Paley. Here are some things he thinks about television:

It will be two years before sets start selling.

It will be a long time after that before television will have any audiences outside of the big cities, because of the limited radius of television reception.

Broadcasters will have to finance a long period of sustaining programs while they build audiences big enough to attract advertisers.

General Foods Starts 13-Station Spot Series

(Continued from Page 1)

Capt. Frank Hawks, the speed flyer, over 13 stations in the East and Midwest. Program is being broadcast Mondays, Wednesdays and Fridays, 5 p.m. "The Hawks Trail" is the title of serial and an extensive premium campaign is being used along with the discs. Thirty-two different premiums appealing to children are being offered in exchange for Post Bran box tops. Stations on list WLEU, KTBS, KFBK, WIBX, WKY, KGNC, KRNT, WTAQ, WOC, WMBD, WOOD, WFAM, KFH.

Fifty Stations Attend the Canadian Convention

(Continued from Page 1)

ager of Canadian Broadcasting Corp., assured the broadcasters of the corporation's cooperation. New officers elected were: President, Harry Sedgwick, Toronto; Vice-President, J. Elphycke, Edmonton. Directors: Wm. C. Borrett, CHNS, Halifax; J. Beardall, CFCC, Chatham; H. C. McLaughlin, CJRC, Winnipeg; A. A. Murphy, CFQC, Saskatoon, and Phil Lalonde, CKAC, Montreal.

"Iron Master" Quitting

American Rolling Mills Co., Middletown, O. (Armco sheet iron) will discontinue its "Armco Iron Master" program on the NBC-Blue, Tuesdays, 10-10:30 p. m., after the Feb. 23 broadcast.

New Columbia Studio

Columbia Broadcasting System has opened a new auxiliary studio atop the building at 799 Seventh Avenue, New York. Fels Naphtha program currently airing from new site.

Showmanship

Plugs Pile Up Biz

BBENTLEY'S Kansas City Credit Merchandiser airing fifteen minute program daily from WHB consisting of music, songs, dedications, gags and non-serious commercials. Recently started contest to tag program. Followed up with dedication stunt, plugging neighboring cities twice weekly. Sponsors, originally heard only on spot announcements from same station, announce increase in sales weekly because of airings.

Newspaper Plugs Serial

Promotion Manager W. O. Wiseman of The Omaha Bee-News, Omaha, while casting around for a radio idea recently, happened on the fact that the paper's night police reporter, Bernard Henry, and the Central States Broadcasting Co.'s general manager, John Henry, had written a radio mystery play several years ago. The play, never presented, was dragged out of storage, dusted off and broken up into 13 chapters. Result was the start of one of the most unusual radio-newspaper tieups ever devised. "Murder on Schedule" was started Jan. 18 and is being presented on Mondays, Wednesdays and Fridays at 10:15 p.m. by the KOIL players, directed by Arthur Faust. On the same days the chapter is printed in both the morning and evening edi-

F.C.C. Discontinues 24-Hour Flood Watch

(Continued from Page 1)

Assistant Chief Engineers, A. D. Ring and A. W. Cruse, into the recently flooded areas for the purpose of ascertaining first-hand knowledge of what lessons have been learned during the recent emergency which would be of benefit to the Commission in coordination of effort in the event of future emergency.

Agency Signs Ball Player

Buddy Hassett, star first baseman for the Brooklyn Dodgers, and possessor of a tenor voice, was signed with the Artist Syndicate of America, the Matty Rosen-William Miller combo. Agency will peddle ball player with a new idea to the radio people.

Cassel to Films

Walter Cassel, who left the Sealtest Saturday Night Party with his contract still calling for two more weeks, was signed yesterday by Warner Brothers for the male lead in "Desert Song." Cassel was released from his radio commitments when sponsor signed Donald Dickson.

Carnation Milk Renew

Carnation Co., Milwaukee (milk) has renewed its NBC-Red network program, Mondays, 10-10:30 p.m., until the end of the year. Program features Frank Black and his orchestra.

tions of the Bee-News. Similarly every day of the presentation eight clues are scattered in the newspaper's want ad sections. Readers and listeners are to assemble these clues and present their own solutions in a contest. First prize is \$100, and 20 more prizes of 10-volume sets of mystery stories are offered.

Hats for New Jokes

New Willard hat program started off with a bang over KRLD, Dallas, when sponsor made offer to trade gags for product. Program, aired every Friday at 6:30 p.m. from this station is recorded and then rebroadcast over KRGV, Weslaco and KFRO, Longview, Texas. Stunt is to have listeners submit jokes to the station, and the sponsor pays off each week with three of their hats, per station, to winners. If idea pulls, sponsor will enlarge list of stations carrying show.

Taxicab Tieup for KMBC

Kansas City's KMBC has created a new outlet for informing the public of their programs. Station made tie-up with a fleet of 300 taxicabs. Idea is for the cabs to use space plugging the station's shows one week in the month. Sponsors are happy to get this extra exploitation, figuring on a definite market from taxi-users.

Tastyeast Settles Braddock Contract

(Continued from Page 1)

walking out on sponsor after the third week. Show was a dramatization of the fighter's life, written by the expert sports writer, Jack Kofod. The Peck Advertising Co. substituted the fourth week, with a variety show. On the fifth week, Braddock was recalled, appeared two weeks and then was off permanently.

Joe Gould, Braddock's manager, did not instigate legal action against the sponsor, preferring an amicable settlement, which was arranged the other day.

Red Cross Show Free For Stations at Large

William Wrigley Gum Co., sponsors of the two-hour Red Cross benefit broadcast tomorrow night, has designated that any chain or local station in the country may pick up the airing at no cost to themselves. William S. Paley, Lennox Lohr and Alfred McCosker, heads of the three coast-to-coast networks have charge of the radio end of the benefit. Production to be handled by Sam Harris, Howard Dietz, Mark Connelly, Billy Rose and others.

Among the New York stations airing the show will be NBC, CBS, Mutual, WHN and WNEW. Broadcast time is 12:30 to 2:30 a.m. and emanates from Radio City Music Hall.

GOOD LUCK TO YOU, JACK,

and to

"RADIO DAILY"

From

W. RAY JOHNSTON

and

MONOGRAM

PICTURES CORPORATION





RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 4

NEW YORK, THURSDAY, FEBRUARY 11, 1937

FIVE CENTS

Webs In Billing Dilemma

RADIO COURSE ADDED AT INDIANA COLLEGE

Terre Haute, Ind.—The Indiana State Teachers' College here will offer a formal course in radio broadcasting technique under direction of Dr. Clarence Morgan, director of radio college programs, with the opening of the spring term in March.

The school will equip a two-room radio broadcasting unit in Administration Hall, one room to serve as the studio for presentation of plays, musicals, lectures and other programs, and the second, constructed with an inclining floor, to provide space for spectators watching the broadcasting through glass-panel wall. The latter room students will use for class work.

Station WBOW in this city will provide the outlet for the programs.

Omaha—A class in announcing is being taught at the Municipal University of Omaha by Bob Cunningham, KOIL program director.

WAAB "Marriage Clinic" Goes National on Mutual

Boston—"Marriage Clinic," on WAAB, local key outlet for both Colonial and Mutual networks, will be heard nationally via the latter chain beginning Feb. 15. Show will go on at 10:31-10:45 a.m. Organ

(Continued on Page 8)

Television Shows Seen Better for Advertisers

While television shows will be more expensive for broadcasters than radio offerings, television will give advertisers advantages in reaching a desired nationwide audience that ra-

(Continued on Page 8)

No Issue Tomorrow

Due to the Lincoln's Birthday holiday, there will be no issue of RADIO DAILY tomorrow.

RECORD SIZE AUDIENCE FOR FLOOD BROADCAST

Tonight's mammoth benefit performance emanating from the Radio City Music Hall for the benefit of American Red Cross flood fund will be heard by a night audience of record proportion. It will be the first time that all three major networks, NBC, CBS and Mutual will play a program simultaneously for two solid hours, from 12 midnight to 2 a.m. William Wrigley Jr. is the sponsor.

Masters of ceremonies will include Major Bowes, Noel Coward and others while stars already lined up for the program are:

Honorary chairmen of the benefit are Mayor F. H. LaGuardia, W. G. Van Schmus and J. J. Shubert. Chairmen are Leonard Sillman and Alan Corelli; Managers, Ben Boyar and

(Continued on Page 8)

KOB Joining NBC

KOB at Albuquerque, highest powered station in New Mexico, will affiliate with NBC this summer. A clear channel station, KOB operates on a frequency of 1180 kilocycles with a power of 10,000 watts. It is pioneer broadcasting station of Southwest and is making its first national network affiliation in joining NBC web.

Government Census of Manufacturers Shows a Big Increase in Radio Output

Philadelphia.—Manufacturers of radio apparatus and phonographs in the United States reported a substantial increase in employment and a pronounced increase in production in 1935 as compared with 1933, according to preliminary figures compiled from returns of the recent biennial census of manufacturers, released by Director William L. Austin, Bureau of Census.

Industry employed 44,792 wage-earners in 1935, an increase of 36.2

Rate Card or Account Method Discussed at Conference by Officials of NBC and CBS Systems

16 P. & G. SERIES ALL ON NBC CHAINS

When the "Life of Mary Marlin" goes on the air under the sponsorship of Procter & Gamble Co., Cincinnati, on March 29, NBC will have 13 shows on its network, exclusively, sponsored by P. & G. Programs, with the exception of two shows, are using only daytime periods. "Life of Mary Marlin," a script program, will be heard on two NBC networks. On the

(Continued on Page 3)

Nat'l Biscuit Program Switching to Columbia

National Biscuit Co. (through McCann-Erickson agency) switching from their present Friday night NBC spot to CBS. New program, starting March 28, and heard from 8 to 8:30 p.m., will feature Victor Moore and Helen Broderick. No band selected as yet to succeed Buddy Rogers. Show will be titled "1937 Edition of Twin Stars."

Keech in Partnership

Kelvin Kech, former NBC announcer and now free-lancing, will form a partnership with Charles Gordon, producer, for the purpose

(Continued on Page 8)

Question of how to total and recapitulate monthly gross revenue of Columbia Broadcasting System and National Broadcasting Company worked itself into moot question Tuesday, and culminated yesterday afternoon in a prolonged discussion between the sales promotion and statistical heads of both networks.

Mutual agreements on the release of various figures have been in effect and held for a time, only to be broken by one side or the other. Recently both NBC and CBS claimed foul on different occasions. Present situ-

(Continued on Page 3)

TRADE AGREEMENTS WITH 15 COUNTRIES

Washington—Concessions of direct benefit to the radio industry have been obtained in 11 of 15 trade agreements thus far concluded in connection with the Government's efforts to regain foreign markets, according to the State Department.

About 15 per cent of the yearly production of radio industry products

(Continued on Page 8)

Poll on Court Issue Being Aired Over NBC

Arrangements have been completed between the Special Events department of National Broadcasting Company and the American Institute of Public Opinion (Dr. George Gal-

(Continued on Page 8)

Monopoly on Lincoln

Charles Webster, dramatic actor, has been cast to play Abraham Lincoln eight times on as many programs over the week-end. Spots include: Floyd Gibbons, "Believe It Or Not Ripley", "Echoes of New York Town", "Palmolive Beauty Box Theater", "Radio Guild", "Death Valley Days", and two sustainings. Webster never played Lincoln on the stage.

Renew Rapee '37-38

Erno Rapee, general musical director for General Motors Corp. Sunday night concerts on NBC, has been given another contract by G. M. covering the season starting next Fall. Signing of Rapee indicates G. M. continuing their Sunday night concerts next season, after a short summer vacation, or light concert fill-in during the hot weather.

(Continued on Page 3)



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

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Guizar Pinch-Hitting For Pick and Pat

Model Tobacco Co. has selected Tito Guizar to pinch-hit for Pick and Pat on Feb. 15. Blackface comedians will vacation in Florida. Sponsors will use different act each week until regular talent returns.

Start New WSMB Tower

New Orleans—Work on the new broadcasting tower for WSMB here will begin within 30 days, Harold Wheelahan, the station's manager, announced. The new tower will be located across the river in Algiers, about a mile from the present tower at the naval station, and will cost approximately \$45,000. WSMB has applied to the FCC for 5,000 wattage.

Mueller Series on NBC

C. E. Mueller Co. (macaroni and spaghetti) to air a five-a-week series over the NBC-Blue network beginning Feb. 22. Broadcast time is 10:45 to 11 a.m. and will consist of dramatic serial. Kenyon & Eckhardt, Inc., is agency.

FINANCIAL

Thursday, Feb. 11

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182 $\frac{3}{4}$	181 $\frac{1}{2}$	181 $\frac{3}{8}$
Crosley Radio	25 $\frac{1}{2}$	25 $\frac{1}{2}$	25 $\frac{1}{2}$
Gen. Electric	62 $\frac{3}{8}$	61 $\frac{3}{8}$	61 $\frac{7}{8}$	— $\frac{1}{8}$
North American	32	31 $\frac{1}{2}$	31 $\frac{3}{4}$	+ $\frac{1}{8}$
Stewart Warner	20 $\frac{3}{8}$	19 $\frac{1}{4}$	20 $\frac{1}{4}$	+ $\frac{5}{8}$
Zenith Radio	37 $\frac{1}{2}$	36 $\frac{5}{8}$	36 $\frac{5}{8}$	— $\frac{5}{8}$

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17 $\frac{3}{4}$	17 $\frac{1}{4}$	17 $\frac{1}{4}$	+ $\frac{1}{4}$
Nat. Union Radio	2 $\frac{5}{8}$	2 $\frac{1}{2}$	2 $\frac{5}{8}$	+ $\frac{1}{8}$

OVER THE COUNTER

	Bid	Asked
CBS A	49 $\frac{1}{2}$	51 $\frac{1}{2}$
CBS B	49	51
Stromberg Carlson	19 $\frac{1}{2}$	20 $\frac{1}{2}$

All WNEW Equipment Transferred to New York

WNEW has severed all connections with Newark and their studios there. All equipment has been moved to the present site at 501 Madison Ave. and the Newark building is permanently closed. The change, has necessitated an increase in the present budget for the Dance Parade broadcasts. There are a number of spots now airing from the Jersey side of the river and new lines must be connected to the New York studios. Standby announcers are used on the show making it imperative that programs be piped from the originating spot to the studio, and then to the transmitter.

Construction Started On New Calif. Station

San Francisco—Tulare-Kings Counties Radio Associates, composed of four daily newspaper publishers of Tulare and Kings counties, have begun construction on a radio transmission station near Visalia. Station will cost at least \$30,000. FCC granted builders permission to erect station Feb. 2 with the stipulation that it would be finished in six months.

Heinz 13-Weeks Spot

Heinz going on the air with a new series of 13 weeks of transcribed programs, advertising Baby Food. Angelo Patri will talk on child welfare.

Melton for Sealtest

Sealtest Laboratories have signed James Melton to emcee their Saturday Night Party Feb. 13. This marks Melton's first broadcast since last fall, when he stepped in the Hollywood Hotel spot vacated by Dick Powell while the latter was ill. In addition to his duties as emcee, Melton will sing three songs. Program airs from 8 to 9 p.m. over NBS-Red net.

Warble for Farley

Helen Jepson and Lawrence Tibbett have been selected as soloists for the testimonial dinner to be given James A. Farley Feb. 15. A portion of festivities will be aired over NBC from 10 to 11 p.m. Speakers will include, among others, President Roosevelt, Vice-president Garner and Mr. Farley.

Cutting Up Eddy

Kansas City—Nelson Eddy, star of Vicks program underwent his third minor operation in two days yesterday. First two operations were on nose and throat, with yesterday's surgery removing additional follicular matter at the back of singer's throat.

Pinky Lee Renewed

Tastyeast has renewed Pinky Lee on the Joe Rines' Dress Rehearsal program for an additional thirteen weeks. Lee is comic relief on show.

Ramona Asks Release From Whiteman Pact

Ramona, with Paul Whiteman's band for many years, filed an affidavit yesterday in New York Supreme Court, asking that she be released from fulfilling a contract with Whiteman. Action was filed under her name, Ramona Davies, calling on Whiteman, Artists Management Bureau, Inc., and Jack Lavin, head of the agency, to call off all bets on meeting future contract obligations.

Utah Radio Products Files Registration

Wash. Bureau, RADIO DAILY

Washington—Utah Radio Products Co., of Chicago, yesterday filed registration statements with Securities and Exchange Commission, listing 155,000 shares of no par value common stock. Subscription warrants evidencing right to purchase 98,190 shares common stock at \$2.25 per share were issued to stockholders. Proceeds to be used as working capital and to discharge indebtedness for improvements and replacements of machinery and equipment.

Thomas Troy Dead

Thomas Troy, 82-year-old veteran of the stage, and of late heard on the NBC Echoes of New York Town show Sunday nights, died of pneumonia yesterday in the French hospital.

Vera Van Back

West Coast Bureau, RADIO DAILY

Hollywood—Vera Van, who "retired" from radio singing two months ago for a domestic career, is back on the air, returning for "Sing Time" on KHJ.

Vicks Show from East

With Nelson Eddy, Nadine Conner and Joseph Pasternack arriving in New York on Feb. 22 from Chicago, balance of Vicks' Open House broadcasts will be aired from this city. Program fades from the air March 21.

Cherniavsky Renewed

Josef Cherniavsky's "Musical Camera" has been renewed for an additional 13 weeks on the NBC Red network, Sunday afternoons, by the International Silver Co. (Rogers Bros. 1847). N. W. Ayer & Son, Inc., is the agency.

Uncle Sam Program

National Broadcasting Co. and U. S. office of Education to co-operate in new series to begin Feb. 19. Show will be called Uncle Sam at Work and will be aired from 7 to 7:15 p.m. weekly.

Roosevelt on 3 Webs

President Roosevelt to broadcast over the three coast-to-coast networks next Monday night when he speaks at the James Farley dinner. Speech will be aired at 10 p.m.

COMING and GOING

DONALD FLAMM, president of WMCA, and WILLIAM WISEMAN, vice-president and counsel, sail today for a southern cruise.

NELSON EDDY, NADINE CONNER and JOSEPH PASTERNAK arrive in New York on Feb. 22.

ROBERT W. ORR, v.p. in charge of radio at Lennen & Mitchell, left yesterday for Cincinnati to confer with Woodbury officials. Will return Sunday.

PHILLIPS LORD leaves Dec. 22 on that vacation. The "We, the People" and "Gangbusters" star will be gone three weeks.

JOSEPH K. MASON, NBC merchandising department, back from Wilmington, Del. where he attended funeral services for his father Delaware Mason, killed by an automobile.

MARTIN BLOCK, WNEW, leaves for Pinehurst, N. C., today, returning Tuesday.

MORTON DOWNEY arrived on the West Coast yesterday from Miami, where he appeared for General Motors at their auto show. Pulled 70,000 people into the place.

EDDY DUCHIN in N. Y. from road. Leaves in a day.

JOE HAYMES leaves the Roseland for a series of one-nighters.

BOB CROSBY in town; so are ART SHAW and LOU BRING.

BILL GREEN, Rubino's drum-beater, off for Havana today as guest of the Yale Drama Dept.

HARRIET HILLIARD leaves for picture work in Hollywood next week.

BERNICE CLAIRE leaves Feb. 19 for Miami.

Humphreys Renewing

Humphreys Homeopathic Medicine Co., New York (packaged medicines) will renew "Sweethearts of the Air" on a split NBC-Blue network on March 2. Renewal is on a week to week basis, subject to a 30 day cancellation clause. Program is heard Tuesdays, Thursdays, 5:45-6 p.m. on WJZ, WBZ-WBZA, WFIL, WBAL, WSYR, WHAM, and Sundays 10:15-10:30 a.m. on the same stations, plus WEBR. May Singhi Breen, Andy Sanella, and Peter de Rose make up the talent end. The Biow Co. Inc., the agency.

Disks of Film Songs

Fifteen-minute radio transcriptions, made directly from the new Jessie Matthews musical film, "Head Over Heels in Love," will be made available to radio stations throughout the country, according to Arthur A. Lee, Vice-President of GB Pictures.

Coming Events

June 1-10: Radio-television exposition, Moscow.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

Feb. 11: General Electric Supply Corp. sales convention, Charlotte, N. C.

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

WEBS IN DILEMMA ON BILLING METHOD

(Continued from Page 1)

ation is held in one quarter as merely a "difference of opinion".

Question right now is the method of arriving at the gross billing totals, due to the approximate 10 per cent overall increase in rate cards of both webs which will be represented on considerable January business. CBS, which reported a 24.2 per cent increase for January, 1937, over that of the same period a year ago, states the figures are strictly based on contract rates and are a true picture. The CBS billing for January was given as \$2,360,740, and was the biggest January in its history.

NBC figures were compiled for January and revealed a reported increase of over 40 per cent over that of 1936. This would give NBC approximately \$3,500,000 for January, second only to the record breaking October last when much political dough swelled the coffers. No official total was given out however, at the request of Mark Woods, treasurer. The big increase however, galvanized CBS sales promotion and statistical folk into action. Apparently, NBC was basing its figures on the rate card and not taking the accounts individually, since many were projected for one year who had con-

Spots for New Departure

New Departure Mfg. Co., Bristol, Conn. on March 1 will begin a new series of station-break announcements, 12 stations scattered throughout the country. Announcements will be heard three nights a week mixed in among children's programs. Series will run for 18 weeks and will plug New Departure Brakes on bicycles. KSTP, WTIC, KSL, KSD, KMBC, WFIL, WGAR, WSB, WFAA, KOMO, and unselected stations in Los Angeles and Portland, Ore. are included in the schedule which was placed by Lord & Thomas, New York.

Helen Hayes Recess

Helen Hayes will wind up her Sanka Coffee series in six weeks. The Bambi scripts will wind up this series. When Miss Hayes returns to the air next fall, it will be in an entirely new vehicle. She will soon go touring in "Victoria Regina".

tracts running at the time the rate card was upped.

Late yesterday afternoon E. P. H. James, sales promotion head for NBC, along with Malcolm Bevel, Jr., heading the statistical division, conferred at CBS with Victor Ratner, CBS sales promotion manager, and others. Up to the time of going to press decision as to whether the account or rate card method of compiling the monthly gross, was not made known.

NBC, however, is in process of recapitulating its January billings, and these will not be ready for several days now.

Gov't Census Shows Rise in Radio Output

(Continued from Page 1)

against \$70,553,334 reported as the value of such sets for 1933. Figures also include \$103,964,958 for 1935 and \$56,240,070 for 1933, representing the value of receiving sets for home and general use.

Industry classification embraces establishments engaged wholly or principally in the manufacture of radio apparatus, phonographs and parts and accessories.

Promotions at WXYZ

Detroit—Russell Neff, program director at WXYZ, has been made production manager, taking the post of Brace Beemer, resigned to form his own advertising agency. Al Chance, former chief announcer, steps up as assistant to Neff.

16 P. & G. SERIES ALL ON NBC CHAINS

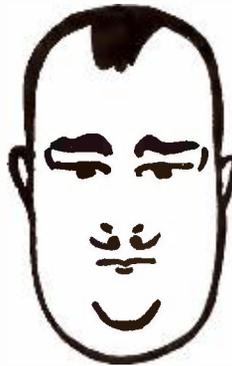
(Continued from Page 1)

Red, Mondays through Fridays, 12:15-12:30 p.m., using 21 stations, and the Blue, same schedule, but different time, 4-4:15 p.m., using a split network consisting of WJZ, WBZ-WBZA, WSYR, WHAM, WXYZ, WBAL. The NBC-Red quarter-hour will promote Ivory soap, and the Blue period, Ivory snow.

Script program is currently under the sponsorship of International Cellucotton Products Co., Chicago (Kleenex) using the NBC-Red but will sign off for this sponsor on Feb. 26. P. & G. will put the program back into the same Red period when it resumes. Compton Advertising Inc., New York, has the Ivory account.

Airing Texas Ball Games

Fort Worth, Tex.—Station KFJZ has paid \$5,000 for the privilege of broadcasting all baseball games of Fort Worth Panthers, Texas League, which start in April.



PERSONAL DIRECTION
JACK LAVIN 17 EAST 45 ST.
NEW YORK CITY

AGENCIES

DUKE HUTCHINSON, former president of the Duke Hutchinson Advertising Agency, Pittsburgh, joined the Albert P. Hill Co., prominent Pittsburgh radio advertising agency.

PETE BARNUM, production man at Young & Rubicam, flew to Miami yesterday to handle the Phil Baker show. Baker, vacationing in Florida, will air his Gulf Oil shows from there for the next three weeks.

ROBERT S. ALLISON, Jr., who lines 'em and signs 'em at the Maxon agency was born on the seventh day of the seventh month of the year 1907, at the seventh hour.

A. H. Lewis Medicine Co., through H. W. Kastor & Sons, Chicago, has signed for a new 12 one-minute series of announcements for Tums. First broadcast will be heard in West and on Coast, with more time coming in later.

★ "Quotes" ★

"A COMMENTATOR lives by hunting headlines. But once each year he lets his hair down for a forecast. It is my guess the big headlines for 1937 will be the return of a former King Edward to a seat in the House of Lords and an active part in Great Britain's Parliament. . . . A move by Germany to reclaim her lost colonies which incidentally will NOT bring on a world war. . . . Revolution in China on a national scale. . . . And at least 3,000,000 new jobs for persons now unemployed in the United States. . . ."—**GABRIEL HEATTER.**

"I really believe television will be used extensively before 1937 is out. This will mean much more natural radio programs. Radio includes everything people have always done in entertainment, and television will necessitate a new adaptation. Material and style will be more intimate. There will be a new technique and increasingly better entertainment as a result."—**MARTHA DEANE.**

Quiz 'Em at Home

KECA's idea man has put a new twist on the old "Man on the Street" program. Starting Feb. 16, he will present "The Man on the Telephone" for a weekly sustaining half hour. Numbers are picked at random from Hollywood phone book. Cards are sent out, asking if family will be home and prepared to answer miscellaneous questions. Phone wire is hooked up so questions and replies go on air.

MAIN STREET

WITH **OL' SCOOPS DAILY**

● ● ● If and when the Braddock-Louis fight comes to be, the I. P. Mueller advertising agency has options for the broadcasting rights from Chi. . . **Georgie Price**, the comic, now engaged as a stock broker, with offices in N. Y. and Miami, just came back to the city, after playing every flood benefit there. . . **Col. H. Norman Schwartzkopf**, former supt. of N. J. State Police, is set to replace **Phillips H. Lord** on the "Gangbusters" show while Lord takes vacation. . . **Ben Grauer** goes at the head of an NBC vaude unit, opening at Fay's Theater in Philly tomorrow. . . **Marge Morrow**, ass't casting director at CBS, recovering from operation. . . **Harry Solow**, once owner of a clothing company bearing his name, now time salesman for **WMCA**.

● ● ● **Radio Row** paid final tribute yesterday to a grand fellow. . . **Leo Levin**, contact man for Berlin Music. . . who died the other day of a heart attack. . . Among those paying their last respects were. . . **Guy and Carmen Lombardo**. . . **Emil Coleman**. . . **Vincent Lopez**, who cried. . . **Leo was an old friend**. . . **Leon Belasco**. . . **Eddie Lane**. . . **Stuart Allen**. . . **Milton Berle**, etc., etc. . . **Leo was a privileged song plugger**. His contacts were done via phone.

● ● ● With Broadway featuring many hits. . . radio is anxious to present them. . . The Curtis & Allen office have options for radio dramatization on "The Masque of Kings", "Eternal Road", "Frederika" and "Behind Red Lights". . . Last week **George Abbott's "Brother Rat"** was presented via the Kate Smith hour, with **Frank Albertson** doing very well! . . . **Lou Holtz** is being offered a few commercials. . . **Jean Paul King**, free lance announcer, has a "stand-in" during rehearsals. . . The music from "Robber Symphony", published by **Chapell's**, receiving terrific air build-up. . . **Joey Nash** busy with electrical transcriptions for World Broadcasting. . . **Donald Flamm**, **WMCA** prexy, back from Europe only three weeks, sails today aboard the **Saturnia** for a ten-day cruise to Havana. . . His pal, att'y, and vice prex, **William Weisman**, goes along. . . **Community Sings** will play a one-nighter at the **RKO Palace** in Chi on Tuesday, en route to Hollywood.

● ● ● **Kelvin Keech**, top-notch announcer, now free lancing it, is engaged in a side line. . . that of selling program ideas to sponsors. . . **Kel** sold "Maxwell House Coffee" **Bob Lee**, a new sensation, soon to be heard. . . **Mrs. Ozzie Nelson**, or **Harriet Hilliard**, leaves for the coast in a few days. Will appear in the **Berle** picture. . . **Gene Lester**, who is a station singer, station press agent, station photog, and what not, left **WHN** to devote time snapping stars for **CBS** and **NBC**. . . **Gene** is considered one of the best candid cameramen in the field. . . gave **J. C. Flippen** the "bug". . . **Radio Orchestra Corporation** celebrated their first year yesty. . . **Irene Beasley**, **CBS** singing star, opens officially at the **Paradise** tonite, though she started on Sunday.

● ● ● **Mrs. Jack Pearl** lost a diamond clip valued at \$8,000 in the studio during hubby's show Monday night. . . A thorough search was fruitless. The police were notified, and still no success. . . The next night, **John Bell**, **NBC** page supervisor found the clip, and called **Mrs. Pearl**, who identified the diamonds, rewarding John handsomely. . . Three m-c's on the **Radio City Theater** flood benefit tonite are **Major Bowes**, **Noel Coward** and **Ed Wynn**. . . **Camel Caravan** presents **George Givot** next week. . . **Marion Martin**, glamorous showgirl, and **Virginia Valley**, blues songstress, will be guest stars on **Jack Eigen's** **Broadway Newsreel**, Monday at 11.30 p.m. via **WMCA**. **Miss Martin** will speak on beauty.

★ STATION FLASHES ★

FRED SCOTT has been appointed program director of **WSIX**, Nashville, filling the place of **Casper Kuhn, Jr.**, who resigned to take over a staff job with **WSM**.

Verne Moss and **Frank Fottrell** have been added to the commercial department of **DSIX**, Nashville, as salesmen.

Herbert MacEwen, present sales manager of **WHDL**, Olean, N. Y., will be in charge of the **Bradford**, Pa., branch of the station which is now being readied for its opening. The station's new 250-watt transmitter is located between the cities.

Samuel Woodworth, general manager, and **Don Langham**, engineer, of **WFBL**, Syracuse, have returned from the Cairo flood sector, where they were engaged in communications duty with the 6th U. S. Infantry, utilizing, **WFBL's** portable short-wave transmitter, **WGBE**, which is contained in a trailer attached to **Woodworth's** car.

Ben Feld, ex-lawyer-to-be and violin player, has been retained to fill the position of musical director for **KMOX**.

Danny Seyforth, **KWK** program director and talent finder, and **Tommy Birch**, vocalist for the station, recently became Mr. and Mrs. it has been learned.

Bill Rothrum has joined **WSYR**, Syracuse, as announcer. He came from **WMBO**, Auburn. **Ray Servatius** is another new staff member, as continuity writer. He was formerly at **WIBX**, Utica.

Curly (E. R.) Vadeboncoeur, who recently started a new Sunday night show at **WYSR**, 10 to 10:15 P. M., reviewing the week's news, is reported clicking.

Curtiss Candy Co., Kansas City, is sponsoring the new **KMBC** daily 15 minute program called **Young America Speaks**. The children of a different local school are interviewed each afternoon at 4:45 and the program is put on the air by short wave and re-broadcast from the studios.

35-Year-Old Baby

"Lullaby Time", 15-minute **WSIX** program sponsored by **Nashville Pure Milk Co.**, is supposed to be songs and stories by a mother and her 4-year-old daughter. The "four-year-old girl" is played by a blind woman, 35 years old, **Kathleen Lansdown**. Her songs and talk are so much like a child's that no listeners know the difference. Her imitation of a very small baby crying sounds more like a baby than a baby itself!

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

ACCORDING to Janet MacRorie, director of the continuity acceptance department at NBC...radio's a fertile field for the femmes...She believes it's rich in opportunities...executive and administrative...for the distaff side of the house...All of which theories she'll expound on the job clinic series, conducted by Loire Brophy, employment counselor in the New York Herald-Tribune Auditorium...Aviation takes to the ether when Helen Stansbury goes on the air...tonight at 6:15, over WINS...Florence Maxwell interviewing...Her job is to interest American women in aviation...Get 'em up in the air and keep 'em there?

Still another femme commentator aired her fashion views yesterday... Betty Goodwin, NBC Fashion Editor, was on strictly feminine territory... talking clothes on the National Association of House Dress Manufacturers program...1.45-2.00... June Hamilton Rhodes of fashion fame, gives hostesses the low-down on entertaining—from buying the Valentine favors to "bye-bye-ing" the last straggler among the ciggie butts... on the "Beautiful Homes" program this morning... From partying to "Live Alone and Like It!"... That's logic!... Marjorie Hillis, who penned the laugh-making best seller, will be the Big Moment on Douglas Allan's "Little Moments with Big People" over WINS.

Noel Coward's gals go guest star... with Gertrude Lawrence of "Tonight at 8:30" featured on the Schaefer Nine O'clock Revue, WOR, on Sunday... and Joyce Carey of the same production (she authored "Sweet Aloes") appearing on "Theater Guide" over WINS, 11:30 this A.M... Anecdotes anent Virtuoso Coward are anticipated... Rosalind Green will take over the part of "Claire Whitney" on the "Morning Matinee", Thursdays... Another drah-ma girl to guest star is Ilka Chase of "The Women"... she'll be heard on the "Hammerstein Music Hall" broadcast Feb. 16... "Hitching Your Hobby" hitches its wagon to a Met guest star when Rose Bampton... now on tour... is featured over WMCA next Tuesday afternoon... She'll talk to Marion Cole, hobby editor of the New York American, about jewelry and its relation to operatic roles...

'Extras' Get Break

Hollywood—Movie extras will go on the air in a half-hour sustaining program originated by KFI, weekly starting Sunday, 9:30 P.S.T. Francis X. Bushman will be master of ceremonies, and will produce the show. Audience will be asked to vote on most talented extras.

Weather Hits "Popeye" Program

Wheatena Corp., is not renewing its "Popeye The Sailor" program with Floyd Buckley after Feb. 28. Show is on CBS net Monday, Wednesday and Friday, 7.15-7.30 p.m.

Unofficially, it is understood that the unusually mild winter has resulted in less hot cereal being used and sponsor believes the worst will be over by the end of the month, or at least weather conditions will not warrant another 13 week contract.

Account is handled by Rohrbaugh & Gibson agency.

ONE MINUTE INTERVIEW

GUY LOMBARDO

"I don't know much about programs outside the music realm, but in this field I sense a change in public taste, and this year will undoubtedly fill a demand for smarter and more melodious songs to the exclusion of blaring, sizzling compositions."

Varied Viewpoints

Ousted Good Will Court Finds Friend in Flamm

WHEN I returned to New York a few days ago after a short holiday abroad, I learned for the first time about the sudden termination of the Good Will Court. The ruling by the higher court that caused the withdrawal of that program was a keen disappointment, although not entirely a surprise. We knew that for some time effort was being expended in many directions and by many people to bring about the termination of that program. I am not going to comment at this time as to the motives or the justification of that decision. Thus ended, abruptly, one of the most interesting, instructive and entertaining programs ever presented by radio.

In my association with WMCA for the past decade, I have always been of the opinion that a spontaneous program, particularly when it abounds in human interest, is often more attractive to the radio audience than a well-planned, well-rehearsed conventional type of offering. It is for that reason that programs such as Major Bowes Amateur Hour, the Chinatown Mission, important public banquets and the WMCA Street Forum hold such unusual interest for the radio audience. Those elements of showmanship were particularly responsible for the great success of Good Will Court. The instantaneous success of that program was due to its spontaneity, its human interest, but even more important, because of its service to the public—because it touched upon everyday problems that concern so many of our people.

When I outlined this program to my associates about two years ago, I did not have in mind a strictly legal type of program. I wanted its directors, its judges, or whatever you choose to call them, to consider all problems from a broad, human standpoint. We felt that every program presented in which unfortunate men and women were assisted was accomplishing that much additional good. We have no intention of quarreling with, or antagonizing by the further presentation of Good Will Court, those powers that have successfully sought its end.

Now, we initiate the same program with a much wider scope. We choose to call it the Good Will Hour because we feel that the title adequately conveys the type of service we hope to

render. In selecting John J. Anthony to serve as director of this program, we believe we have a man who by virtue of his education, experience and personality is equipped to successfully carry on this work. As director of the Marital Relations Institute for the past eleven years, Mr. Anthony has personally listened to thousands of cases involving problems of every nature and description. Hence, this work is nothing new to him. Although he is not a practicing lawyer, psychologist or psychiatrist, Mr. Anthony's general knowl-

edge of these subjects will enable him to give proper guidance in the cases that will be accepted for broadcasting during these programs. I sincerely hope that Mr. Anthony will justify the faith I have just expressed in him.

The function of a radio station, as prescribed by law, is to serve in the public interest, necessity and convenience. I am of the opinion that the Good Will Hour will properly fulfill these functions. . . .

DONALD FLAMM, WMCA *Presy.*

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

**RADIO STATION!
AUDITORIUM!
DISPLAY!**

Also a complete line of electrical supplies including Mazda bulbs.

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New York, N. Y.

Telephone
CHickering 4-2074-2075



F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

Washington—The following actions were announced yesterday by the Federal Communications Commission:

APPLICATIONS GRANTED

WGL, Westinghouse Radio Stations, Inc., Ft. Wayne, Ind.: Granted amended CP to move transmitter and studio sites locally, and install vertical radiator.

KOTN, Universal Broadcasting Corp., Pine Bluff, Ark.: Granted CP approving transmitter and studio sites, and installation of vertical radiator.

WCBA, B. Bryan Musselman, Allentown, Pa.: Granted license to cover CP as modified; 1440 kc, 500 w. night and day, sharing with WSAN.

WSAN, W S A N, Inc., Allentown, Pa.: Granted license to cover CP as modified; 1440 kc, 500 w. night and day, sharing with WCBA.

KFRU, K F R U, Inc., Columbia, Mo.: Granted license to cover CP; 630 kc, 500 w. night, 1 KW day, share with WGBF, simultaneous day WGBF.

KOCA, Oil Capital Broadcasting Ass'n, Kilgore, Tex.: Granted license to cover CP as modified; 1210 kc, 100 w. Unltd.

KWSC, State College of Wash., Pullman, Wash.: Granted license to cover CP; 1220 kc, 1 KW night, 5 KW day, sharing KTW.

KGLO, Mason City Globe Gazette Co., Mason City, Ia.: Granted license to cover CP as modified; 1210 kc, 100 w. Unltd.

KWOS, Tribune Printing Co., Jefferson City, Mo.: Granted license to cover CP as modified; 1310 kc, 100 w. daytime only.

KSO, Iowa Broadcasting Co., Des Moines: Granted license to cover CP as modified; 1430 kc, 500 w. night, 2½ KW day, Unltd.

KAWM, A. W. Mills, Gallup, N. M.: Granted Mod. of CP approving transmitter and studio at 1100 E. Aztec Ave.

WMMN, Monongahela Valley Broadcasting Co., Fairmont, W. Va.: Granted Authority to determine operating power by direct measurement of antenna input.

WAIR, C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C.: Granted Mod. of CP approving transmitter site at N. Cherry St. Extension; change authorized eqpt. and installation of vertical radiator.

W7XBD, Oregonian Publishing Co., Portland, Ore.: Granted Mod. of CP extending commencement date to Feb. 15 and completion date to Aug. 15, 1937.

W3XJ, McNary & Chambers, Nr. College Park, Md.: Granted license to cover CP; freq. 1060 kc, A3 and special emission; 100 watts, 12 midnight to 6 a.m.

W2XIN, Standard Cahill Co., Inc., Mobile (New York): Granted Mod. of license to change name to WBXN Broadcasting Co., Inc.

NBC, New York, Portable Mobile: Granted license for new exp. broadcast station; freqs. 1614, 3492.5, 4797.5, 8425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000 and 401000 kc; 25 w.

Eastern States Broadcasting Corporation, Bridgeton, N. J. To construct radio broadcasting station operating on 1210 kc. with 100 watts power output during daytime hours of operation.

HEARINGS SET

Abraham Plotkin, Chicago: Application for CP for new station; 1570 kc, 1 KW, Unltd.

James R. Doss, Jr., Mobile, Ala.: CP for new station to operate on 1500 kc, 100 w. daytime only; exact transmitter site to be determined with Commission's approval.

Staunton Broadcasting Co., Inc., Staunton, Va.: Application for CP amended to request 1500 kc, 250 w. daytime only; exact location to be determined subject to Commission's approval.

KIDO, Frank L. Hill and C. G. Phillips, Boise Broadcast Station, Boise, Idaho: Application for CP for changes in eqpt; increase in power to 5 KW. To be heard before the Broadcast Division.

WMBH, Joplin Broadcasting Co., Joplin, Mo.: Application for CP amended to request move of transmitter and studio sites locally, install new equipment and directional antenna system for night time operation; change freq. from 1420 to 1380 kc; power from 100 w. night, 250 w. day unlttd. to 500 w. unlttd.

KGKO, Wichita Falls Broadcasting Co., Fort Worth: Application for Mod. of CP approving transmitter location near Ft. Worth; install new equipment and directional antenna for night time use; increase night power from 250 watts to 1 KW, day power from 1 KW to 5 KW.

KJBS, Julius Brunton & Sons Co., San Francisco: Application for Mod. of license to change freq. from 1070 kc to 1080 kc.

KFEQ, K F E Q, Inc., St. Joseph, Mo.: Application for Mod. of license to increase hours of operation from daytime only to unlimited. Present Authority: 680 kc, 2½ KW daytime only. To be heard by the Broadcast Division.

WMFR, Radio Station WMFR, Inc., High Point, N. C.: Application for Mod. of license to increase hours of operation from daytime to specified hours 6 a.m. to 7.30 p.m. Now operates on 1200 kc, 100 w. daytime only.

WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami: Application for Mod. of license to change frequency from 1300 kc to 610 kc.

WKY, W K Y Radiophone Co., Oklahoma City: Application for Mod. of license to increase night power from 1 KW to 5 KW. To be heard before the Broadcast Division. (Now operates on 900 kc, 1 KW night, 5 KW day, unlttd.)

SENATOR CHARLES O. ANDREWS, Democrat of Florida, will discuss "The Constitution and the Supreme Court" when he is heard on the "Current Questions before Congress" program over the WABC-Columbia network today, 5-5:15 P. M. E.S.T.

FRANK BLACK, radio conductor and executive returned to the piano Monday night at 9 o'clock on WIRE, Indianapolis.

WYTHE WILLIAMS, noted foreign commentator, will discuss "Propaganda by Foreign Governments" in his Foreign Affairs Forum on WMCA tonight, at 7:45. Williams answers questions from listeners who want information on problems relating to the possibility of the next war.

IRENE MURRAY, former stage and screen player and one-time movie critic, made her debut as a radio columnist over WSYR, Syracuse, last night. In private life Mrs. George Zett, she is known as Syracuse's "best-dressed woman." In her radio series she discusses fashions, theatrical events, society doings, etc.

A NEW "Prof. Quiz" type of program over WFBL, Syracuse, is conducted by a real Professor—Howard Viets of Syracuse University. A local bank sponsors the half-hour show on Sunday afternoons.

THOMAS C. JAMESON, city commissioner in charge of WJAX, Jacksonville, Fla., municipal radio station, will lead a discussion Friday, February 12, at the Jacksonville Woman's Club on the subject, "Radio and Advertising".

"ROMANCE OF A CITY" new half-hour show on WSYR Sunday afternoons, is a series of dramatized events in Syracuse history. The first show depicted P. T. Barnum's visit to the city. Fred Ripley directs the broadcasts, sponsored by Revoir Motors, Hudson-Terraplane distributors.

THE NORCROSS SISTERS, harmony singers, who have been on the Red network out of WBEN, Buffalo, for a year, have joined the WSYR staff in Syracuse, sustaining five nights a week.

"BIG FREDDY" MILLER opens Feb. 15 at WSYR, Syracuse. He will have a day-time program with two evening spots. Also plans to do some theater work during week-ends.



LEON BELASCO succeeds Abe Lyman and Ork at the Hotel New Yorker at a not too distant date.

DON BESTOR and band will be "aired" over the Mutual from the Netherlands-Plaza. Engagement begins Feb. 20.

OZZIE NELSON'S Orchestra takes the air Feb. 18 on "Morning Matinee", 9-9:45, over the Mutual.

EFFECTIVE LAST midnight over the WOR-Mutual Abe Lyman will do several broadcasts a week from the New Yorker. Rose Blane, swing singer and Tiny Wolf, 280-pound vocalist, appear with him.

EDDIE MAYEHOFF and his Music, featured at dinner and supper at the Wellington Grill have been signed for six more weeks.

SWING ARRANGER Glenn Miller, who served in that capacity for Noble, Crosby and Jimmy Dorsey, is forming his own band.

AL DONOHUE, now purveying music at the Normandie in Boston, is heard twice weekly over the Mutual Network.

BLACKET - SAMPLE-HUMMERT has signed Ted Powell, composer of "If My Heart Could Only Talk", to play the song-writer role now being written into the "Backstage Wife" script. Series is currently heard five times weekly from 11:15 to 11:30 a.m. over the NBC-Red network.

CHARLES BARBER, bass player in the Fred Waring band, has deserted that crew and formed his own band.

SONNY DUNHAM, trumpet player in the Casa Loma outfit, has resigned to go to the west coast. Has not definitely decided what he will do.

NANO RODRIGO will return to the Rainbow Room and NBC on or about July 1. Contract all set, but opening date still being discussed.

DEL CASINO, romantic tenor, has been signed for an additional four weeks period at the Hollywood Restaurant.

MIKE RILEY and his New Round and Rounders Orchestra will replace the Frank Trumbauer band on Feb. 17 at the Hickory House. The event marks the return of Riley to the Hickory House where, teamed with Ed Farley, his collaborator on the famous ditty, "The Music Goes 'Round", his zany antics and hot music made him a popular favorite at that niterie. A gala list of prominent celebrities will attend the opening.



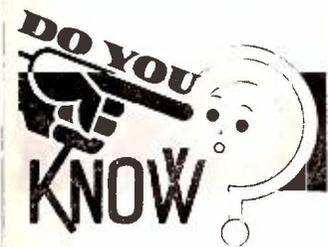
CHANGES in radio casts here puts June Meredith back in title role of NBC's Mary Marlin show. In replacing Joan Blaine, Meredith resumes part she originated in production. June also steps into "Wives Vs. Secretary" show and in the "Behind the Camera Lines" broadcast.

Marjorie Hannon replaces Connie Osgood in "We Are Four." while Alice Hill takes over for Eleanor Harriet in same show. Both Osgood and Harriet leave for the coast. Harriet to join Amos and Andy, and Osgood to free lance.

Bret Morrison assumes the new male lead in "Behind the Camera Lines."

The event of Chicago's Jubilee Charter celebration will be marked with a special broadcast over the NBC blue network on March 4 from 10 to 10:30 p.m., with an outstanding array of radio talent to help commemorate.

Kings Jesters ork have some sort of record here in having been featured concurrently now in three downtown hostelryes—Bismarck, Morrison and present La Salle. Unit has set a band precedent in playing one hotel room subsequent to the other without playing out of town engagements in interim. Group currently spotted on NBC wire from La Salle.



When Andre Kostelanetz mounts the podium of the CBS Playhouse and raises his baton 16 musicians tuck \$155,525 worth of instruments under their respective chins. The violins, cellos, et al. played on this broadcast represent the finest instruments ever made.

RADIO PERSONALITIES

Who's Who in the Industry

JUAN deJARA ALMONTE, frequently referred to as the Grover Whalen of radio—at least of NBC's segment of Rockefeller Center. Officially, the night executive of NBC's establishment. Personification of tact and a one-man welcoming committee. Once staged an entire "broadcast" so that a studio audience would not be disappointed; visitors never knew etherizing had been cancelled and so never reached the transmitter. Genial, energetic. A diplomat by birth and an internationalist by choice. Born in Paris of Spanish parents, he grew up on the continent. Visited America, became a newspaperman, subsequently joined the Marconi Company, becoming South American representative. Next with the NBC sales department (in 1927). Later made night general manager. Been keeping everybody happy ever since. One man who insists he never met a temperamental artist. A compliment he unwittingly paid himself. Finds time at night to supervise and broadcast good-will programs to South American countries.



He never met a temperamental artist

Roth Agency Signs Up Six French Stations

The newly-formed Roth Agency of New York, headed by Bud Roth, former newspaper man and advertising exec., closed a deal with six of the largest broadcasting outlets in France.

Roth, reached in his N. Y. office, said that he sent his agent, Lou Burston, to Paris last fall and all necessary arrangements were made. Burston set up a European bureau in Paris with Georges Briquet in charge.

Under the terms of the agreement all commercial business transacted for the stations must go through Roth's hands.

"Should any American advertiser be in Paris and desire to buy time on any of the stations we have, he must cable us here in New York, and request rate cards. This does not mean we will ask higher prices for time," Roth added.

Stations signed by the agency are: Post Parisien, located in Paris, and has the most complete coverage of the continent, reaching into England, Italy, Belgium and Luxemburg.

Radio Cite, in Paris, covers the city, and is believed to be the most popular station in France.

Radio Toulouse, in Toulouc, covers city only.

Radio Conte D'Azur, continent coverage.

Radio Bordeaux, city coverage; and Ile de France, in Paris and national coverage.

Plans are being formulated by Roth to make French transcriptions here for commercial announcements, and send wax to Europe.



L. H. BOWMAN, Western Division Engineer for Columbia, with E. K. Cohan of Columbia's New York office, left for San Francisco, working on problems connected with the new Columbia Los Angeles studio, under construction.

Pat Bishop, announcer and newscaster, has been added to the publicity staff of the Earl C. Anthony stations, KFI and KECA.

Rosewell Rogers, former continuity chief for KMTR has been added to continuity staff of KNX.

Don Lee network put microphones in at Matson and Hawaiian American piers, broadcast the end of the Pacific Coast shipping strike, and sent half hour of it out, nationwide. over Mutual chain, Sunday.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

TRADE AGREEMENTS WITH 15 COUNTRIES

(Continued from Page 1)

go to the export trade, the State Department announcement says. Exports totaled \$29,000,000 in 1935, compared to \$23,000,000 in 1929.

According to the State Department, the radio industry is the one above all others which was balked least by depression. Six countries, Cuba, Belgium, Haiti, Brazil, Canada and Guatemala, have reduced duty on radios including parts and accessories. Three countries, Colombia, Nicaragua and Costa Rica bound the duty on radios and equipment against an increase during the life of agreement. In addition, Switzerland and France have increased the annual quota of radios and parts permitted to be imported into those countries yearly. In agreement with France, these products will also benefit by reduction of the import turnover tax rate from 6 per cent to 2 per cent of duty paid value.

Television Shows Seen Better for Advertisers

(Continued from Page 1)

dio cannot provide, RADIO DAILY is advised.

Television shows will be more costly because in every instance where performers appear, sponsors will have to provide settings, lights and backgrounds, performers will have to be made up and properly dressed. In radio this is not necessary.

By recording a television show on film, sponsors will be able to offer it nationally and reach a desired audience, say at 9 o'clock.

WAAB "Marriage Clinic" Goes National on Mutual

(Continued from Page 1)

theme for one minute preceding the program will allow local spot announcements, but not in connection with the "Marriage Clinic."

Two weeks cancellation clause will be in effect in case the show is sold nationally. Schedule is Monday, Tuesday, Wednesday and Friday.

Chatter

BILLY K. WELLS, who wrote for Joe Penner, George Givot, Jack Pearl, Ed Wynne and other radio comics, is feeling the urge to go back to his first love—dialect comedy. For many years he was a standard vaudeville and burlesque headliner. Which is why he may accept that national automobile program offer.

Carl Henderson has been appointed director of sales for the new features division of Broadcast Producers of New York, Inc.

Three Little Funsters, sponsored by Sachs Stores, furniture concern, celebrate their 5000th airing via WMCA next Wednesday night. Special show is planned. Account is handled direct.

John D. Rockefeller, Jr., Francis B. Sayre and William F. Bigelow will broadcast Feb. 17 from 9:30 to 10 p.m. over the NBC-Blue network. Airing will be special show by the National Preaching Missions.

Warner Bros. is screen testing Senator Fishface (Elmore Vincent) of NBC.

NBC sales promotion department issued the third of its Dr. Seuss pieces today. Folder plugs the NBC Radio City Tours and the NBC-Blue and Red networks. Dr. Seuss has contract for six promotion pamphlets, issued 10 days apart.

Leonard Braddock, who left NBC last fall to enter the interior decor-

Poll on Court Issue Being Aired Over NBC

(Continued from Page 1)

lup) for airing the results of polls being taken on the question of the U. S. Supreme Court situation. Results will be given Monday, Wednesday and Friday at 6:35-6:45 p.m. on both the NBC Blue and Red webs. On Monday night Dr. Gallup himself will preside, this being the first program.

Gallup organization is considered ace high now due to election forecast which gave Roosevelt 45 states. Poll results will be continued indefinitely.

Keech in Partnership

(Continued from Page 1)

of general representation and booking of artists. Keech has also signed a one year contract with Warner Bros., to contribute his voice in various shorts subjects. Concern will have offices in the RCA building.

ating line, is back in Wayne Randall's office.

The Phil Bakers will special event it in March, which will make a family of five all told.

Gillette Community Sing troupe will make a one day stop over in Chicago Feb. 16. Trip to coast will be interrupted to allow Berle and group to make appearances at Palace Theater.

Jan Peerce to make guest appearance in Pittsburgh March 17. Singer will entertain at YMHA convention.

Olivia De Havilland and Erroll Flynn to present radio version of Captain Blood on the Lux Radio Theater Monday, Feb. 22.

KFOR's gag program, the "Good House" series, has been resumed. On it are aired all the mistakes the Omaha station staff makes during the week.

Frank Sammons, formerly of WILL at Evanston, Ill., has joined the announcing staff of KOIL-KFAB, Central States Broadcasting Co. stations, Omaha.

D. Thomas Curtin, is writing the "Follow the Moon" scripts with Nick Dawson, which shows what the latter does with Elsie Hitz, for Woodbury on NBC.

RECORD SIZE AUDIENCE FOR FLOOD BROADCAST

(Continued from Page 1)

G. S. Eyssell; Treasurers, Arthur Clary and staff, Louis Lotito; Stage and production, John Shubert, Jr., Leon Leonidoff, Gilbert Miller, Henry Souvaine, Billy Rose; Music, Erno Rapee, Richard Rogers, Arthur Schwartz; Motion picture, Harry Charnas, D. F. Moore, Robert Wite-man, John Wright; Radio, Fred A. Willis, Phillips Carlin. Richard Fishell; Publicity and exploitation, Nat Dorfman, chairman, Ralph Lund, Hazel Flynn, Elias Sugarman, Mollie Steinberg, Rutgers Neilson, Henry Senber; For unions: Actors' Equity, Paul Dullzell; For I.A.T.S.E., James Brennan; For Local 802, A. F. of M., Jack Rosenberg; For American Federation of Actors, Ralph Whitehead. Radio sponsor is William Wrigley, president of Wrigley's Gum Co.

More "Quotes"

"On the whole, the average American citizen whom we try to bring to the microphones during these broadcasts is a very wide-awake, quick-witted and well-informed individual."
—PAUL WHITE.

"Time matzos on! But all the jokes you heard in 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935 and 1936 on the ether waves will be repeated again in 1937."
—BENNY RUBIN.

HERE'S THE MODERN VALENTINE

All packed in Cellophane boxes, attractively tied with red hearts and bows.

- CORSAGES: Roses, Sweet Peas, Violets. \$1.50
- 2 Orchids or 2 Gardenias. 2.50
- Box of assorted cut flowers. 1.50

Or the Daily Flower Service, Fleur du Jour

- For Him—A Boutonniere \$2.00 a month
- For Her—A Petite Corsage 3.00 a month

Just telephone and let us tell you more about it.

GURNEY CHRYSLER

FLEUR DU JOUR

Murray Hill 4-8085

KNOW YOUR INDUSTRY

A "CYCLE" is one complete set of recurrent values.

"FREQUENCY" is the number of cycles per second.

"KILOCYCLE" is a thousand cycles per second.

A "MEGACYCLO", is a million cycles per second.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 5

NEW YORK, MONDAY, FEBRUARY 15, 1937

FIVE CENTS

NBC Biz at Record High

WOULD BAR NEWSPAPERS FROM OWNING STATIONS

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—Senator Wheeler, chairman of the Senate Interstate Commerce Committee, announces that he will introduce a bill to bar newspapers from owning radio broadcasting stations. The purpose is to prevent monopoly of the channels of public information, he says.

The Montana senator revealed data, furnished him by FCC, showing that at present there are 150 stations owned or controlled by newspaper interests. Of these stations, 52 were acquired by newspaper interests in the past year, and there are more than 100 applications now pending

(Continued on Page 8)

Anti-Auto Radio Bill Causes Wide Concern

Boise, Idaho—Wide concern over Senate Bill No. 72, introduced by Senator R. E. Whitten, is indicated by numerous requests received from all parts of the country for permission to be heard in connection with the measure. Hearing has been set for Feb. 18.

Tax on Radio Shows Is Proposed in Ohio

Columbus—A tax of 10 per cent on commercial radio programs is proposed in a bill introduced in the Ohio legislature by Rep. Joseph Duffey of Cuyahoga County. The measure would require each station to obtain a franchise from the secretary of state before operating in Ohio.

Colonels Contrib.

To date \$4,529.40 has been turned over to the Red Cross by Louis K. Sidney, managing director of WHN, as the amount thus far collected by General Jack Ali-coate, publisher of RADIO DAILY and FILM DAILY, and Sidney from contributions by Kentucky Colonels and radio listeners to aid the needy in the flood areas. Collections are still being solicited.

RADIO ELEGY

Time signals toll the knell of parting day; the networks swiftly span the land and sea, and soon the Lifejoy orchestra will play, and Blotz's yeast will stage a symphon—ee.

Let not ambition mock the sponsor's toil to give us entertainment that we crave, and tell about Ma Whortle's Salad Oil and Gimlet razor blades—and how they shave!

Far from the maddening crowd's ignoble strife we sit and fish for programs far away, or in our cool sequestered vale of life we hear what Walter Wimple has to say.

The boast of heraldry, the pomp of power, the baritone whose golden voice exalts, await alike the ending of the hour when the announcer plugs for Fishbein's Salts.

Full many a quip or bit of humor clean, or a Joe Miller joke that's passing fair, is like a flower, born to blush unseen, when Minnie Mouse is singing on the air.—C. F.

MPPA Off-the-Air License

Clarified by John G. Paine

John G. Paine, chairman of the Board of the Music Publishers Protective Association, is seeking to clarify the move of the MPPA in licensing the off-the-air recorders, especially since numerous agency, laboratory, broadcasting and other men in the trade have the erroneous opinion that it applies to the record-

ings off the air for the purpose of playing the programs in local spots not covered by the original network show. These shows, such as Ed Wynn, "Personal Column of the Air," etc., are licensed for use of music through the usual channels.

It also appears that trade papers

(Continued on Page 8)

New Calif. Studios Go Into Use March 1

Hollywood—California Radio System's new KEHE studios will go into use March 1, when the business and executive offices move out of their present overcrowded temporary quarters. The new chain has been operating since the end of December, with six California stations, KEHE, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KWG, Stockton; KMJ, Fresno, and KERN.

(Continued on Page 2)

Intercity System Adds Station WGAL

Donald Flamm, prexy of WMCA, key station of the Inter-City Broadcasting System, announced the association of WGAL, Lancaster, Pa. to the net, before sailing for a ten-day cruise to Havana.

WGAL, operating full time, is owned and operated by KGAL, with an operating power of 250 watts days and 100 watts nights. Station is the only one city, with a population of

(Continued on Page 8)

☆ THE WEEK IN RADIO ☆

... Connery to Press Investigation

By M. H. SHAPIRO

OF COURSE, the most important happening last week was the advent of RADIO DAILY.

In Washington, Congressman William P. Connery, (Dem., Mass.) informed the RADIO DAILY that the House sub-committee of the Rules Committee would hold a hearing this month relative to his resolution call-

ing for investigation of alleged radio monopoly.

Foreign radio outlay by American radio advertisers was being increased some 300 per cent this year...one concern expecting an increase in business that corresponds to a similar percentage...Spot broadcasting

(Continued on Page 2)

\$3,541,999 January Billings Top Year Ago by 32 Per Cent

National Broadcasting Company gross billing for January reached the record-breaking total of \$3,541,999, an increase of 32 per cent over the same month a year ago, making it the highest January in NBC history. Breakdown as to webs gives the NBC-Red \$2,374,633, which compares with \$1,725,172 for the same web a year ago and shows an individual increase for this network of 37.6 per cent. The NBC-Blue contributed \$1,167,366, which is 22 per cent above the January, 1936, total of \$956,643. The NBC grand total in gross billings for January, 1936, were \$2,671,815.

NBC figures are based on the contract rate as listed above. Originally, through an error in the statistical

(Continued on Page 8)

TELEVISION CHANNELS UP TO THE PRESIDENT

President Roosevelt will be called upon to decide the number of channels to be allotted commercial television interests and his decision will play an important part in determining just how soon commercial television will get under way in the U. S., RADIO DAILY is advised.

The Army and Navy and other

(Continued on Page 5)

"Prof. Quiz" Is Signed For Kelvinator Program

Kelvinator Corp., Detroit (refrigerators), has signed the CBS sustaining program "Prof. Quiz" for its CBS program which is tentatively set to begin March 6 at 8-8:30 p. m. Walter

(Continued on Page 5)

Radio Ed. Reforms

Harry Albus, assistant radio editor of the New York American, becomes a full-fledged attorney today when he is sworn in as a member of the New York Bar. Albus received his Bachelor of Law degree from St. Lawrence University and his Master of Law degree from St. John's University. He has been writing radio copy for the American for five years.



★ THE WEEK IN RADIO ★

... Connery to Press Investigation
By M. H. SHAPIRO

Vol. 1, No. 5 Mon., Feb. 15, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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New Calif. Studios Go Into Use March 1

(Continued from Page 1)

Bakersfield. The first two stations are Hearst, the others owned by the McKlatchy newspaper chain. New studios are located on North Vermont.

Wonders to Vacation

Ralph J. Wonders, who resigned as manager of the Columbia Broadcasting System Artists' Bureau last week, leaves for Miami within the next day or so and will remain there on vacation for three weeks. Upon his return Wonders, who has under consideration several offers, will announce his future plans. He definitely stated, however, that he does not intend to take up any new duties whatsoever until after his Florida holiday.

At least two of the offers under consideration are of more than a year's standing, but CBS officials at the time persuaded Wonders to remain.

was reaching an all-time high with NBC Thesaurus being ahead 68 per cent on its January business over the same month a year ago. The Music Publisher's Protective Association collected 100 per cent more in fees for the use of copyrighted music on ET's during the year of 1936 as compared to 1935. The 1935 total collections were \$110,000 as against the 1936 figure of \$220,000.

Local advertisers around the country began to take new interest in the possibilities of network shows which they could sponsor locally, three such shows being set on the Mutual web... Philco demonstrated "practical television" to an invited group, televising on 441 lines, which will be the standard from now on... or until further notice from the FCC. Range for Philco waves is 10 miles.

CBS released figures giving it the best January in its history and NBC were about to come out with gross billing for January which would show a tremendous increase, but these were said to be based on the new card rate (which included a 10 per cent overall increase). Conference between execs of NBC and CBS sales promotion departments finally ironed it out... decision it is understood at this writing being to stick to the accounts individually and not card rate.

Ralph J. Wonders, CBS Artists Bureau head resigned after more than six years at the job... with Larry Lowman, vice-president in charge of operations taking over the reins for the next few months... Record size audience came to the Radio City Music Hall to attend a benefit show for the Red Cross, broadcast on NBC. CBS, MBS and indie outlets as well... William Wrigley, Jr., Company received the privilege of sponsorship by donating \$30,000 to the R. C. for

the two-hour early morning broadcast of the performance... Everybody was to give their services free and they did, until the next morning when Local 802 of the American Federation of Musicians notified CBS that the men in the huge pit orchestra at the Music Hall would have to be paid the usual rates for such time as they put in rehearsals, etc. Bill was \$7,500 and explanation was that the event was a sponsored show. CBS got the bill because the contract with Wrigley's was cleared thru the web... Presumably CBS will get pro rata help from sister webs... presumably.

Hollywood continues to hold the limelight, with more shows scheduled to originate there and agency and nets increasing facilities there constantly. NBC President Lenox Riley Lohr and William S. Paley, CBS prexy, both stopped off at the talent mecca and issued statements anent radio and television. Mr. Paley reiterated that there was no bad blood between radio and films.

Foreign

In Canada, W. E. Gladstone Murray voiced the opinion that the Dominion should have more stations, especially in the more thickly populated areas, and that Canada passed up something vital when it agreed to present allotment of channels with the U. S. a few years ago... In Toronto between 45 and 50 stations were represented at the Canadian Association of Broadcasters' Convention held at the King Edward Hotel, Feb. 8 and 9. Canadian Broadcasting Corp. assured the radio men of the corporation's whole-hearted cooperation. New officers were elected, Harry Sedgwick of Toronto getting the presidency. Electrical transcription and other radio men from the states attended the convention.

WTAG Spends \$100,000 On Its New Transmitter

WTAG, newspaper-owned station at Worcester, Mass., affiliated with the NBC Red network and the Yankee Network, has doubled its power to operate on 1,000 watts. Broadcasting activities are now carried on at the new transmitter plant in Holden, Mass., five miles from Worcester, where studios and offices of the station continue to be located. The new transmitter plant was erected at a cost of \$100,000. Station is owned by Worcester Telegram and Gazette, morning and evening dailies, and is managed by John J. Storey.

Report is also current that the other Worcester station, WORC, soon will remove studios and offices to new location.

Approve First Episode In New Wrigley Program

West Coast Bureau, RADIO DAILY Hollywood—P. K. Wrigley and 41 members of his sales staff auditioned and expressed approval of the first episode in the dramatization of "Scattergood Bains," series which is expected to go nationwide as a substitute for the present Wrigley gum program. Script is being written by Hal Hudson and Rus Johnston. Dave Owens is producing, and the leads will be played by John (Windy) Hearn, Francis Trout, and Jess Pugh, who is changing his name to Bill Davis. Agency is Neisser-Meyerhoff.

Another femme on the Stoopnagle and Budd show Sundays via NBC-Blue. Gogo Delys signed to appear with the Colonel, Budd, Don Voorhee's band, and the recently acquired Joan Banks.

COMING and GOING

JACK LAVIN, Paul Whiteman's manager, back from St. Louis and Chi trip Saturday.

CHARLES E. GREEN and GUS C. EDWARDS, pres. and gen. manager, respectively, of Consolidated Radio Artists, return the latter part of this week from mid-western trip.

LOU IRWIN going and coming from Cleveland. Idea was to see the Ritz Brothers open there.

IRVING BRECKER, Milton Berle's sole gagster, leaving with the troupe for Hollywood.

C. O. LANGLOIS, president of Langlois and Wentworth, production and transcription agency, returns today from Toronto. Attended the Canadian Association of Broadcasters' Convention.

EVERETT MARSHALL from Chi's Chez Paree to Florida's Hollywood Country Club.

BUDDY MORRIS, Warner Bros. music head, returns from the coast Thursday.

FRED RAPHEL, WHN production dept., returns from a four-week Nassau vacation today.

HELEN JOHNSON, director of the CBS American School of the Air, left yesterday for New Orleans. Will attend National Educators' confab.

HARRY BOYD BROWN, national merchandising manager of Philco Radio & Television, Philadelphia, went to Little Rock, Ark., last week to address a convention.

CECIL B. DeMILLE, after tonight's Lux Radio Theater broadcast from Hollywood, leaves the coast for New Orleans to shoot scenes for his new picture.

CORNELIA OTIS SKINNER back in New York after three-week tour of the south.

BUDDY ROGERS, "Twin Star" ork leader, arrives in New York the 27th.

MILTON BERLE, "JOLLY GILLETTE," BEN BARTON, BERT GORDON, TOMMY MACK, JONES AND HARE, WENDELL HALL and ANDY SANELLA leave today for the west coast via the Red Arrow.

JEAN SABLON, French singer, arrives tomorrow on the Ile de France to begin a radio series with NEC.

Weber & Fields for Air

Weber and Fields, famous veteran comedy team of the stage, and who already have had a couple of air series, are expected to be starred in a new radio show shortly. Lew Fields is now in California, where he is handling negotiations, and Joe Weber will join him from New York.

Technicians to Meet

Hartford, Conn.—Annual banquet of Associated Radio Technicians of Conn. will be held Feb. 25 at the Hotel Bond. W. R. G. Baker of General Electric will speak on "Television," and there will be prizes. Jack Guetens, president of the association, is in charge of arrangements.

Table with 4 columns and 4 rows of numbers for Birthdays

February 15 Greetings from Radio Daily to Larry Wellington

FINANCIAL

(Saturday Feb. 13)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked, Priv. Bid.

OVER THE COUNTER

Table with columns: Bid, Asked, Priv. Bid.

★ STATION FLASHES ★

INITIAL broadcast in a series being presented by Mechanics & Farmers Bank of Durham, N. C., went over WDNC yesterday. Programs will be heard Sundays at 5:15 P.M. and Wednesdays at 7:45 P.M. The broadcasts will be known as "Your Friend", with Joseph Richardson Jones as philosopher.

What is said to be the first network program to originate from the campus of the University of North Carolina, Chapel Hill, N. C., came after midnight Friday when Tommy Dorsey's band was fed to the CBS network via WNDC, while Dorsey was playing the mid-winter dance of the German Club of the university.

Maurice Elfer, syndicate feature writer, started a series of three travel talks on the Creole country of Louisiana over WLS, Chicago, at 10:45 A.M. yesterday.

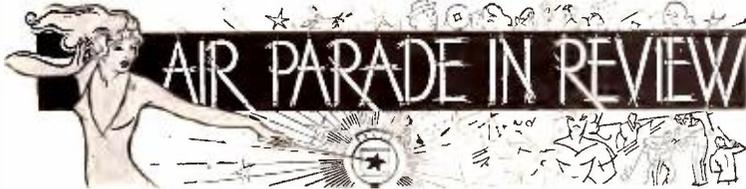
WAAF Community Theater, Dallas, will go on the air at 10 o'clock every Saturday night, it is announced by Ralph Nimmons, program director, following the recent debut of the group in "The Jewel Tree", an original radio playlet by Gladys Wagstaff Pinney, directed by Bill Hightower and Bill Ellis.

KDYL, Salt Lake City, is getting plenty of enthusiastic cooperation from civic leaders and educators for its "Public Forum" series, which began last Wednesday at 7:45 P.M. as a weekly.

Agnes Anderson, Youngstown ballad singer known to radio as Marian Nadea, has joined the staff of WTAM, Cleveland, where she will be featured on various programs in addition to network shows originating from the NBC Cleveland studios, including "Rhythm Parade" and Stuby Gordon's Orchestra.

Ed Lush is now on the staff of announcers at WELI, New Haven. Ralph Kanna resigned to join the ad dept. of Chase Brass Co., Waterbury.

Toscanini's Ticket
The National Broadcasting Co. has agreed to unusual conditions in order to secure the services of Arturo Toscanini for a series of sustaining broadcasts beginning next August. The conditions include: weekly personal salary of \$10,000; all orchestra salaries and expenses to be paid by NBC; permission to maestro to assemble own orchestra with as many members as he desires; salaries to orchestra for all rehearsals; a contract allowing Toscanini to continue as long as he desires, but allowing him to withdraw whenever he so desires, with no time limit specified.



GLADYS SWARTHOUT
National Ice Advt., Inc.
WEAF (NBC Red Network),
Wed. 10:30-11 p.m.
Donahue & Coe, Inc.

Miss Swarthout returns to a radio commercial of her own coincidental with the release of her motion picture "The Champagne Waltz." Ice refrigerators co-op which last season sponsored Mary Pickford, gets away from the summertime idea of plugging refrigerators and expects to plant the potential buyer in advance as well as take cognizance of the fact that ice boxes are an all-year 'round proposition as to sales. As in the past, advantages of the new type of ice refrigerator are stressed, such as proper food protection, economy, "washed air," trial installation and easy terms. Copy, altho plentiful, should influence those who contemplate purchase of a refrigerator.

Miss Swarthout, recently suffering from a cold, offered a very creditable broadcast nevertheless and not knowing about it most likely never knew the difference. Her voice was good, if not at her best, and her selections widely diversified. Solos and duets included popular, standard and operatic tunes, the latter an aria from "Mignon," which the soprano does soon at the Metropolitan. Frank Chapman (the lesser half in private life) did fairly well with his baritone voice, joining in duets on occasion. He was introduced by Miss Swarthout, who in turn received the benefit of continuity in the hands of Howard Claney, announcer. Robert Armbruster revealed an excellent orchestra and usual fine arrangements.

Toward the close offer is made by Miss Swarthout to sing the favorite tunes listeners may have around the house or on the piano, new or old. These will be done if possible, and in any case autographed and immediately returned. This seems to be a novel idea along these lines. At least it may prove an index to the comparative number of listeners. Somewhat less continuity and just a little faster tempo would do no harm to the general impression of the program.

4-Hour Show Christens New Studios of KFWB

West Coast Bureau, RADIO DAILY
Hollywood — A four-hour show starting at 6 o'clock tonight will christen Warner's new KFWB 5000-watt transmitter studios on Fernwood Ave. Jack L. Warner announces Al Jolson, Dick Powell, Joan Blondell and other stars from the Warner lot will appear, along with Ben Bernie, Walter Winchell, Eddie Cantor, Eleanor Powell, Sid Silvers and others.

"MARTINEZ BROTHERS"
Sustaining
NBC (Blue Network), Feb. 12,
3.15 p.m.

PLEASINGLY TUNEFUL INSTRUMENTAL AND VOCAL MELANGE BY MEXICAN QUARTET.

Making their debut up north, this quartet of singing guitarists, signed by John F. Royal, NBC vice-prexy, on his visit to Mexico City last December, served a neat platter of smoothly enjoyable musical entertainment. Their ranchero melodies are something akin to the hillbilly music familiar in this country. In their native land, the boys have appeared over XEW for the past four years, always sponsored, and they bow in at NBC as a regular sustaining feature. Folks liking mild and sentimental Latin music will find the work of these boys to their taste.

Most Used Joke of the Week
STRAIGHT: Yesterday I was worth half a million. Today I'm a pauper.
COMIC: Congratulations! Boy or girl?

Jesters Booked
The Tastyest Jesters, veteran radio trio, will make a two-day vaudeville appearance at the New Plaza Theater, Milford, Del., on Feb. 26 and 27. The Jesters were booked for this engagement by Rubey Cowan of the NBC Artists Service. The Jesters are Wamp Carlson, baritone, and Guy Bonham and Dwight Latham, tenors.

Ford Adds Nick Lucas
Nick Lucas, guitar playing singer has been added to the regular cast of the Ford CBS show. Program now features Al Pearce and his gang. Lucas will remain on program for six weeks.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION
Everything Electrical for Studios
In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .
RADIO STATION! AUDITORIUM! DISPLAY!
Also a complete line of electrical supplies including Mazda bulbs.
244-50 West 45th Street
New York, N. Y.
Telephone
CHickering 4-2074-2075

New Accounts

Renewals

NBC

PROCTER & GAMBLE CO., Cincinnati—(Drene) thru H. W. Kastor & Sons Adv. Co. Inc., Chicago, starts Jimmy Fidler on 50 NBC-Red stations, Tuesdays, 10:30-10:45 p. m., on March 9.

PROCTER & GAMBLE CO., Cincinnati—(Ivory Snow) thru Compton Adv. Inc., New York, starts Life of Mary Marlin on 7 NBC-Blue stations (WJZ, WBZ-WBZA, WSYR, WHAM, WXYZ, WBAL), Mondays thru Fridays, 4-4:15 p. m. on March 29.

PROCTER & GAMBLE CO., Cincinnati—(Ivory soap) thru Compton Adv., Inc., New York, starts Life of Mary Marlin on 31 NBC-Red Stations, Mondays thru Fridays, 12:15-12:30 p. m., on March 29.

CBS

SINCLAIR REFINING CO., New York—Thru Federal Adv. Agency Inc., New York, starts an unannounced program on 59 CBS stations, Wednesdays, Fridays, 10:30-10:45 p. m., on April 7.

NBC

C. F. MUELLER CO., Jersey City—(Macaroni) thru Kenyon & Eckhardt, Inc., New York, starts Crosby Gaige on 7 NBC-Blue stations (WJZ, WBZ-WBZA, WFIL, WSYR, WHAM, KDKA), Mondays thru Fridays, 10:45-11 a. m., on Feb. 22.

GENERAL FOODS CORP., New York—(Jell-O) thru Young & Rubicam Inc., New York, renews Jack Benny for 44 weeks on 55 NBC-Red stations, Sunday, 7-7:30 p. m., effective Feb. 28.

AGENCIES

BLOUNT SLADE, formerly of Benton, Barton, Durstine & Osborne, Benton & Bowles and more recently the Maxon Advertising agency in Detroit, has been appointed to the staff of Brooke, Smith & French, Inc., New York and Detroit.

RUTH BENNETT has joined the New York office of Joseph Hershey McGillvra, advertising representatives for radio stations. Miss Bennett for several years was with the Chicago office of Delineator Magazine and for the past four years was associated both in New York and Chicago with Free & Peters, Inc.

W. A. BLEES has resigned as vice-president and general manager of J. Sterling Getchell, Inc.

MAX GELLER has handed in his resignation as vice-president of Blackman Advertising, Inc., to join the Lawrence C. Gumbinner Advertising Agency, New York.



By the time this reaches print, the week's Pilot Award may be in the hands of A. L. Alexander... His tribute to Lincoln on the Vallee show Thursday night was the swellest thing he's done—which includes the "Good Will Court"... Vallee left for Shay's Theater upstate after the airing... Walter O'Keefe smuggled a line thru on the agency censor during this air performance... George Vandell, WHN production man, left the station to free lance... Likelihood of "Popeye" going to another sponsor... Professor Quiz gets the Kelvinator spot March 8 via CBS... NBC spot for same sponsor may be Walter Huston and his wife, Nan Sunderland, who auditioned with a big cast before leaving for Haiti!

"Masque of Kings," Maxwell Anderson's Guild play, with Dudley Digges, Henry Hull, Pauline Frederick and Margo, will be aired on the Kate Smith show Thursday... Also Henry Youngman, the rasc of the comedy class, will be a sixth repeater... Henny auditions for three sponsors this week. Ted Collins is asking MONEY... Vic Knight, Smith show director, hasn't a contract with Collins—just an understanding! Vic will handle the Phillips Lord "We, the People" and "Gangbusters," but continues with the A & P hour... Lord will soon abdicate spot because of health... Wants to devote time to producing and writing... Martin Block, he of the Make-Believe-Ballroom, signed to a seven-year contract with WNEW... Station sold him to NBC for the Jerry Cooper show... George Burns and Gracie Allen celebrate their fifth year on the air Wednesday with a special program.

Last night's "Community Sings" program, the last from New York, featured Berle's take-off on Phillips Lord's program, parodied "Gee, the People"... a wow!... Coast orders call off the one-nighter at the Palace Theater in Chi, which the troupe planned on doing. They'll catch the "Chief" tonite... Milton's contract is with sponsor—and has 104 weeks to go—after Aug. 30!... Jack Denny booked into the French Casino with opening date not set!... Bob Crosby opens at the Congress Hotel in Chi, with Gus Arnheim following Leon Belasco into the New Yorker, when Abe Lyman leaves on the 10th... Ruby Newman will be at the Rainbow Room after the Casa Loma crew departs!... Doris Sharp, lovely CBS hostess of the 22nd floor, wearing patch over left eye! Had a repeat on an ulcer op... Jules Nassberg, Radio Row's favorite insurance broker, was sax-tooter for Meyer Davis and Vincent Lopez only eight years back!... Al Simon, WHN ballyhoo-boy, suffering from teeth extractions!

Thanks, Harry Hershfeld, for all the nice things you said via WMCA about the newly-arrived baby, Radio Daily!... Manny Klein, hot trumpeteer, returns from Miami, the 26th. On July 7 he's booked passage on the China Clipper, for a round-tripper, making him the first musician doing the flight... Sam Wigler, contact man for Harms, goes to work for Crawford... Leo Feist's Ned Miller's brother, Benny, will be L. Wolfe Gilbert's Chi rep. Paul Jonas handling this end of the country!

Song pluggers' Paradise!... Zeke Manners and his Hill Billies via WMCA doing 108 songs weekly!... They're on for two sponsors!... That delightful divinity of songs—Vicki Joyce, with Jimmy Dorsey's band at Sebastian's Cotton Club in Hollywood... is Zeke's kid sister. The name is Manners and they come from Hollywood!... Richard Brooks, WNEW news commentator, in last Wednesday's broadcast rapped all spiritualists as frauds and fakers... So a delegation consisting of Dr. Shea and Dr. Carrington of the American Institute for Psychic Research... called on Brooks Friday afternoon in an attempt to disprove accusation... Beyond making predictions concerning Brooks' future, which were duly recorded, they gave no demonstration... Members of the press gave the decision to Brooks...

Short Waves

LOURENCO MARQUES, Australia, now constructing short wave station with 300-watt output. Station to have two transmitters, one on 48.88 meters and the other on 19 meters. Also plan to have another station operating by May. Latter to be 10,000 watter operating on 19, 25, 31 and 48 meters with directional aerials to South Africa and Portugal. Studios now under construction.

Viscount Hidemaro Konoye will broadcast a special symphonic program to Japan via shortwave at 6:40 a. m. tomorrow.

Owners of privately owned and unlicensed short wave radio sets at Yokohama, Port of Tokyo, last week removed them from their homes fearing arrest. J. S. Jordan, a Dane employed by the Standard Oil Company there, brought on the wave of fear when he was taken by police for questioning. At least 100 sets in Yokohama were operating illegally, it was reported. Japan grants licenses for such sets to government employees only. Jordan has been ordered to stay at home during the questioning. There have been no official charges of espionage over his unlicensed set.

New High Mark is Set In Recorded Programs

A new high mark was set the past month by Langlois and Wentworth in turning out their five-minute recorded programs. A total of 112 different programs were produced in January. Total number of advertisers now using L. & W. service has reached 155 in the U. S. Clients now use 697 recorded shows weekly in the U. S. and Canada.

100 Hours' Recording For Norsemen Group

The Norsemen, quartet now on NBC network four times weekly, have been signed for 100 hours of recording for National Ass'n of Broadcasters. On Feb. 23 they will do the Rexall-United Drug recordings, with Don Voorhees' orchestra, James Melton and Gogo DeLys also on the bill. The Norsemen recently made a Vitaphone short subject and will do another picture soon.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

June 1-10: Radio-television exposition, Moscow.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

PARADOX of the week... Wednesday's "But Women Have Brains" proved the presence of feminine gray matter by producing a new radio personality... male... He's Eugen Boissevain... spouse of favored-by-the-muse Edna St. Vincent Millay... Believes the gals should stand on their own pedal extremities... not lean on masculine shoulders... and is scheduled for a big build-up by NBC... on account of he has charm of the mike variety... Songbird Niela Goodelle takes wing soon for Hollywood to do a few feature flickers... probably for Grand National... Cornelia Otis Skinner, thespian daughter of thespian Otis Skinner, cancelled her New Mexico broadcast to entrain for the big town to do a flood benefit... Ginger Rogers plays a new role as song composer... when Fred Astaire introduces "I Can't Understand"... Words and music of ditty by Ginger... in his broadcast with Charles Butterworth, Feb. 16... Charlotte Buchwald, the "Playgoer," is playgoing again... she's over her grippe....

Princess Charming of the courts Helen Wills Moody goes radio and screenie pronto... She's been signed by Rockwell O'Keefe... Phil Spitalny's "Hour of Charm"—ers are courtiere-bound... object: a collective costume... It must become all the gals, from cello to sax... They'll soon do several short subjects for the movie trade... Rita Johnson of "March of Time" has been "girl intern" since Agnes Moorehead deserted... Ida Bailey Allen, at home on the radio and in the kitchen, has just published her 21st cookbook... There's food for thought!... "The O'Neills", Ivory commercial, will soon go screenie with four features a year... Producing Company plan a home and family series... Singing in the Muscovite manner... served hot by Polish Many Roberti of the "Sweet and Hot" Robertis... on Yankee Fred Allen's "Town Hall Tonight" program... Just an Entente—we hope—Cordiale... The Clan Wells is radioing... with Kay, Billy K's little gal debuting tomorrow in the P.M. on Jay Flippen's broadcast over WHN... and son authoring for Lux....

"It's a Woman's World" over at NBC... A 15-minute spot program of that name premieres tomorrow over WEA... and every Tuesday and Thursday thereafter... with Celia Caroline Cole, Delineator ex-columnist telling the femmes about charm... Elizabeth Churchill, society columnist, doing a Boswell to society's and moviedom's Johnson... and Grace Corson of King Features pouring forth pointers on how to deck the female form... According to Claudine Macdonald... of NBC women's activities... she planned and will supervise it... it's to be gossip in the cocktails and canapes... not fishcakes and frying pan... manner.

RADIO PERSONALITIES

Who's Who in the Industry

EUGENE P. O'FALLON, President of Denver's KFEL and the oldest consistent broadcaster in Colorado. Though his executive duties confine him somewhat, he still is considered the most energetic man in the field. Launched his business



Turned Air Liability into an Asset.....

career in St. Louis—trading mules. Graduated to a wild west show, then on to the St. Louis world's fair as a stunt rider. Suddenly tamed down to selling plumbing supplies. No glamour in the plumbing business so switched to the fire business. First heard of crystal sets in 1923. Started selling commercial time for KFEL. Before he knew what had happened, he found himself the sole owner of a liability—KFEL. Rolled up his sleeves and started turning his liability into an asset. Was one of the first members of the National Association of Broadcasters. Elected director of that organization for a three-year term in 1930. Polled highest vote recorded when re-elected to same office in 1936 at the NAB convention. Known as a prolific thinker, he scooped the west by inaugurating daily news services on the air. Thirteen years ago began radio auction for filling Christmas baskets for the poor. Likes plenty of action at all times.

Television Channels
Up to the President

(Continued from Page 1)

Government departments have made requests for all the ultra high frequencies suitable for television. Commercial interests have also made application for assignment of various wave lengths.

The Army and Navy are not under control of the Federal Communications Commission, which has jurisdiction over commercial radio and television. Therefore, it is expected the President as commander-in-chief of the Army and Navy will be called upon to decide the controversy as between government and private requests for television wave lengths.

Jas. M. Skinner, chairman of the Radio Manufacturers Ass'n, said last week in Philadelphia that if the government agencies are successful in acquiring the frequencies they seek, television progress will be impeded. Philco officials said last week that the chief obstacle in the way of commencement of television service is government requests for television frequencies.

Benny Leads in Poll

Jack Benny leads the radio division in the poll being conducted by Chamberlain Brown over WINS to determine the public's favorites in radio, stage, opera and films. Robert Taylor tops the film list. Burgess Meredith heads the stage vote, and Maria Jeritza is the opera lead. Brown's program is heard every Friday at 330 P.M.

Victor Disking Cooper

Jerry Cooper, soloist on the Krueger Beer Musical Toast programs heard over NBC Monday nights, has been signed by Victor to make records exclusively for that firm.

"Prof. Quiz" Is Signed
For Kelvinator Program

(Continued from Page 1)

Huston, and Fredric March, screen stars, were also auditioned on this program. "Prof. Quiz," as a sustaining program, has been bucking the Jack Benny program on the NBC-Blue for weeks and has had a very large response from the radio audience. Program had its original start at WJSV, Washington, under the sponsorship of G. Washington Coffee. Geyer, Cornell & Newell, Inc., New York, has the Kelvinator account.

Studebaker Champions
Change Broadcast Time

Studebaker Corp., South Bend, on March 8 will take the 10-10:30 p. m. spot on the NBC-Blue for its Studebaker Champions broadcast featuring Richard Himber's orchestra. In the new time period no repeat broadcast for West Coast listeners is necessary, thereby saving additional talent costs. Into the repeat period now held by Studebaker on NBC-Red, Monday nights, 12:30-1 a. m., Cumer Products Co., Bedford (Molle shaving cream), will shift its "Vox Pop" program with Wallace Butterworth and Parks Johnson. Molle has only been able to clear a quarter-hour spot for its repeat broadcast and wants a half-hour the same as the Eastern program. Stack-Goble Advertising Agency, Chicago, has the Molle account, with Roche, Williams & Cunyngnam, Inc., Chicago, handling Studebaker.

Income Tax Series On

First of a series of seven broadcasts on the income tax subject was given Friday evening over WNEB by Joseph D. Higgins, collector of internal revenue in New York. Programs go on at 8:15 P.M.

COMMENTS ON
CURRENT SHOWS

HENNY YOUNGMAN, who recently joined the Kate Smith A. & P. program (CBS) as comedian, is keeping up the terrific laugh pace that he set at the start. His gags are mostly new, or handled in a good original style, and he delivers a generous portion. The comic is a big asset to the show.

CHAMBERLAIN BROWN presents a very entertaining half-hour theater-opera-film-radio program over WINS on Fridays at 3:30 p. m. The chatter, news and vocal material offered are knitted into a story by Brown, whose rich background in the show world enables him to inject wide interest. Program has excellent possibilities for commercial inserts and would entertain an evening audience very nicely. Last bill included Ted Hammerstein, Virginia Pemberton, Diana Croye, Mona Segal and others, with Louis Katzman's orchestra. Brown each week gives five pairs of seats for the five best reviews of current plays and films.

HOLLYWOOD HOTEL hasn't sounded quite the same since Dick Powell left it. With the exception of the memorable Friday before last, when Irving Berlin and his tunes featured the program, the program has not kept in the upper brackets very much. Perhaps Fred MacMurray, who replaced Powell as leader of the troupe, is too exhausted from film work to be very scintillating in his air stint. Anyway, he registers far less impressively to the ear than when he is seen as well as heard. Frances Langford continues to be a bright spot of the bill, and Igor Gorin always satisfies.

BUDDY ROGERS, who leaves for England shortly after conducting his orchestra as supplemental background for the Victor Moore-Helen Broderick comedy program over the CBS network on Friday nights at 9:30, has done a swell job. An agreeable chap, whether over the radio, on the screen or in person, dispensing the youth and enthusiasm that appeals to the world at large, Rogers is an ideal radio personality. Listeners could stand plenty more of him. And that isn't casting any reflection on the laugh-provoking efforts of the Moore-Broderick combination.

Bob King Joins Blaine

Bob King, vocalist from the West Coast, is the newest addition to Jerry Blaine's orchestra broadcasting over WEA and WJZ from the Park Central Hotel. He joins Blaine's entertainment staff which includes Phyllis Kenny, Eddie Ross and the Men of Manhattan.



RAYMOND R. MORGAN CO. has sent W. C. Ebersole on a six-week national selling trip with a new record wrinkle—39 recordings of the Harry H. Balkin character analysis program. The Balkin program was put on in Los Angeles to sell White King Soap and brought in carton tops from 70 tons of soap. Too high priced for many sponsors with a local selling area, Morgan company got the idea of making 11 minute records, leaving four minutes for local plugs, and selling city or state rights to sponsors who would thus divide the talent cost.

Creation of a new job, that of traffic manager for its Hollywood studios, and selection of Russell Pierson to fill it, is announced at NBC. This is a part of NBC's promised expansion program which recently enlarged its production staff. Pierson has been with NBC in San Francisco.

Stanley Kops and Eddie Dean will do the scripts for the series of "School Days" programs which Gus Edwards will produce at KFWE. The show will be regular Edwards revue stuff, and will be sponsored by Gaffers & Sattler, stoves.

Teddy Bergman Signed For 26 Transcriptions

Bigelow-Sanford Carpet Co., Inc., through Newell-Emmett agency, has signed Teddy Bergman to star in a feature of 26 transcribed programs. Radio Events, Inc., will produce and transcribe programs and will handle the promotion. Program, formerly strictly a service feature, will combine Bergman's comedy with the service continuity in a test to see if show will sell sponsor's product. New show will be called Hollywood Room Recipes. If successful, will attempt national campaign in fall.

Records and commercials will be sent to approximately 450 dealers throughout the country for consideration. Will be aired in New York by WNEW, WOR, and WAAT, Jersey City. Special tie-ups made for program with movie concerns, and a contest will be held, in the communities where that is possible, allowing listeners to plan a home, offering valuable pieces of furniture as prizes.

Louis Bout on NBC

The Joe Louis-Natie Brown bout which will be staged in Kansas City on Feb. 17 will be heard over the coast to coast NBC-Blue network beginning at 11:10 P.M. Clem McCarthy, NBC announcer, will do the eyewitness description of the fight.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

Washington—The following actions are announced by the Federal Communications Commissions:

Harold F. Gross and Edmund C. Shields, Saginaw, Mich. CP for new broadcast station to operate on 950 kc., 500 watts, daytime. Site to be determined subject to commission's approval.

News Press Publishing Co., Santa Barbara, Cal. CP for new broadcast station to operate on 1220 kc., 500 watts, unlimited time. Site to be determined subject to commission's approval.

KICA, Western Broadcasters, Inc., Clovis, N. M. granted Mod. of license to change hours of operations from Specified to Unlimited. 1370 kc., 100 watts.

HEARINGS SET

KGFF, KGFF Broadcasting Co., Inc., Shawnee, Okla.: Application for Mod. of license to change freq. from 1420 kc to 1430 kc; increase power from 100 w. night, 250 watts day, untd. to 250 watts untd.

KHQ, Louis Wasmer, Inc., Spokane: Application for Mod. of license to increase night power from 1 KW to 5 KW. To be heard before the Broadcast Division.

KYOS, Merced Star Publishing Co., Inc., Merced, Cal.: Application for Mod. of license to change freq. from 1040 kc to 1260 kc; increase hours of operation to unlimited.

Earle Yates, Las Cruces, N. M.: Application for CP amended to request 930 kc. 500 watts daytime only; exact transmitter site to be determined with Commission approval.

APPLICATION DENIED

J. D. Keating, Harvey Welis, L. J. Keating, Joe M. Meyer and L. C. Keating, d/b as Vancouver Broadcasting Co., Vancouver, Wash., construction permit for new 1500 kc. 100 watts, daytime.

J. R. Maddox and Dr. W. B. Hair d/b as Chattanooga Broadcasting Co., Chattanooga, Tenn., construction permit for new 590 kc. 1 kilowatt, unlimited time.

K. K. Kidd and A. C. Kidd d/b as Kidd Brothers, Taft, California construction permit for new 140 kc, 100 watts, daytime operation.

W. T. Knight Jr., Savannah, Ga. construction permit for new station. 1310 kc., 100 watts, unlimited time.

J. E. Brantley, Mrs. J. E. Brantley and J. E. Brantley, Jr., Savannah, Ga. station. 1200 kc., 100 watts night, 250 watts day, specified time.

Saginaw Broadcasting Co., Saginaw, Mich. construction permit of new station. 100 kc., 100 watts night, 250 watts day, specified time.

Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y. construction permit of new station. 630 kc., 250 watts, daytime.

Power City Broadcasting Corp., Niagara Falls, N. Y. construction permit for new station. 630 kc., 250 watts, daytime.

Metro Broadcasting Co., Los Angeles, Cal. construction permit of new station. 820 kc., 250 watts, limited time with WHAS, Louisville, Ky.

EXAMINER'S RECOMMENDATIONS

That the application of Hildreth & Rogers Co., Lawrence, Mass., for construction permit be granted, subject to later approval of the exact transmitter site. 680 kc, 250 watts, daytime.

That the application of Old Colony Broadcasting Corp., Brockton, Mass., for construction permit be denied. 680 kc, 250 watts, daytime.

That the application of Bay State Broadcasting Co. for modification of license of station WAAB to permit the increase of daytime power of that station from 500 watts to one kilowatt be granted.

That the application of Owensboro Broadcasting Co. for construction permit be granted, subject to conditions requiring submission of details and specifications concerning the transmitter location and antenna for examination and approval before construction is begun.

That the recommendation of George Harm for a construction permit be denied.

That if the application of Marysville-Yuba City Publishers, Inc., for a construction permit be denied, then the application of Golden Empire Broadcasting Co., Marysville, California, be granted. If first permit is granted, then it is recommended that latter be denied.



ERSKINE HAWKINS and the "Bama State Collegians," both of "Uproar House," expect to be aired over a Columbia wire this week.

Cab Calloway and his Cotton Club Band will theater tour, effective March 18 at the R-K-O Theater, Boston.

Milt Britton and his musical madmen will cut capers at R-K-O theaters in Troy, beginning Feb. 19, and Schenectady, Feb. 25.

Upon completion of "Hit Parade" for Republic, starting Feb. 18, Duke Ellington and his boys return to New York. That will be about March 15 and Ethel Waters is vocalist.

Urges Newcomers Start In the Small Stations

Janet MacRorie, director of the continuity department of the National Broadcasting Co., stated before a meeting of "Job Clinics" that best way to secure a position with a large broadcasting network was to first acquire experience with a small local station.

"There is no room in the network ranks for inexperienced radio enthusiasts" she said. "The primary knowledge of radio terms, respect for the clock and enough sense not to talk into an open mike are a great asset to the newcomer."

Miss MacRorie stated that the business side of radio is divided into three fields: Engineering, program building and production and sale of time and facilities. Of these, the most productive of employment was program building and production.

Films After Connie

Connie Gates has just made a screen test for Universal Pictures and also has been offered a two-year contract by Educational. She is slated for a new radio show now in formation.

Mutual Program Folio

Mutual Broadcasting System will issue its first program folio on Feb. 22. Heretofore all program information was released by each member station.

La Franconi for Pix

Terri La Franconi, NBC romantic tenor, has been signed by Warner Vitaphone and starts work in about three weeks in a short subject at the Brooklyn studio.

**IT'S NEW!
SENSATIONAL!
EXCLUSIVE!**



DICTOGRAPH

Silent!

RADIO with the ACOUSTICON MYSTIC EAR

.. and a welcome change from profitless selling

LIKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . The Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radiositis! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising **NOW RUNNING**. Get your share of these new profits. Fill in and mail the coupon **TODAY** for the whole profit-making story.

DICTOGRAPH PRODUCTS CO., Inc.

Radio Division

Dept. D-1

580 FIFTH AVE., NEW YORK, N. Y.

DICTIONARY PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 31 years and make the Acousticon hearing aid, Dictograph Intracommunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Seals, in addition to Dictograph Silent Radio.

The words "Silent" and "Acousticon Mystic Ear" are trademarked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.

Copyright 1936 Dictograph Prod. Co., Inc.

**. . . 30,000,000 Radios
and NONE Except Dictograph
Offers the Acousticon Mystic Ear**

● You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to **YOUR** customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

MAIL IT!

DICTOGRAPH PRODUCTS CO., INC.

Radio Division, Dept. D-1

580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name

Firm name

Street

City

My distributor is

MPPA OFF-AIR LICENSE IS CLARIFIED BY PAINE

(Continued from Page 1)

of the bi-monthly type have not seen the proposition in the right light and Paine is informing these papers that the main object in licensing the off-the-air reference recordings are for the sole purpose now of establishing and maintaining property rights. In the event that the copyright owners continue to allow the recordings to be made without payment of any kind, within a year or two it will be difficult to convince a court that free use of such music is not a "trade custom." To this end, the MPPA is out to take a small fee just to cover itself and members. Fees to be received from such recordings are not expected to be anything but small inconsequential sums, according to Paine.

Practice of taking down commercial programs during rehearsal and from the air is now a regular part of most big commercial shows. Numerous errors, weak spots in talk or music are definitely found, etc. In some cases the agency, sponsor, artist or all three have them made for personal reference. Apart from the large recording outfits such as World Broadcasting System and RCA, and the networks, there are many independent concerns making such disks indiscriminately and there is no means of checking on them. License will enable the MPPA to keep its finger on the pulse of such practice. Text of the license agreement appears on this page.

Intercity System Adds Station WGAL

(Continued from Page 1)

60,000. City is site of Franklin and Marshall colleges and a rich agricultural district.

New link brings total up to nine stations in the Inter-City group, operating along the Atlantic Seaboard from Boston to Washington via permanent A. T. & T. wires. Others are WMCA, New York; WIP, Phila.; WCBM, Baltimore; WATR, Waterbury; WOL, Washington; WMEX, Boston; WPRO, Providence and WDEL, Wilmington.

Civil Liberties Series Starts Feb. 22 on WABC

"Let Freedom Ring", new series of weekly educational radio programs dramatizing the struggle of the human race to win civil liberties, will be presented by the Office of Education, U. S. Dept. of the Interior, over the WABC-Columbia network starting Feb. 22 at 10:30 P.M. It will be a weekly affair, with 13 programs set. Radio script writers on the staff of the Educational Radio Project, are writing and editing the series.

Chatter

MMARGIE ANN KNAPP, 12-year-old singing and dancing star, late of WGBF, Evansville, Ind., where she had a run of three years with a daily program sponsored for two-thirds of that time by Sears-Roebuck, has been auditioned for "Babes in Arms," forthcoming Broadway musical production. Margie, in New York the past few months, attracted attention in appearances with Abe Lyman at the Hotel New Yorker, Vincent Lopez at the Hotel Astor, the Hollywood Restaurant and other Broadway spots. She also has done recording work and will shortly guest star on some of the major radio programs.

Kenneth Delmar, character actor heard on The March of Time, Columbia Workshop, and several other important network shows, replaces Ray Bramley in the character Bhutan on the Langlois and Wentworth Jungle Jim recorded series. This show is heard on more than 230 stations weekly from coast to coast. Bramley goes to Baltimore where a new stage production is opening.

Gene Stafford, copy chief for Langlois and Wentworth, is the author of an article, "How To Write

For Radio" in the current issue of Writer's monthly. Stafford writes "Front Page Drama," "Jungle Jim" and Columbia's recent "Treasure Adventures of Jack Masters" series.

Arthur Boron, CBS mimic, now playing vaude dates, is practicing make-up with an eye to television.

WMCA and Inter-City is going heavy on news, reviews and gossip of the film field. New schedule will be Monday, Wednesday and Friday at 8:15 P.M. and Sunday at 4 and 8:45 P.M., with Martin Starr as the commentator.

Robert Simmons, member of the Revelers Quartet, and Patti Pickens, of the NBC singing Pickens Sisters, have been receiving congratulations the past few days. They middle-aged it last week in Newburgh, N.Y.

The baritone singing of Tom Thomas was so well liked when he was heard on the Beauty Box program with Jessica Dragonette last week that he has been requested to make a return appearance on that show. He will be heard with Miss Dragonette on the program for Wednesday.

Decca-Crumit Action Adjourned to Feb. 23

Supreme Court action instituted by Decca Record Co., whereby the concern seeks to intervene in the suit filed against WHN by Frank Crumit and the National Association of Recording Artists, has been adjourned until Feb. 23. Crumit action against WHN is one of many filed by members of the NAPA in effort to halt indiscriminate playing of phonograph disks on the air.

Decca intervened in the WHN suit on the ground that by virtue of its "own genius and creative work" the record is the property of Decca and Crumit as an artist, was merely an employee of Decca. Walter A. Socolow represents Crumit and Milton Diamond, Decca records.

Socony Signs Series

Syracuse, N. Y.—Socony-Vacuum Oil Co. has signed Nick Stemmler, WSYR sports reporter, for a new series of 15-minute news broadcasts starting tonight at 11 o'clock and running five nights a week.

At 11:30 p. m. Stemmler will be back on the air again, giving a quarter-hour of bowling scores. Syracuse newspapers have barred the use on sports pages of commercial names of sponsors of bowling teams. Stemmler gives these names in his program, which is broadcast under a rotating sponsorship of firms having teams on the alleys.

New Direction-Finder Demonstrated in Action

A new-type radio direction finder and static-proof loop antenna will be demonstrated in actual operation in a broadcast from a plane in flight to the WABC-Columbia network tomorrow from 4:30 to 5 P.M. Scene of the broadcast is the TWA "Sky Chief" flying over the Mojave desert about 150 miles from Los Angeles with a load of passengers, mail and express from New York. Two-way conversation between occupants of the plane and persons in the KNX studios will be carried on throughout the broadcast. The music of Maurice and his orchestra, playing at the Hotel Biltmore in Los Angeles, will be tuned in from KNX to determine the position of the plane.

"Flying Time" Returns

"Flying Time," the NBC sustaining program, returns to the NBC-Red network on Monday, Feb. 11, 6:45-7 p. m., on a five-a-week schedule. Program shifts its origination point back to Chicago and it is assumed Roscoe Turner will continue to play the lead. Network has no New York outlet, time being used by Sheffield Farms Co.

KDKA Commercial

Pittsburgh—KDKA started a two-hour commercial Saturday night at 10. The show, known as "Cornfield Follies," features hillbilly talent piped direct from the stage of the Manos Theater in Ellwood City.

NBC JAN. BUSINESS AT RECORD HIGH MARK

(Continued from Page 1)

department, or rather an oversight, the NBC gross was figured from the rate card. This would have included protected contracts on accounts running when the 10 per cent overall increase in rates went into effect. This oversight was caught by E. P. H. James, head of the sales promotion department, and consequently the NBC treasurer called for a recapitulation, which of course resulted in the figures being held up as originally tabulated.

Monthly figures on unfilled orders on steel tonnage has nothing on the fuss attending the monthly gross billing of the networks. Webs have felt for a long time that they would like to get their business from out of the proverbial gold fish bowl, but trade and public interest apparently will not permit.

As already printed in these columns, CBS January gross revenue was \$2,360,740, an increase of 24.2 per cent over the same period a year ago. Mutual Broadcasting figures for January, the first that include the Coast to Coast setup, were \$187,363, a jump of 12.5 per cent.

Would Bar Newspapers From Owning Stations

(Continued from Page 1)

for licenses from persons affiliated with newspapers.

Wheeler also made public an opinion written by Hampson Gary, FCC general counsel, stating that legislation of the kind proposed by the senator should meet the constitutional requirements.

The senator had asked an opinion from the commission on the constitutionality of legislation "denying the right of newspapers to obtain broadcasting licenses in the future and requiring them to divest themselves of existing rights within a reasonable length of time."

Gary's opinion states: "The question is not free from doubt, and therefore the inquiry does not permit a categorical answer. I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bear a reasonable relationship to, and have an effect on interstate commerce and, therefore, if the Congress enacted a law of the purport suggested it should meet the constitutional requirements."

Martinelli on Ford Hour

Giovanni Martinelli, world-famous tenor, will be guest soloist on the next Ford Sunday Evening Hour. The program, which will also feature music by the Ford Symphony Orchestra and Chorus under the direction of Victor Kolar, will be broadcast from 9 to 10 p. m. over the CBS network.

NBC Building Up Singer

Carol Weyman, mezzo-soprano, has been signed by the NBC artist bureau and will receive a build-up via sustaining spots over the net.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 6

NEW YORK, TUESDAY, FEBRUARY 16, 1937

FIVE CENTS

Defer Organizing Actors

Looking On ... AND LISTENING IN

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

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

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

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

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

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

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

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

It's a poor defense.

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

Why cater to the minority who hasn't?

Prosperity

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

TRANSCRIPTIONS SHOW 50 PER CENT INCREASE

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

(Continued on Page 3)

Copyright Bill Action Pushed on Two Fronts

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

Senator Duffy, who is a member

(Continued on Page 4)

Pro-Ker Is Launching Series on 60 Outlets

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

(Continued on Page 3)

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

Bigelow-Sanford Start Bergman Series Mar. 1

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

(Continued on Page 3)

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

Bedside Broadcasts

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

LOS ANGELES THEATER LEASED BY COLUMBIA

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

Biow Radio Department Adds Two New Members

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

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

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

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

(Continued on Page 3)

GEN'L MOTORS RENEWS SUNDAY CONCERT SERIES

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

Gen'l Mills Sponsors Ball Games on WNEW

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

Also under the sponsorship of

(Continued on Page 3)

Show Boat Sails On

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



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JOHN W. ALICOATE : : : Publisher

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

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Sues on Civil Rights Over Aired Incident

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

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

McKnight Writing Again

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

FINANCIAL

(Monday, Feb. 15)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Crosley Radio	27	26 1/4	26 1/4	- 1/4
Gen. Electric	61 5/8	60	60 3/8	- 1 1/2
North American	30 3/8	30 1/4	30 1/2	+ 3/8
Stewart Warner	20 1/4	19 3/4	19 7/8	- 3/8
Zenith Radio	37 1/8	36 3/8	36 3/8	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	18 1/2	18 1/4	18 1/4	
Majestic R. & T.	4 1/4	4 1/4	4 1/4	
Nat. Union Radio	3 3/4	3 1/8	3 1/2	+ 1/2
OVER THE COUNTER				
	Bid	Asked		
CBS A	49 1/2	51		
CBS B	49	51		
Stromberg Carlson	19 1/2	20 1/2		

NETWORK SONG FAVORITES

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

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

New WHO Sales Manager

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

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

Audience Device

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

Edwards Replaces Seymour

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

Cantor Stooze Signed

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

WBS Adds Don Lee

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

Philco Amateur Series

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

Amateur Hour Renewed

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

Opens Eastern Offices

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

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

535 Fifth Avenue,
New York, N. Y.

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

COMING and GOING

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

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

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

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

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

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

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

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

Thomas Joins Taplinger

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

Another Spelling Bee

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

Kreuger Ends NBC Series

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

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. "Toots" Shor

TRANSCRIPTIONS SHOW 50 PER CENT INCREASE

(Continued from Page 1)

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

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

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

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

Bigelow-Sanford Start Bergman Series Mar. 1

(Continued from Page 1)

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

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

Station Flashes

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Work on the master control room of KDYL in Salt Lake City is progressing at a rapid rate so that within a few weeks this station will boast the finest and very newest type of
(Continued on Page 7)

ACTORS' UNION DEFERS ACTION IN RADIO FIELD

(Continued from Page 1)

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

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

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

General Mills Sponsors Ball Games on WNEW

(Continued from Page 1)

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

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

Pro-Ker Is Launching Series on 60 Outlets

(Continued from Page 1)

Bureau in its weeding out the rackets in business.

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

BIRTHDAYS

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

February 18
Greetings from Radio Daily
to

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

TOM TERRISS

Known as
"THE VAGABOND ADVENTURER"

Available for

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

Address:—
LAMBS CLUB

BOARD WILL TAKE UP BAN ON RECORDINGS

(Continued from Page 1)

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

Copyright Bill Action Pushed on Two Fronts

(Continued from Page 1)

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

Current History via WHN

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

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

Nature Friend on WMCA

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

ONE MINUTE INTERVIEW

CHARLES TOBIAS

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



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

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

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

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

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

WEBS SEEK TO IMPROVE EDUCATIONAL PROGRAMS

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

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

Audiences for Burns-Allen

West Coast Bureau, THE RADIO DAILY

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

Adam Hats Renews on WAAB

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

Airing Ball Games

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

Boston Series Go National

Boston—WAAB—Colonial's weekly lecture series by prominent educators and authors presented by the Boston Museum of Fine Arts every Thursday, 7.30 p.m., will go coast-to-coast on the Mutual system starting March 4.

Installs WMCA Wire

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

New Cantor Discovery

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

KNOW YOUR INDUSTRY

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

COMMENTS

On Current Programs

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

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

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

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

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

LUX splurged in last night's Radio Theater production broadcast from Hollywood over the CBS network at 9 p. m. Besides the headliners, Jack Benny and Mary Livingston, the cast of the offering, "Brewster's Millions," included Lionel Bellmore, Crauford Kent, Hal K. Dawson, Ynez Seabury, William Royle and a dozen other screen and radio featured players. It was one of the most pretentious casts lined up by J. Walter Thompson agency for a radio drama. The play was a freely adapted version of "Brewster's Millions," with plenty of modern quips that were more Benny than Brewster. But on the whole it was about the liveliest and funniest offering of the Lux program to date.

Rich Series Continues

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



"JOHNNIE PRESENTS"

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

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

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

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

"THE ROMANCERS"

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

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

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

Ad Women Tour NBC

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

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

Tastyeast to Renew

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

Cardinet to Renew

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

Heads WMCA Announcers

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

Countess Albani Back

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

12 Shows Out of KYW

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



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY





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

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

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

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

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

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

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

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

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

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

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

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

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

NOW, THEREFORE, THIS AGREEMENT, WITNESSETH:

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

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

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

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

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

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

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

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

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

SELLING THE STATION

. . . Merchandising * Showmanship * Exploitation

Radio-Press Co-op

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

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

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

Remotes from Store

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

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

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

Exploit New Program

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



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

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

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

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

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

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

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

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

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

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

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

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

STATIONS OF AMERICA

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

WHO — Des Moines

50,000 Watts—1,000 K.C.

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

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

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

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

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

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

★ STATION FLASHES ★

(Continued from Page 3)

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

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

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

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

Chavez to Conduct

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

Mexico to Plug

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

Thurman Promoted

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

Republic Radio Bankrupt

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

New Accounts

NBC

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

MBS

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

AGENCIES

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

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

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

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

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

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

Chatter

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

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

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

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

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

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

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

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

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

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

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

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

Short Waves

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

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

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

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

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

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

**1560 BROADWAY
NEW YORK CITY**



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 7

NEW YORK, WEDNESDAY, FEBRUARY 17, 1937

FIVE CENTS

W. N. R. C. Awards On March 31

NBC PLANNING TO BUILD NEW STATION FACILITIES

WENR, NBC's 50,000-watt station in Chicago, has filed application with the FCC for permission to erect a new 400 foot vertical antenna. The new radiator will replace the present "T" type antenna which is located at Downer's Grove, Ill. Three other NBC affiliates also have plans for the construction of new vertical antennas which will be in operation before the close of the year. KOIL, Omaha, will shortly award a contract for the construction of a 300 foot radiator which it is planned will be in operation by Spring. WDAF, the Kansas

(Continued on Page 3)

J. B. Ford Programs Going Over CBS Chain

J. B. Ford & Son of Wyandotte, Mich., makers of Wyandotte Cleanser, inaugurate a new series of programs over WABC-CBS and a split network March 2. Program will originate in New York and will be heard every Tuesday, Thursday and Saturday from 2 to 2:15 p.m. Talent not set as yet. N. W. Ayer & Son is the agency.

New Device Will Enable Audience to "Talk Back"

A. M. Acheson, associate of Dr. Nevil Monroe Hopkins, inventor of a new radio audience tabulator, called radiovoter, announces that latest perfections in the device will enable the tuner-inner to "talk back" by sending an electric signal, signifying approval or disapproval of the programs, or recording a yes-or-no vote on questions of public interest.

The inventor is negotiating, through National Electric Ballots, Inc., with

(Continued on Page 3)

First Quote

Though born only last week, RADIO DAILY already is being quoted by other publications.

First instance coming to note occurred in The Cleveland Plain Dealer, in which Robert S. Stephan, radio editor, commented on RADIO DAILY'S interview with William Paley, who said there would be no radio-film war.

Fund Show, \$61,000

Net receipts of last week's mammoth benefit show put on at the Radio City Music Hall in behalf of the Red Cross flood fund were \$61,000. Of this amount, \$30,000 was paid by William Wrigley, Jr. as sponsor of the radio broadcast, which went over all the networks, while \$31,000 came from the sale of tickets at the theater.

WHAS OF LOUISVILLE BACK IN FULL SERVICE

"Louisville Marches On" is the title of a CBS program that will be keyed from CBS today, 3:30-4 p. m. via WHAS, Louisville. Program will mark the formal return of WHAS to the air after the flood. William Stoll, president of the Louisville Board of Trade will introduce the principal speaker, Ambassador Robert W. Bingham, owner of the Louisville Courier-Journal and Times, and WHAS.

Detective Mysteries On NBC from the Coast

Gallenkamp Stores Co., San Francisco (shoes), will begin a series of mystery programs taken from True Detective Mysteries Magazine, on March 5 over a split NBC-Red Pacific stations (KGO, KECA, KFBK, KERN, KWG, KMJ), Fridays, 7-7:30 p. m. (PST). Contract is signed for 52 weeks through Long Advertising Service, San Francisco.

Big Delegation is Gathering For Hearing on Dickstein Bill

19 Accounts Are Signed By Station KFEL, Denver

KFEL, Denver, on both Mutual and NBC networks, has inaugurated special trade news releases. Outlet has signed nineteen local and network accounts the past few weeks, the NBC web programs including the two RCA one-hour programs,

(Continued on Page 3)

Best Radio Selections to be Announced at Luncheon in Hotel St. Regis —Deal With Research Org.

ARBITRATION PLAN SEEN ON MUSICIAN-DISK BAN

Chicago—Majority of key stations throughout the country are understood to have signified their intention of stringing along with James C. Petrillo, head of the musicians' union here, in whatever decisive arbitration he can work out in connection with the control of disk recording by musicians, RADIO DAILY learns.

Petrillo is said to be trying for a royalty deal from the record makers, with receipts to be used as a general

(Continued on Page 8)

Hibbard Ayer Merges With Sears Company

Hibbard Ayer, New York, and The Sears Co., Chicago, station representatives, have merged. The new firm will be conducted under the name Sears & Ayer. Under the old set-up the Ayer firm had no Chicago office and the Sears Co. no New York office. The merger alleviates this condition. Burt Sears will continue to run the Chicago with Mr. Ayer remaining in New York. No personnel changes will be made it was announced.

Women's National Radio Committee, representing a host of affiliated women's organizations with a total membership running in the millions, will make known its annual awards on radio programs March 31 at a luncheon in the Hotel St. Regis. Mrs. William H. Corwith, radio chairman of the American Legion Auxiliary, has been made general chairman of the awards committee, and for the first time official recognition will be given the variety show.

Changes this year, as compared to last year, will find a straight award for the best radio program instead of the best commercial radio program,

(Continued on Page 8)

STUDIO AUDIENCES OUT FOR NELSON EDDY SHOWS

When Nelson Eddy does his airings from New York shortly, the studio will be closed to audiences. Reason given is that attendance at the broadcasts hurts attendance at his concerts.

One-Hour Drama Series Starting on NBC Sunday

"Thorns in Omar's Garden" has been selected as the first of a new series of one-hour dramas to be presented by NBC over the Blue network on Sundays from 8 to 9 p. m. Frank Black will conduct the musical score, with Philip Merivale heading a cast that includes Irene Hubbard, Gladys Hurlbut, Rosemary DeCamp, Ned Wever and others. First show will be aired Sunday, February 21.

Static Mystery

Batavia, N. Y.—Radio dealers here are trying to find out the reason why 2,500 receiving sets in city have suddenly been rendered useless.

Static becomes noticeable half a mile from the city.

The Niagara, Lockport and Ontario Power Co. has special details out testing and repairing all wires in the vicinity.

Washington Bureau of THE RADIO DAILY

Washington—A large delegation of representatives from the radio and film fields began gathering here last night to present testimony today before the House Immigration Committee holding hearings on the Dickstein alien actors bill.

Dr. Walter Damrosch and Ira Hirshman are among those who will speak for the radio field, while J.

(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher

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Jack Pearl Program Shifting to Fridays

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), will shift the Jack Pearl show to the Friday, 10-10:30 p. m. spot on March 19. Program is now heard Mondays, 9:30-10 p. m. on the NBC-Blue network. Program will continue on the Blue in its new spot but there is a possibility that there will be changes in the list of stations now carrying the live network show and the RCA-Victor transcriptions. Reason for change in time was a result of several contributing factors, namely, the coming of daylight saving, the Lux Radio Theater on CBS, as opposition to the Monday night show, new time period hits the West Coast at a better time, and the Friday opposition—Philadelphia orchestra on CBS and "First Nighter" on NBC-Red is more diversified. Last program in present spot will be heard March 8. Batten, Barton, Durstine & Osborn, Inc., New York, has the account.

FINANCIAL

(Tuesday, Feb. 16)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180¾	180¼	180¼	- 1½
Crosley Radio	26½	26	26½	+ ½
Gen. Electric	61½	60¼	60¾	+ ¾
North American	31	30¾	30¾	+ ¼
RCA Common	11¾	11½	11½	- ½
RCA 1st Preferred	77¾	77¼	77¼	- ½
RCA \$5 Preferred		(102 Bid)		
Stewart Warner	19½	19½	19½	- ¾
Zenith Radio	39½	36½	39	+ 2½

NEW YORK CURB MARKET

Hazeltine Corp.	18	17¾	18	- ¼
Majestic R. & T.	4¼	4¼	4¼
Nat. Union Radio	3¾	3½	3½

OVER THE COUNTER

CBS A	49½	51
CBS B	49	51
Stromberg Carlson	19½	20½

In the Last Analysis

By ALLEN PRESCOTT ("Wifesaver")

"Are You Selling In December As You Were In May" should be the theme and title for any Radio program.

Let 'em laugh themselves sick at your highest priced comedian. Let 'em drip with a healthy dew of grateful tears as they listen to your expensive music. Still, if they don't buy, the sponsor will be too sick to laugh and he can deliver a rainstorm of tears at a moment's notice.

Contests? Go ahead and have a couple of contests. This will bring in a lot of mail. But never mind the mail. The trick is to try and balance the gross against the net receipts and unless Mr. and Mrs. America buy and buy, your sponsor will have to say "bye, bye" to his air activities.

What's all this talk about goodwill? I hope it's resting in the grave next to that speech about art in Radio. You know, Arty doesn't work here any more and good will (good old will) at a million bucks a year, isn't that good.

In other words, Kiddies, Radio is making forward strides, and it will, too, as long as it remain on the funny, not the phoney side. Furthermore, there'll be no bitter end as long as you leave the sponsor something to remember you by. In the cash box, I mean.

Radio-Television School Incorporated in Kans. City

Kansas City—Television Institute of America has been incorporated here to operate a television and radio school. G. L. Taylor who recently resigned as vice-president and head of the Training Division of First National Television, Inc., is president of the new organization. Directors include also Arthur B. Church, J. Leslie Fox, J. B. Woodbury and Wilfred Wimmell.

WBNX Flood Fund Show Is Bought by Piser & Co.

Piser & Co. has bought the Red Cross flood relief fund show to be put on by Dick Gilbert, chairman of the Broadway Flood Relief Committee, at the Consolidated Forum Theater, the Bronx, Friday midnight. Show will be broadcast over WBNX. Vaughn De Leath, Bob Hope, Rose Marie, Mitzi Green, Harry Hershfield, Billy Glason, Ben Nelson's orchestra, and others will appear.

Fire at WBJ

New Orleans—Fire which destroyed the transformer of WBJ forced the station off the air and will probably keep it off for the next two weeks. Meanwhile the station has transferred its commercial contracts to WBNO for broadcasting until the new transformer is set up. Southern Broadcasting Co. is the lessor and operator of the station. C. C. Carlston is owner.

Jolson Program Revised

Al Jolson's dramatization of "Sonny Boy" brought so favorable a reaction that the series has been revised to feature one of his song-dramas each week, on Tuesday at 8:30 p. m. over the WABC-CBS network.

Films Sign Lundigan

Syracuse, N. Y.—William Lundigan, senior announcer at WFBL here for the past four years, has been given a one-year contract by Universal Pictures. He leaves March 5 for Hollywood.

Radio Folk Will Assist Warm Springs Foundation

The Greater N. Y. Committee Warm Springs Foundation charity event to be held at the Polo Grounds Saturday, Sunday and Monday, with matinee and evening performances, has enlisted the support of Radio Row. Many artists have come forward to lend a helping hand to Gov. Lehman and Mayor La Guardia, who are trying to raise funds for the building of two free Therapeutic Pools for city hospitals to aid crippled children.

Monte Proser, local press agent, is executive director, with George Lottman and Irving Lehrer, public relations counsels, doing the press work.

Kate Smith, Harry Sosnick, George Hall, Dolly Dawn, Phil Spitalny, Mary Small and many others will entertain at the International Winter Sport Carnival. Arrangements are being made to broadcast the event. "Winter Carnival March," written by Sosnick, will open the proceedings officially.

Billy Glason Series

Billy Glason, for years a vaude headliner, will head a new series titled Billy Glason's Funfest to be broadcast over WMCA every Sunday from 6 to 6:30 p. m. In addition to Glason as m.c., the program will include Jerry Baker, tenor; Lorraine Barnett, contralto; Dick Porter, rhythm singer; Carl Fenton and his orchestra, and Howard Doyle, announcer and straight man.

WDSU Plans Expansion

New Orleans—WDSU has field application with the Federal Communications Commission to erect a new station, 250 watts on 1500 kilocycles, to handle added commercials. Station's time is rather crowded and the new unit would take off added business for the city and vicinity.

McLaughlin Joins Bureau

John McLaughlin has resigned from the Sam Fox Co. to join Phillip Ponce, Inc., radio artist bureau.

COMING and GOING

JOE ISREALS II, member of Publicity Associates, leaves on the 25th for a six-week vacation to British Guiana.

TED HUSING in Florida for a vacation.

MRS. B. A. ROLFE sails this evening on the Aquitania for a 40-day South American cruise.

CHARLES L. HOGAN, president of the Lone Star Cement Co. and L. E. BLOCK, president of the Inland Steel Corporation will also sail for this cruise.

RAY HEATHERTON left yesterday for a short vacation in the Poconos. Will return in time for his Mutual airing and starts rehearsal in the Rodgers & Hart show, "Babes in Arms", in which he'll be spotted opposite Mitzi Green.

DAVE LIPTON is off for Chicago this afternoon. Will be gone a week.

ED GILLIS of CBS Washington press bureau is in town for a few days.

JIMMY SHOUSE, station manager of KMOX, leaves for St. Louis today.

JACK VAN CRONKHITE, heading WBBM's news program department, is in New York for awhile. Return to Windy City indefinite.

JOHNNY JOHNSTONE returns from Washington today, among other things having attended to details of MBS airing of the Jim Farley dinner.

BOB BRODER is back at his desk from two-week trip to the Coast.

DOROTHY KAY has returned from Cuba and is resuming her work at the Biow agency.

FRED SCHANG of Columbia Concert Bureau gets back today from Washington.

LOWELL THOMAS will be a speaker at the Penn. A. C. weekly lunch in Philadelphia tomorrow.

A. W. ROBERTSON, chairman of Westinghouse Electrical & Manufacturing Co., will be guest speaker with the Philadelphia Orchestra program at Philadelphia on Friday night over the CBS network.

For

Electrical Lighting Equip- ment of Any Kind

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

244-5 W. 45th St. Tel.
New York

BIG DELEGATION FOR DICKSTEIN BILL HEARING

(Continued from Page 1)

Robert Rubin of M-G-M, Joseph Seideman of Columbia Pictures, Charles C. Pettijohn of the Hays Office, and President Ed Kuykendall of the M.P.T.O.A. will represent the movie people.

Hearings are to begin at 10 a. m. in the old House office building.

New Device Will Enable Audience to "Talk Back"

(Continued from Page 1)

manufacturers for the installation of the device on new sets now in construction. Acheson stated that the price of the gadget is so small that it could be installed on new sets without effecting the retail price appreciably.

The present apparatus is on out-growth of several years' work by Dr. Hopkins. In 1934 he carried out some practical, but comparatively crude experiments with the aid of station WOR and the Public Service Corp. of New Jersey.

19 Accounts Are Signed By Station KFEL, Denver

(Continued from Page 1)

Ford Motors half-hour with Rex Chandler orchestra and the Standard Brands show with Ripley. From Mutual, the station is getting Father Coughlin, "Morning Matinee," Murine, Martin Bros. (coffee) and Lutheran Hour.

Air Song to be Published

"Melody Treasure Hunt," on the Mutual Broadcasting System, has brought to light another tune which is to be published. E. B. Marks is taking over "You're Precious," by Bert Pellish and Nat Brusiloff. Song was first heard on the program two weeks ago, and sung by Larry Taylor. Makes the fifth tune originally played on the program to be published.

Satterday Joins WOR

E. E. Scatterday has joined the engineering staff of station WOR. Scatterday for five years was with WCAE, Pittsburgh, also a similar length of time with the American Telephone & Telegraph Co., in that city. Also was with WFIL, Philadelphia.



● ● ● "You Can't Take It With You", George Kaufman's Broadway success, will be aired on the Kate Smith hour a week from tomorrow... Major Russell, famed crime detector, will be featured on this week's Phillip Morris show... Jerry Cooper down with the grippe after Monday's coast-to-coaster... Ben Gross, radio editor of the Daily News, in a plaster cast from his neck to his feet, after bathtub mishap... Fractured his arm and his shoulder in three places... Ed Reynolds, CBS copywriter, back at his desk after a five-week illness... So is Peggy Stone of the station relations office, after a grippe siege.

● ● ● Many changes planned at CBS... A battery of sound experts leave for the west coast to establish an effect dept. there... Also, producers will be called into the picture to stage shows... A vice-prexy will go west to handle details of these operations... Gilbert and Sullivan's "Patience" will be aired Sunday via CBS. Howard Barlow's band will be along... Next Monday's Jack Pearl etherizing, will feature the biggest lies yet conceived by the Baron... All because it's the birthday of Washington... Les Quailley, formerly with Ted Husing as ass't., and now with N. W. Ayer as contact man, in N. Y. for a few hours between cities.

● ● ● Union trouble is said to be the reason for the closing of Harold Stern's Merry-Go-Round in Brooklyn last week... Ed Herihy is off the announcing job for Grossman's... Arnold Johnson goes to his Connecticut farm today to look over his turkey mob. Is bringing them to the incubators... Ward's program of "Scoop" Ward, will begin coming through in serial form shortly, instead of its present form of complete dramatizations... Billy K. Wells is grooming Frank Gaby in a new air technique... Gaby does a Vallee shot... James Melton returns to Sealtest Saturday Night Party... This is the first time a repeat took place on this show... John Gordon, Ruthrauff & Ryan radio production man, married Nan Goldsmith last week.

● ● ● Details in connection with the Pro-Ker (hair tonic) series of recordings, which the Biow agency will place, have not been fully completed... though the show will deal with exposing fraud rackets, the Better Business Bureau will not be affiliated... number of outlets, scripting and the recording firm are also to be determined... Buddy Cantor, WMCA pix reviewer, returns to that web next week... Arthur Cass of Cass-Tohrner will air the musical "Cross Word Puzzle" via a major net soon. It will be a thirty minute show... Ben Lipset has been made casting director for Pathoscope, recording for screen slides company... Frank Black will air his new composition dedicated to Omar Khayyam this Sunday via NBC... Alan Kent, NBC announcer, back from a vaude date in Camden... Connie Gates will get a two-year contract with Educational filling in for Niela Goodelle, who goes west... Casa Loma crew goes to the Coconut Grove in Los Angeles on March 9.

● ● ● A song pluggger wanted Dick Himer to hear a song, so a record was run off for him. He didn't like the tune—but thought the singer swell. He inquired and learned that she had sung on a small station out of town. Her name was Gibson. He sent for her, had her on his Studebaker show Monday... She clicked and will be billed as the "Gibson Girl" hereafter....

NBC PLANNING TO BUILD NEW STATION FACILITIES

(Continued from Page 1)

City Star station, has a 425 foot vertical antenna under construction with March 15 set as a completion date. In Detroit, WXYZ, is constructing its antenna on top of the Maccabee Bldg. The tower will be 474 feet above the street and 283 feet above the building. Antenna will be completed and in operation sometime next month. The vertical type of radiator reduces fading and gives an equivalent increase in power.

Healey, Dunham to Cover New Orleans Convention

Francis Healey, NBC press department, and Franklin Dunham, NBC educational director, left for New Orleans last night to cover the annual convention of the Department of Superintendence, a division of the National Education Association, which will be held from Feb. 17-25. Helen Johnson, CBS director of the American School of the Air, is already in New Orleans with Edward Murrow, CBS director of talks, scheduled to leave town tomorrow. Miss Judith Waller, NBC Chicago educational director, will also attend the conclave.

Both NBC and CBS will have several programs emanate from the convention site. RCA and NBC has a joint exhibition set-up meeting place.

WOR Sells Sunday Show

WOR has sold a new Sunday ayem show to Levitt & Sons, Long Island real estate company. Program will start next Sunday 11-11:15 a. m., with Bert Roggen, baritone and John Mundy's orchestra. Show to be billed as "Morning Serenade."

Dorsey vs. Dorsey

MBS network is playing both Dorsey brothers on its Coast to Coast sustainings. Jimmy is heard from Culver City night spot and Tommy from the Commodore Hotel. Later this week they will be on within 15 minutes of each other.

BIRTHDAYS

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

February 17
Greetings from Radio Daily
to
James F. Hanley
John McLaughlin

DO YOU KNOW

The Netherland Indies tax on radio sets vary according to their number. Current yearly tax is \$9.60 paid by an estimated 30,000 regular tuner-inners. Past year cost 18,000 listeners \$12 apiece, while in 1934 listeners paid \$14.40 to tune in to their favorite station.



LEO BOWEN, CBS technical chief, has put a big staff on the rush job of remodeling and perfecting acoustics in the Studio Playhouse, just acquired by CBS as an exclusive broadcast theater.

Marion Claire, operatic soprano whose good looks won her five movie contract offers within 24 hours after her first Hollywood radio appearance on the Bing Crosby show last week, made such a hit on the air that Crosby has signed her to repeat as guest star on tomorrow's show.

Oscar and Elmer, radio team which has been doing the P.D.Q. program for KFVB, left last week for a Utah location to start their first movie venture, a Republic picture.

Two stations at the extreme ends of the six-station California Radio System are starting an inter-station song contest, with the crack song writers of KEHE, Los Angeles and KFBB, Sacramento, "making them up as they go along." The stunt is to give extra listener interest, and breaks into two sponsored programs, the "Listen Ladies" in Sacramento and the "Midday Merrygoround" in Los Angeles.

California Radio System has signed John Wald, from KTSP, St. Paul, and Charles Benson, from KHJ, Los Angeles, to start a new three-times-a-day news broadcast in which Wald will read headlines. Benson give the news. Program will originate in KEHE, go out over all six stations of the chain.

Plans for the contemplated WEA-FNBC network show employing Paramount players and writers have been completed. Half-hour program starts next month and will be on the air at 12 o'clock noon, New York time. Borris Morros, Paramount musical director, is organizing a 30-piece orchestra for the program, which will be under his direction.

Remington-Rand has signed for half hour, three nights a week, on

ONE MINUTE INTERVIEW

MORTON DOWNEY

"Mark my word, radio will eventually have a refinement that will make everyone happy—shorter announcements about everything, commercials, songs, etc. This will mean a new and faster pace for all entertainment. When the day comes, tribute should be paid and declare it 'Radio's Judgment Day.'"

Chatter

VERNON CRAWFORD has resigned as an announcer at WMAS, Springfield, Mass., to become an announcer at WPRO, Providence. Aidan Fitzpatrick of station WNAC in Boston went to Springfield.

Peter Krug has been appointed business manager of Station WNBX, Springfield, Vt. Al Parker has been named program manager.

C. O. Langlois, president of Langlois and Wentworth, dropped business for a few hours recently and took a flyer at Tin Pan Alley. Result: His new fox trot, based on the old nursery rhythm, "Peter Peter Pumpkin Eater," and titled "Pumpkin Eater Blues" will soon be released. The swing tune has already been recorded by Bert Hirsch, and has been sent to all radio stations using Lang Worth planned program service.

John Holbrook, diction award winner, who announces all Langlois and Wentworth recorded programs, and whose voice is heard on many movie shorts, drops his announcing duties this week to play the role of a newspaper photographer in "Front Page Drama." His medal winning diction has finally won him the chance to portray a character who answers "Yep" to every question.

Charles Pooler, an ex-UP man, is doing the 1-9 a. m. stint in the CBS publicity department. This is an in-

KFAC, to conduct a typing class by air.

Frederick Stark conducts an all string orchestra in a new half hour sustaining program to go out from KHJ over the Don Lee network, starting at 7:15 PST, Sunday nights, and bumping into the competition for 15 minutes each on the Cantor and Benny shows.

Magnolia Lane, a homey family life serial, has begun on a 15-minute, three times a week schedule on KGFJ, with Joe Parker producing, Judith Whitney writing the script.

W. J. Sloan Co., high hat home furnishings, tried radio out with a series of spot plugs, liked it, and has signed for its first series of regular programs to go over KFAC, 15 minutes daily.

KABG, Southern California's first mobile unit for broadcasting, goes in service Friday when KGFJ, broadcasts the Annual Midwinter Yacht Regatta. Ben McGlashen, owner of KGFJ, is a yachting fan and has broadcast previous events from his yacht.

Paul Whiteman's movie double, Bud Averill, has bought time and will do his own singing in a half-hour nightly program to go out on KFVD, to plug Averill's Cafe.

novation recently introduced by John G. Gude, CBS publicity director.

Nelson Eddy, who is resting at the Congress Hotel, Chicago, will resume his coast-to-coast concert tour in a few days. He also will be back on the air Sunday after missing a broadcast.

Kenneth Kesterson, operator of the Radio Service & Supply Co., Pine Bluff, Ark., has moved his business from 109 Main to 613 Main.

Jack Hollister, sports announcer for KDKA, Pittsburgh, was named publicity director for Cleveland's Great Lake Exposition in the Smoky area.

WTIC, Hartford, has received an extension to Aug. 1 from the FCC, of its special permission to operate simultaneously with KRLD, Dallas, on the 1040 kilocycle band.

A recent change at WSPR, Springfield, Mass., is the addition of Lee Authier and "The WSPR Orchestra" to replace the Colonial Network Feature, "The Cosmopolitans." WSPR has changed its policy to signing off at 6:30 p. m. instead of six. Network programs take the extra half hour.

Edith Jolson, WICC, Bridgeport, singer, is vacationing in Miami and Havana. Marion McDermott and Robert Lemon are both back with the station after illness.

General Baking Renews

General Baking Co. New York (Eond bread) has renewed its WBS transcription series entitled "Terry & Ted" which is running on WJSV, Washington. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Rash on Housing Series

Bryson Rash, actor and announcer, will be commentator on the new weekly 15-minute series, "Your Home and Mine," starting Saturday at 10 a. m. from WJSV, Washington, and broadcast over the WABC-CBS network. The programs are being presented in cooperation with the Federal Housing Administration.

Substitutes for Dr. Dafoe

Dr. Roy Allen Dafoe, confined to the Toronto General hospital with influenza, has turned his Lysol broadcasts over to R. Gordon Moffatt, his secretary. Dr. Dafoe had already prepared a number of scripts in advance and these will be read by Moffatt from Callender, Ontario.

Radio Execs in New York

Radio executives in New York yesterday included Tom C. Gooch and John W. Runyon of KRLD; Edward E. Hill, WORC; J. Thomas Lyons, WCAO. Franklin M. Dolittle, WDRC, is expected in town today.



STEPIN FETCHIT, the colored movie comic, and Benny Leonard, former lightweight champion, will be on Joe Cook's Shell Show this Saturday at 9:30 p. m. over the NBC red network. Susanne Fisher, Met. opera singer, and the Cabin Kids also are to be on the bill.

Mrs. Rhoda Sue Garrett has started a new cooking school over KFXR, Oklahoma City, 9:15 to 9:30 a. m. with practicable kitchen demonstrations at Moody's Appliance Shop, on North Broadway, 2 to 4 p. m.

WICC presents the 90-piece Bridgeport Symphony Orchestra on Wednesdays at 2:15 and Thursday evenings at 8:30, with conductor Frank Foti commenting.

One of the vocalists on the last Major Bowes amateur bills called herself a "leaning soprano." Said she leans to the dramatic.

WTIC's oldest program, weekly talks arranged by the Hartford Medical and Tuberculosis societies, is celebrating its thirteenth anniversary.

Two-piano team of Dave Mann and Gene Irwin at WFIL, Philadelphia, make their bow over the Mutual net today for a twice weekly series.

New Haven Plectral Symphony Orchestra, heretofore heard only during the holiday season, started a regular schedule yesterday at WELI, New Haven.

Under the auspices of the Department of Health, and with Dr. Joseph I. Linde, City Health head directing, the New Haven studios, of WICC will broadcast a weekly health program by various leading authorities on Friday evenings at 6:45, beginning Feb. 19.

WBRY, New Haven, lists a new program of movie gossip from the U.P. service in movieland, beginning today at 11:15 a. m., and continuing Tuesdays and Thursdays. "Your Movie Reporter" is in charge.

Beatrice Wuesterfield's program "True Tales for Children" on WICC, New Haven, has been switched from Friday to Thursday at 2:15. Mrs. Wuesterfield, who is the wife of the Yale Professor of Economics, is assisted by her 8-year-old son.

Griffen to Minneapolis

Lloyd Griffen, announcer, is leaving the Chicago CBS studios to take a job in Minneapolis.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

THE National Association of Merchant Tailors...whose choice of Beau Brummels filters over the NBC-Red network. Thursday...ought to be sending posies to Helen Guggenheim...NBC publicity gal...who's behind it all... Fanny May Baldrige and Janet Lane of "Five Star Revue" will do a femme Amos 'n' Andy...just as soon as the Roger White office readies the show... Mary Astor will talk to Elza Schallert on her Feb. 19 NBC broadcast...Nash Speed Show Feb. 20 will welcome the Met's Helen Jepson and Buck & Bubbles as guests...Belle Bart, who tells by the stars over the WOR-Mutual, could practice law...if she liked.

Margot Sloane...who premiered Monday in a program called "Moments with Margot" over WNEW...goes commercial next week...With several sponsors...Says she's a saleswoman but will sing...play the piano...and deliver commercials...Beauteous Estelle Taylor of flickers and the air to do an interview with Jeff Sparks on Sunday... Ramona will guest star it on the "Nine O'clock Revue" Feb. 21. The Mannequin School...presided over by Marianna Smillie...awarded a gold plaque to Frances Langford...radio warbler... For having the best figure in show business...Miss Smillie talks today over WINS on "The Career Woman and The Servant Problem"...Awards of Merit went to Marlene Dietrich, Kitty Carlisle, Eleanor Holm Jarrett, Gertrude Niesen, Lily Pons, Myrna Loy, Gracie Allen, Marion Davies and Ginger Rogers.

Mrs. B. A. Rolle...wife of Heinz "Magazine of Air" ork leader goes South America-ward today...She'll peek at radio stations in Buenos Aires and Rio...Also will quiz South American gals as to radio preferences...Other femme commentators are forced to doff the bonnet to Ruth Moss, New England lass...she's interviewed over 100 persons of stage, screen and air in the last half year...from Charles Francis Adams, former Sec of the Navy, to Ann Corio, burlesque gal...also 20 band leaders. Henry Hull, Edith Barrett, John Boles et al...With "demon flu" still hovering Kathryn Cravens does another bedside broadcast today...Game gal

Station Flashes

STARTING March 2, KFEL of Denver will present 26 weeks of transcriptions for Colorado Ice & Cold Storage Co. (Olympic Ice Boxes), through Beans & Haney Advertising Agency. Programs go on at 6:15 p. m. Tuesdays, 7:25 p. m. Fridays and 6:45 p. m. Sundays.

WFBM, Indianapolis, has installed equipment at the Indiana University extension center to be used by students in two classes in radio work under Blanche Young of the Radio Department of the Indianapolis public schools.

En route to Hollywood via the Chief, the Gillette Community Sing cast including Milton Berle, Jones and Hare, Jolly Gillette, Andy Sanellos orchestra, etc., during the half-hour stop in Kansas City staged an impromptu broadcast over KMBC, the CBS station there.

Bill Beal, staff announcer on KDKA, Pittsburgh, joined the Fierst-McFall Productions in that city as promotion manager.

Carl Gensel has been added to the announcing staff of WXYZ. He has been announcer and production director in Portland, Seattle, Spokane and Walla Walla.

Mari Brattain has resigned from the staff of KOL after five years in the continuity department in order to become a staff writer for the Seattle office of Beaumont & Hohman, national advertising agency.

Sally Pestcoe, Philadelphia local gal who hit the nets as a opera find, gives her first home-town recital Feb. 23 at the Barclay.

Menuhins in Joint Recital

Yehudi and Hephzibah Menuhin, in their only joint recital this season anywhere in the world, will appear as guests on the Ford Sunday Evening Hour Feb. 28 over the Columbia network at 9 p. m. (EST). This joint recital in Detroit's Masonic Temple before a capacity crowd of 5,000 will mark the first time they have ever played together on the air.

New WEEI Transmitter

Boston—The new transmitter for WEEI will be ready in about two weeks, according to Louis Whitcomb, assistant manager of the station. Dedicatory exercises are being planned for the event. The old transmitter at Weymouth will be abandoned.

Coincident with the change the power during the day will be boosted from 1000 watts to 5000. The regular 1000 watts power will be continued during the evening hours for the present.

Robert M. Feldman (sales) and Warren Greenwood (announcing and publicity) at WMAS, Springfield, Mass., are drawing some favorable comment on their new program, "Sport Talks." 15 minutes Monday nights.

Hermann Walker, vice-president and treasurer of United American Bosch Co., Springfield Mass., reports that though the company is now in its dull period in radio manufacture, most departments are running at higher volume than in February, 1936.

Glenn Irving, singer, will make his first appearance on KDKA during the Strollers Matinee at 1:45 p. m. today. Bob Keller will give an Elmer and Elsie monolog and Val Varr will contribute popular songs. For the following Thursday, Bette Simley and Charles Grayson, vocalists, will feature the Strollers program.

Raoul Nadeau, concert baritone, will be featured on several WOR programs, including the operatic "Cesare Sodero Directs" series, beginning with the Mutual network show Friday from 8:30 to 9 p. m., EST. Nadeau succeeds Stuart Gracy on this series. He will also be heard on his own program, on which he will announce as well as sing, on Thursdays from 11:15 to 11:45 a. m., beginning Feb. 18. Nadeau will, in addition, be heard occasionally on the Ed Fitzgerald programs.

Staff of station WMAS, Springfield, Mass., gave a surprise party on the 15th for Keyes Perrin, announcer, on his birthday.

Ken Ellington at CBS

Indianapolis — Ken Ellington, WFBM announcer and newscaster, leaves the local station Feb. 21 to join the CBS announcers' staff in Chicago. His place here will be filled by Frederick G. Winter, former member of the Federal Players.

Sterling Offers Premiums

Sterling Products Inc., New York (Phillips Milk of Magnesia toothpaste) is offering one utility dish with each 25-cent tube of dental cream purchased this week. If customer buys a 50-cent tube, he receives two premiums.

Joins Cecil-Warwick-Legler

Preston H. Pumphrey, formerly radio director of Fuller, Smith & Ross Inc., New York, on Feb. 26 will become radio director of Cecil, Warwick & Legler Inc., New York, succeeding H. V. McKee, resigned.



GLLEN GRAY and his Casa Loma Orchestra yesterday made recordings of "Drifting Apart," with Gene Gifford arrangement, "You're Too Marvelous for Words" and "Sentimental and Melancholy" both from "Ready, Willing and Able." "Zig Zag." hot number, and "Whoa, Babe," with vocal chorus by Pee Wee Hunt.

Horace Heidt leaves the Biltmore Hotel and Mutual in April to tour. Returns to the roof in June.

Bernie Watson, band leader with the Joe Cook outfit, now has two spots on the program. He warbles two original modernized Mother Goose numbers.

Leo Erdody, musical director for World Broadcasting System, is none other than the world-famous concert violinist, Leo Wald. He chose a name de radio in order to make good on his merit. And he has.

Ray Noble, who served notice on his entire orchestra last week, will round up a new set in California.

Peter De Rose is writing a lot of symphonic numbers, some of which are expected to be played by Paul Whiteman in his Carnegie Hall concerts.

Leo David and Don Redman of "The Duchess Had the Duke for Dinner" fame have been placed under contract by Irving Mills. They're among eight composers working on score of the new Cotton Club Revue.

Eddie Weaver and band, Hotel Taft, New Haven, made their air debut last week at WICC. Program will continue Wednesdays and Fridays, 11:50 P.M.

George Hall has been at the Taft Grill for as many weeks as there are days in the year, for commencing last Monday he started his 365th consecutive week at that hostelry. The maestro has played over 5,000 luncheon and dinner sessions and is starting on his eighth successive year at the Taft.

KNOW YOUR INDUSTRY

SIGNAL is the sound or message transmitted, or the effect thereof.
SIGNAL WAVE is a term which conveys a signal.
CARRIER WAVE is one modulated by a signal and which enables the signal to be transmitted.

☆ "Quotes" ☆

"EVERY added potential listener adds to the responsibility which always follows the broadcaster—the responsibility of seeing that the program is worthy of its audience. The measure of the success or failure of a broadcaster in rendering a public service must be not how many people he reaches but the character of the program he offers to those whom he reaches." — FRANKLIN D. ROOSEVELT.

"Being personal, I'm sure that Neighbor Fitzgerald will audition for not less than a dozen sponsors, all of whom will agree he is 'not exactly what they had in mind.' He will be the principal commuter between Newark and New York. He will play approximately 125 benefits and will be on the carpet in the front office for something he said, or might have said. And through it all will still be hopeful for that elusive will-o-the-wisp, a break."—ED FITZGERALD.

"After a bit of calculating I found that between five and seven p.m. during the week, Monday thru Friday, there are 162 major programs on the air. Of this number only thirty-nine are musical and one hundred twenty-three are speeches, interviews, children's stories, wild west yarns and news bulletins. Of the thirty-nine musical items, there are only five orchestras, one of which is a classical ensemble. On Saturdays and Sundays, however, the programs are more evenly balanced . . . Why not less talk and more music during the dinner hours."—JACK ARTHUR.

"I've been all over the world. I've lived in Algeria, Sydney, the South Seas and Europe, yet the most thrilling, enthralling, romantic thing to do is act before the microphone."—DONALD DUDLEY.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 9: Press Photographers Ass'n Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

RADIO PERSONALITIES

No. 4 in the Series of Who's Who in the Industry

LENOX RILEY LOHR, President of National Broadcasting Co. An engineer of parts, he has distinguished himself also in military and journalistic fields. Born in Washington, D. C., August 15, 1891, he was NBC prez at 44, when appointed in January, 1936. Graduated in 1916 with honors from Cornell University with degree in Mechanical and Electrical Engineering, and later attended Claire College at Cambridge University, England. During the World War he attained the rank of Major in the U. S. Army and was cited for meritorious service in action. For seven years he was a member of the board of directors, executive secretary and editor of the journal of the Society of American Military Engineers. Also was a member of the Advisory Council of the Federal Board of Surveys and Maps. A Sigma Phi Sigma, he belongs to numerous clubs and societies and is the author of many technical papers. Recent highlight of career was selection as General Manager of the "Century of Progress" in Chicago. Final score on the station relations angle at NBC appears to be tops.



Salute for Major Who Rules NBC

Varied Viewpoints

Peerce Craves Audience

To Add Ardor to Singing

VERY often radio and agency executives ask me if I think studio audiences are a necessary part of a broadcast. Well, as the old maid said when she kissed the cow, it's all a matter of one's own tastes. I'm all for studio audiences. It's easier for a singer to put his heart into a song when he has a visible audience than when he has just a cold, impassive (relentless is even the word) microphone. I like studio audiences because they give a program more warmth. Without them, broadcasts seem as uncertain and dubious as the dress rehearsal of a musical show, performed to an empty house. There's no way of telling whether things are going over or just going. Comedians whom I know tell me the same thing. Unless they can draw rich, full-blooded laughs, their lines pale and their gags go limp.

I don't know why it's a surprise to them. Just as much as a comedian, a singer has to strive to create a mood and wield a sort of spell over his listeners so that they fall into the same mood. He can judge their interest and reactions by studying their faces as he sings. When he notices a subtle ardor and response prevailing, he can sing all the better for it. On the other hand, there isn't much of a thrill in singing over the air if the only people around are the orchestra musicians, the announcer, the production manager, etc., all of whom are more interested in their own performance than in the artist's. I hate a studio to be cold in atmosphere. If I had my way, every one of them would be decorated with drapes, easy chairs and soft couches. . . .

JAN PEERCE, SHAFER'S COLUMN, Newark Ledger.

Visual Radio Reception Cinch

For Next Year, Litt's Forecast

IT is my opinion that television will be declared open for commercial exploitation in 1938, and programs of film and live talent will be received over a distance of twenty miles to those owning sight-sound sets—costing from \$250 to \$500—in New York City, Philadelphia, Los Angeles, and a number of other large cities of the United States.

Quality, brilliancy, and color of pictures will be on a par with home-movies. Without projecting pictures from a television receiver to a wall screen or to a screen set in a separate cabinet which will house a loud-speaker at its base—unlikely to happen within the next year or two—it is assumed that the present 7½ by 10-inch image will be increased in size somewhat by experimenters in this country. Short waves of but twenty feet long will carry both sight and sound. Static is not present in the realm of these tiny waves and little trouble is evidenced from fading.

It appears to me as if the two transmitting systems of the Radio Corporation and the Farnsworth Co., both electronic systems—cathode ray—will be accepted in this country, with of course the other experimenters receiving licenses from the government to construct stations and transmitters of their own. As long as a sight-sound receiver is produced that will receive programs of all the experimenters, that is all that is wanted by the Federal Communication Commission and the public.

It seems to me that the Philco Radio & Television Company, having access to the patents of both the Farnsworth and Radio Corporation of America concerns, will be able to

Short Waves

RADIO listeners the world over are very much alike. A letter was received at WCAU, Philadelphia, from Capetown, South Africa, commenting on the reception of W3XAU, station's short-waver. Postscript asked for tickets to visit the studios when he comes to America this summer.

Daily broadcast of RAN, Moscow, has been extended from 7 to 9:15 p. m. EST. It formerly ran only an hour.

Columbia Broadcasting System, with the cooperation of the British Broadcasting Company and Oxford University, will broadcast a special transatlantic show on Saturday from 2 to 2:30 p. m. Viscount Halifax will be the featured speaker with three college glee clubs supplying the musical background.

produce a better sight-sound receiver.

A demonstration of the coaxial television cable will soon be made between New York City and Philadelphia. If the sight-sound stations of the future guarantee a sufficient revenue to the American Telephone and Telegraph Company, the use of the cable for linkage of cities is assured.

In a few years when color gains headway in the motion picture industry, and third dimension television is successfully demonstrated, followed shortly afterward by a similar adaptation of third dimension to motion pictures, then the television industry will take a further step forward and add color to sight-sound. Visualize for the future a new five-billion dollar industry and not far in the future, if I can judge the future by the past. . . .

LEON L. LITT.

Television No Bugaboo, Philco Engineer Thinks

WHEN commercial television eventually reaches the home it will in no way supplant regular sound broadcasting.

The next year will find television continuing in its field tests; ultra-high frequency waves will be further explored and their service areas more definitely determined. It is expected that leading experimenters will change their transmitting equipment to conform with the new standard 441 lines. Experimental receivers will be improved and simplified. Improvements in picture size and brilliancy may be expected, and research will continue in various laboratories with unabated vigor. As a result, an entirely new method of flashing pictures into the home might come about, but in the meantime, engineers and physicists will plod along the conventional lines. . . .

ALBERT F. MURRAY, Television Engineer, Philco Radio.

We KNEW That the

CURIOSITY Interest

In RADIO DAILY

Would Be HIGH But

We NEVER Expected

the Rising Tide of

Subscribers ★ THANKS

ARBITRATION PLAN SEEN ON MUSICIAN-DISK BAN

(Continued from Page 1)
benefit and indigent fund for musicians.

The union head will have another meeting with executives of recording firms in about ten days.

Ready for Flood Emergency

New Orleans—Tests of the short wave radio tieups to handle emergency flood directions in the lower Mississippi valley were successful, Joe Uhalt, director of the tieup announces. Inasmuch as there has been no flood emergency in the south end of the delta, the circuit has not been put into effect, but the north end in Arkansas and Memphis is handling communication, Uhalt said.

Philco Marketing Phone

Philadelphia—A new product, the Philco-Phone, providing two-way private communication in home, factory, office, store or other establishments, will be marketed by the Philco Radio & Television Corp. Built to serve as many as four remote stations connected with the master control unit and will operate over a distance of a quarter of a mile. Broadside, folders, display and other dealer aids have been provided for an intensive drive to develop the market to the limit.

Comedy in Hebrew

Philadelphia—Jewish foreign language programs over WPEN-WRAX, heretofore all musical and dramatic, gets its first touch of comedy in show sponsored by W. M. Knatz, Inc., realtors. A weekly series on Fridays airing the crossfire between William Zigenloub and Louis Gross.

Rosenberg on Coast

Emanuel Rosenberg, executive vice-president of Transamerican Broadcasting & Television Corp., New York, is in Hollywood for a month's stay, and is attempting to close several deals now pending for the exclusive representation of movie talent by Transamerican.

Jules Alberti Moves

Jules Alberti has moved his business over to the Herman Bernie offices. Understood that he will retain personal direction of Benay Venuta, however.

Film-Testing Buddy Clark

Buddy Clark, CBS singer, will be movie-tested one day next week by 20th Century-Fox. Paul Ross of CBS artists bureau handling the arrangements.

Youngman Gets Program

Henny Youngman, comedian who has been scoring on the Kate Smith hour, will be starred in his own show with an orchestra Super Suds is the sponsor, and details are now being worked out.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SET

WCOP, Mass. Broadcasting Corp., Boston, application for Mod. of license, 1130 kc., 500 watts, limited until LS at KSL, Salt Lake City.

Louisville Times Co., Louisville, application for CP for new station to operate on 1210 kc., 100 watts, unlimited time.

Sharon Herald Broadcasting Co., Sharon, Pa., CP for new station to operate on 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O., CP for new station to operate on 780 kc., 1 kilowatt, daytime.

Frazier Reams, Mansfield, O., CP for new station to operate on 1370 kc., 100 watts, daytime.

Richard S. Gozzaldi d/b as Oak Cliff-Dallas County Broadcasting Co., Dallas, CP for new station to operate on 1500 kc., 100 watts, daytime.

A. L. Chilton, Dallas, CP for new station to operate on 990 kc., 1 kilowatt, daytime.

Bellingham Publishing Co., Bellingham, Wash., CP for new station to operate on 1420 kc., 100 watts, unlimited time.

Gomer Thomas, Bellingham, Wash., CP for new station to operate on 1420 kc., 100 watts, unlimited time.

WHAT, Independence Broadcasting Co., Inc., Philadelphia, application for CP for change of power and frequency to 1220 kc., 1 kilowatt, unlimited time.

APPLICATIONS RECEIVED

WMCA, Knickerbocker Broadcasting Co., N. Y., Mod. of license to increase power of auxiliary transmitter from 500 watts to 1 kilowatt.

WHK, Radio Air Service Corp., Cleveland, Mod. of license to increase night power from 1 kilowatt to 5 kilowatts.

KTSM, Tri-State Broadcasting Co., Inc., El Paso, Tex., license to cover construction permit for changes in equipment, increase in power, move of transmitter and authority to carry WDAH schedule over KTSM transmitter.

KTHL, Arkansas Broadcasting Co., Little Rock, Ark., Mod. of license to change power from 100 watts night, 250 watts daytime to 250 watts day and night.

Knickerbocker Broadcasting Co., Inc., Flushing, N. Y., CP for new high frequency broadcast station to be operated on 26550 kilocycles, 100 watts, unlimited time.

WNBF, Howitt-Wood Radio Co., Inc., Binghamton, N. Y., CP to make changes in present equipment and increase day power from 100 watts to 250 watts.

Charleston Broadcasting Co., Charleston, W. Va., CP for new relay station to be operated on 31100, 34600, 37600, 40600 kc., 5 watts, variable hours.

EXAMINER'S RECOMMENDATIONS

That the application of Dorrance D. Roderick, El Paso, Tex., to construct new broadcast station on frequency of 1500 kc., 100 watts, unlimited time, be granted.

Western Broadcasters, Inc., Clovis, N. Mex., granted Mod. of license to change hours of operation from specified to unlimited day, specified night hours, 1370 kc., 100 watts.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Free Trip to Coronation

A trip to Europe and front seats at the Coronation of King George VI of England will be offered through the medium of the Mutual network's "Coffee Club," program on the broadcast scheduled for Friday at 8 p.m. The series is on WOR locally.

First prize, which is augmented by 99 other unusually attractive awards, includes five exciting days in London and two days in Paris, with all travel, hotel and sight-seeing expenses paid. The winner and companion sail from New York on May 4 aboard the Berengaria and return from France May 19 on the Queen Mary.

Other prizes included will be a G. E. all-electric kitchen, complete

from dishwasher to refrigerator, a Studebaker four-door sedan, two 18-tube radio sets, glassware and Silex coffee-makers.

The only thing contestants are required to do to compete for any of the many prizes is to write a short letter, 50 words or less, on the subject "Why I prefer coffee vacuum packed in glass." Each letter must be accompanied with the label of the coffee advertised on the air.

Winners will get the good news April 26 and their names will be announced on the Mutual air waves April 30.

"Coffee Club" features Richard Himber's smooth music, Gogo De Lys and Stuart Allen, vocalists, and Fred Uttal, master of ceremonies.

WOMEN'S RADIO GROUP MAKES AWARDS MAR. 31

(Continued from Page 1)

also a definite award to a musical show. Last year the General Motors concert program received honorable mention, and the year before took the award. Reason for this was that the WNRC has based its award on a musical program built especially for radio and did not take into consideration an organization, for instance, as the New York Philharmonic-Symphony Orchestra.

Awards this year will total six instead of five. They are (best in each case): Musical Program, Dramatic Program, Variety, News, Children's Program and Adult's Educational Program.

Another new feature this year will be the appointment of two outside authorities to the awards committee, for each particular type of program. News program will invite two newspapermen of note, but none connected with radio interests. Well-known educators will be asked to help on the educational programs. Not all of those invited have had time to forward their acceptances as yet. It is felt that expert opinion could be had in this way as an aid to the regular committee and its ballots. In addition to the affiliated women's club votes, radio editors, as usual, will also receive a ballot on the six classifications and sub-classifications, etc., and thus allow for runners-up. Also, the use of men from news, dramatic or musical fields, will lend a more professional air to the awards committee.

No straight comedy award will be made this year due to the fact that no comedian on the air seems to be getting along without a guest star at one time or another and it is believed it will be covered under the variety heading.

As is the custom, radio and advertising agency executives have been invited to the luncheon, also Anning S. Prall, chairman of the Federal Communications Commission.

Mme. Yolanda Meto-Irion is chairman of the WNRC.

WNRC has also made a tie-up with Wadsworth & Wood Sales, Inc., whereby the concern has research privileges to poll members of affiliated clubs and in turn peddle the information to agencies, their clients and to stations. WNRC is said to be getting a cut on the proceeds. Research organization is headed by Nathan Wadsworth with offices at 551 Fifth Ave.

1,300,000 Letters for WLS

Chicago—Check of mail received by WLS the past year reveals a total of 1,300,000 letters, the station announces.



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 8

NEW YORK, THURSDAY, FEBRUARY 18, 1937

FIVE CENTS

Clash On Dickstein Bill

Looking On ... AND LISTENING IN

FADS THERE is probably nothing that can be done about it, but the urge to imitate is continually proving a quick death to many air programs which otherwise might hold public interest for considerable time.

Look what happened to the amateur shows.

The inquiring reporters, the quizzers, the spelling bees, the listener-speaks and several other fads likewise are going the same route.

It is not an exclusively radio problem, this parroting of the other fellow's idea, but the radio might have profited from the fatal results of such duplication in other fields of amusement.

By the way, whatever became of "swing music"?

AMITY BARRING indiscriminate expansion of studio audiences, there is no more reason for the movie theaters to fear radio competition than there was for the newspapers.

The daily press started to fight the radio, wound up by cooperating with it, and now both are better off for it.

Circulation and advertising income of the newspapers and magazines last year showed a percentage gain almost as big as the increase in radio listeners and revenue.

Lately there have been signs out in Hollywood that the film studios, instead of quarreling with the radio over the competition for talent, will embark on a policy of cooperation.

Fighting means tearing down on both sides.

Cooperation results in mutual benefits.

Rewarding Fibbers

Murine Co., Chicago (eye wash), is offering three Elgin wrist watches to the three listeners sending in the best lies of the week.

Lies are used on Mutual program as part of the "Burlington Liars' Club."

Program is heard from coast to coast on Tuesdays, from 8:30 to 9 in the evening.

AMER. TOBACCO RENEWS OVER 70 NBC STATIONS

American Tobacco Co., New York (Lucky Strike cigarettes), has renewed "Your Hit Parade and Sweepstakes" for 13 weeks on 70 NBC-Red network stations, Wednesdays, 10-10:30 p. m., effective March 10. Lord & Thomas, New York, has the account.

PETE DE LIMA QUILTS CBS BUREAU ON COAST

West Coast Bureau, THE RADIO DAILY, Los Angeles—Pete De Lima, head of Columbia's artists' bureau on the Coast, resigned yesterday and entrained for the East. Columbia had no statement to make in the matter.

Kentucky Derby Rights Are Acquired by NBC

The exclusive rights to broadcast the Kentucky Derby from Churchill Downs, Ky., on May 8 has been awarded to NBC, it was learned yesterday. It is also understood that the broadcast of the race will be sponsored by Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), over NBC. Inasmuch as May 8 is outside the 90-day contract clause, no time period or network has been set. That Clem McCarthy will do the event is very probable.

CBS had the radio rights to the Derby last year with Brown & Williamson as sponsor. Arthur Pryor, vice-president of Batten, Barton, Durstine & Osborn, Inc., New York, B. & W.'s agents, personally supervised the broadcast last year.

President's Court Proposals Stir Record Debate on Radio

Big Gains Are Shown In Instant Recordings

Reflecting big gains in the use of instantaneous recordings among radio stations both here and abroad, busi-

(Continued on Page 8)

Tibbett Appears For, and Damrosch Against, Measure to Curb Alien Talent

Honeymoon Influence

Lincoln — Reginald B. Martin, station manager of KFAB-KFOR, has started rebroadcasting the WLW (Cincinnati) "Moon River" period on KFOR. He heard it being done while on a recent New Orleans trip, honeymooning.

NELSON EDDY TO HEAD CHASE-SANBORN SHOW

Nelson Eddy, baritone, now featured on the Vick's Open House Program on CBS, which terminates March 21, has been signed by Standard Brands, Inc., (Chase & Sanborn coffee) for a new series of programs to begin next fall. The contract with Eddy was signed in Chicago last week.

It is reliably understood that the present program, "Do You Want to be An Actor," will not be renewed after the March 14 broadcast which completes the first 13 weeks of this show in the Sunday, 8-9 p. m. spot

(Continued on Page 8)

Socony Again Sponsors Yale Football Schedule

Socony-Vacuum has contracted for sponsorship of the Yankee Network broadcasts of Yale University Football Schedule for the 1937 season, starting over WICC, Bridgeport and

(Continued on Page 8)

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Arguments for and against the Dickstein bill were presented by Lawrence Tibbett and Walter Damrosch, respectively, at yesterday's hearing on the measure before the House Immigration Committee.

Tibbett, as president of the American Guild of Musical Artists, declared he favored the bill with modifications so that there would be a

(Continued on Page 6)

NBC JAN. DAY BILLING INCREASES 94 PER CENT

National Broadcasting Company's daytime revenue for the month of January amounted to \$961,866, which represents an increase of 94 per cent over the same month last year and tops all previous January daytime figures.

Sunday daytime gross billing for January was \$297,577 an increase of 78 per cent over the same period a year ago.

Censorship and Tax Bill In State of Washington

Portland, Ore.—A bill has been introduced in the Washington state legislature calling for a state board of radio censors to pass upon radio programs originating in the state. The measure also provides for a 2 per cent tax on local business of radio stations.

Equal Rights

Lincoln—John Edwards, legislative commentator for KFAB here, succeeded in gaining for radio equal rights with the press in the press box during the present and all future sessions.

Senator Charles Dufoe introduced the resolution pertaining to "accredited newspapers" and added "accredited radio stations." The motion prevailed.

President Roosevelt's judiciary reorganization proposals have prompted more radio discussion than any single piece of legislation in the history of radio, according to a survey by National Broadcasting Co.

Within 16 days from the time the

(Continued on Page 8)



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

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Earnshaw Sets 2 Programs

Earnshaw Radio Productions of Hollywood, which recently opened a New York office with Charles Michelson in charge, has placed its "Chandu the Magician" in two more spots, one at WGY, Schenectady, and the other at WWSW, Pittsburgh.

"Big Brother" Plugs Film

The "Big Brother" program, broadcast over a coast-to-coast Mutual hookup, will present on three successive Sundays starting Feb. 21 dramatic excerpts from the Warner film, "Penrod and Sam." The program is broadcast at 11 a. m. under the supervision of "Big Brother" Bob Emery.

Duncan Sisters to New York

Chicago—Vivian and Rosetta Duncan wind up stage engagements after current week here to return to New York to devote full time to a new NBC radio show being prepared for them.

FINANCIAL
(Wednesday, Feb. 17)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180	178 1/2	179	- 1/4
Crosley Radio	26 3/4	26 3/8	26 3/8	
Gen. Electric	60 7/8	60 1/4	60 1/4	- 1/2
North American	31 3/8	30 3/4	30 3/4	
RCA Common	12 1/2	11 1/2	12	+ 1/2
RCA 1st Preferred	78 1/4	77 3/4	78	+ 3/4
RCA \$5 Preferred B	(102 1/2 Bid)			
Stewart Warner	19 7/8	19 1/4	19 1/4	- 1/4
Zenith Radio	40 1/4	39	39 3/4	+ 3/8

NEW YORK CURB MARKET

Hazeltine Corp.	17 3/8	17 3/8	17 3/8	- 3/8
Majestic R. & T.	5 1/4	4 1/4	5	+ 3/4
Nat. Union Radio	3 3/8	3 1/2	3 1/2	

OVER THE COUNTER

	Bid	Asked
CBS A	49 3/4	51 1/2
CBS B	49 3/8	51 1/8
Stromberg-Carlson	19 1/2	20 1/2

Pebecco to Award a Weekly Trailer

Lehn & Fink, Corp. (Pebecco Toothpaste), will offer one trailer a week until further notice for the best letter of not more than 25 words on "Why I want a trailer." Included in the contest is a stipulation to offer a name for the mythical trailer currently being used in the script of the show. Program, "The Gumps," now being aired five times weekly, 12-12:15 p.m., over the CBS network. Lennen & Mitchell is the agency. This is the first trailer award on a national network.

Easter Egg Campaign Set for 37 Stations

Fred Fear & Co., Brooklyn (egg coloring), will launch its annual Easter egg coloring radio campaign on March 18 over 37 stations from Boston to Honolulu. Sponsor will use one-minute live announcements, once daily, for approximately four days. Schedule includes WMCA, WLS, WJR, WFIL, WNAC, WHK, WWL, WIRE, KOA, WHAS, KFI, KGO, WSB, WBAL, WKBW, WSOC, WDOD, WKCY, KRLD, KFPW, KTRH, KMBC, WMC, KSTP, WNEW, WKY, WOV, WJAS, KOIN, WHAM, KDYL, KJR, KSD, WFLA, WOL, KFH, KGU. Menken Advertising, Inc., New York, placed the account.

Sues Owner of WJBW

New Orleans—Southern Broadcasting Co., lessors of WJBW, yesterday filed suit for \$12,000 damages and restraining orders in the Civil District court against Charles C. Carlson, owner of WJBW. The plaintiff charges Carlson with a list of alleged interferences which it is claimed seriously injured the station.

The defendant denied all charges and said there was no ground for suit and claimed that Southern's president was actually his employee. In a four-page bill of complaint, Southern Broadcasting Co. contends that Carlson, whom it claims to have paid \$200 plus royalties for the uninterrupted use of his station, forcibly took possession of the transmitter and ran the station to suit himself. Complaint also stated that defendant interfered with Southern's control men and announcers.

Hollinshead in New Post

K. J. Hollinshead, formerly assistant sales manager of Brennan-Cole Corp., has joined the staff of Roesler Howard, Inc., New York office, as contact man. Hollinshead was for a number of years circulation manager of "Association Men," a member of the firm of Stuart & Hollinshead Inc., direct mail specialists, and entered radio with the American Broadcasting Co. on the sales staff of WMCA. He is a brother of M. A. Hollinshead, vice-president of Campbell-Ewald Co.

Signed by Rockwell-O'Keefe

Bill Hogan, formerly at the Edgewater Beach Hotel, Chicago, has just signed with Rockwell-O'Keefe. The same agency has just signed Enric Madriguera and Mal Hallett and bands.

Philco-RCA Suit Argued In Wilmington Court

Wilmington, Del.—Suit brought by Philadelphia Storage Battery, a Philco affiliate, asking an injunction to prevent RCA from terminating an agreement giving license to P.S.B. to use basic patents of the radio industry, was argued before Chancellor Josiah O. Walcott yesterday.

RCA in a counter-suit claims it has the right to terminate the agreement because, it alleges, it is not being paid proper royalty. RCA claims it is due royalties on the price at which Philco sells radios, not the price at which the latter's subsidiary sells to Philco.

A decision in favor of RCA would greatly affect business of Philco. The hearing will continue today.

Borden With Uncle Don

Borden's Ice Cream has signed to sponsor the Uncle Don broadcast on Friday night over WOR. Show is heard from 6 to 6:30 p. m. daily and new sponsor brings total of bank-rollers to three. Ice Cream will be given spot announcements on the other week-day shows. Pedlar & Rand, Inc., is the agency.

NBC Books Dog Derby

The special events division of NBC has booked a broadcast of the running of the International Dog Sled Derby, covering some 90 miles of rough roads and breaking a hard trail, which will be heard over the NBC-Red network Feb. 20, 9-9:15 a. m. The competition is emblematic of the Continental Championship for which the Holt Renfrew trophy is the award. Program will be announced by J. A. DuPont and fed to NBC through the Canadian Radio Corp.

Renews "Fireside Recital"

American Radiator Co., New York (heating equipment), through Blaker Advertising Agency, Inc., New York, has signed a 13-week renewal for its "Fireside Recital" program on 21 NBC-Red network stations, Sundays, 7:30-7:45 p.m., effective March 14.

Lanny Ross Concert

Lanny Ross gave a concert in Carnegie Hall last night before an appreciative audience of more than 2,000. Ross's renditions consisted of French, Italian, German and English numbers.

Coughlin Over WMCA

Father Coughlin's Sunday afternoon address via the Mutual net, will come through WMCA in New York. Seems that WOR is unable to clear time.

COMING and GOING

WILLIAM HOPPE, WBS station relations manager, has left New York on a two-week trip through the South visiting World clients.

MRS. LOUIS K. SIDNEY, wife of the managing director of WHN, flew to the coast yesterday.

JACK ADAMS of the J. P. Muller agency, returns to New York from Detroit.

RALPH WONDERS leaves for Florida this afternoon.

A. L. CORMIER, general manager of WIP of the Inter-City net, is in New York for a few days.

DR. JOSEPH E. MADDY, director of NBC band instrumental lessons, leaves New York for a lecture tour.

Sponsoring Auditions

Springfield, Mass.—The Wales Clothing Store will inaugurate a new style of commercial program over WSPR beginning the 28th. Auditions will go over the air as a regular broadcast. Wayne H. Latham, program director, will listen to each person and accept or reject them as sustaining shows. Programs will be on every Sunday from 5:30 to 6 p. m.

Expanding Programs in East

Royal Lace Paper Works, New York (paper doilies), is currently testing spot programs on five large Eastern stations and will shortly add eight more stations to the schedule. It is expected that the list will be expanded to a larger number of stations before summer. Lawrence Gumbinner Advertising Agency, New York, has the account.

Hudson Coal Cancellation

Hudson Coal Co., Scranton, Pa., cancels its Sunday "Beneath the Surface" programs effective March 28. Program heard currently over NBC-Red network of 11 stations, 2-2:30 p. m., and features Landt Trio and Col. Jim Healy commentator.

Sidney's Son Stricken

George Sidney, son of Louis K., WHN managing director, was stricken with appendicitis out on the west coast the other day. Mrs. L. K. flew out to her boy's bedside, while Mr. Sidney kept close contact with her via short wave to the plane.

Leo Says
TONIGHT'S BEST BET:
Col. Jay C. Flippen's
AIRFINDS
6 to 6:30 P.M.
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

REEVES STUDIO
RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED
1600 Broadway ME. 3-1270 New York

MORE TIME LATITUDE URGED FOR SCRIPTERS

There would be a distinct improvement in the quality of radio scripts if writers were given more time and latitude, it was stated yesterday by Georgia Backus, radio actress, writer and one-time Columbia executive, in a RADIO DAILY interview. She believes that the pressure under which they work hampers them and exhausts their inventive powers.

Radio, with its present limitations, is the magazine not the theatre of the air, according to Miss Backus. She once believed it might have an art of its own, but now thinks it is merely pleasant entertainment. As a dramatic actress, she believes that audiences are out of place in radio theatres when a dramatic production is being aired. Reason being they seem to be more interested in mechanics of the broadcast than in the play, thus making the performers self-conscious. She states further it is her belief their true audience is the unseen listening one, which she says is intelligent and critical.

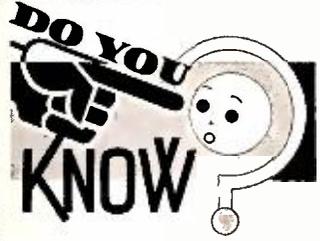
Miss Backus would like to see novels bought for radio before Hollywood grasps at them. She's convinced "Anthony Adverse" would have been bang-up radio material. Also the Dunsany plays, for which she has negotiated. She adds no one has agreed with her concerning the latter.

"Singing Waiters" on CBS

"Singing Waiters", long a feature of Los Angeles' Paris Inn Cafe, and who recently made their CBS debut, have been signed as a regular sustaining feature. Program will originate through the facilities of KNX, Hollywood, heard in the East at 5:45-6 p.m. every Saturday. Outfit specializes in colorful operatic and choral arrangements.

Leonard Kraft Joins NBC

Leonard Kraft, formerly of the Crowell Publishing Co., is the newest member of the NBC sales staff in Radio City.



DO YOU KNOW

The Netherland Index tax on radio sets vary according to their number. Current yearly tax is \$9.60 paid by an estimated 30,000 regular tuner-inners. Past year cost 18,000 listeners \$12 apiece, while in 1934 listeners paid \$14.40 to tune in to their favorite station.



● ● ● Early this morning Mickey Alpert refused the "Youngman route" to fame via the Yacht Club... He was offered the distinction of following Henny, who goes coast-to-coast for Super-Suds in a half-hour show with a band and stoooges shortly (Youngman was hired after recording auditions). ... He opens at the Loew's State March 11 as m.c. ... Belle Baker may be on the same bill... A year ago, they wouldn't have him for nothing... That's the value of radio prestige... The contract signing between Joe Louis and Jim Braddock for their bout in Chi this June, will be aired tomorrow afternoon via NBC-Blue... Robert Lipson, CBS page boy, is the brother of the newly-discovered "Gibson Girl"... Roy Wilson of the Wilson, Powell & Hayward agency went to Chi for a few days. Business unaccounted for... Paul Ash leaves the French Casino next week with Denny following and Rudolph Friml, Jr., coming in after two weeks... "Castles of Romance", long an NBC sustainer with George Griffin and Alice Remsen, will be sponsored by an oil burner company after March 11... Ada May, just back from a European tour, will take an initial crack at the radio business.

● ● ● Tribute was paid a respected and efficient fellow-worker yesterday afternoon... The various execs at CBS threw a Dutch Treat farewell Party to Ralph Wonders at the Weylin... The proceedings opened with Col. Stoopnagle and Budd presenting Ralph with a fishing rod after a short address. At the end of the line was a dead fish the Col. smuggled into the hotel... Called upon to say something, Wonders cried and his voice cracked... Mark Warnow offered to pay for the drinks as a toast to Wonders... Budd yelled, "How many commercials you got, Mark?"... Space does not permit the listing of the assemblage, so we'll just mention a few... Fred Willis, asst. to Prexy Paley; Ken Reime, CBS attorney; the entire sales, program and artist's bureau staffs attended... Ralph leaves for Florida this afternoon for a rest.

● ● ● Vic Knight leaves Ted Collins. Kate Smith and A & P show after next week... It is a friendly departure. As reported, Knight will handle Phillips Lord shows... Smith show encountering difficulties with "You Can't Take It With You," Broadway play, which is scheduled for next week... Seems that the male lead is afraid of the mike and wants his understudy to sub... Ben Alley, doing great comeback via WCAU, Philly, now has six airings a week for a finance company... Leo Diston, song plugger at Chappell Music, handing out cigars. It's a boy... Radio Row turned out big for the preview of Grace Moore's "When You're In Love" at the Music Hall the other dawning... The howl was the mention of Irving Mills, Cab Calloway and Clarence Gaskill as the composers of "Minnie, the Moocher", which she did in Swing Time... Charles H. Furey, formerly radio director for Moser & Cotins, now in the same spot with Artists Syndicate of America... Benny Fields on the Phil Baker show from Florida Sunday.

● ● ● Tip to small stations: ... John Reber, J. Walter Thompson, radio executive, tunes to all outlets, in the hope of discovering new talent... Doris Sharp, the lovely CBS hostess, now doing a "Carbo" with smoked glasses after the bandage removal... Margaret Livingston Whiteman will join Paul in Miami... Hubbell Robinson, Young & Rubicam radio man, out of office due to bad cold... Jack Pearl and Cliff Hall return at 10 tonite from Cleveland via the United Airlines...

SUIT OVER CONTRACT IS LOST BY RAMONA

Plans of Ramona Davies, are slightly indefinite following the decision by Supreme Court Justice Joseph M. Callahan, who ruled that the Ramona contract with Paul Whiteman and the Artists Management Bureau, headed by Jack Lavin (Whiteman's manager), has to stand, and denied her application for an injunction restraining the maestro from enforcing the contract calling for her exclusive services.

Ramona's affidavits averred among other things that she received but \$150 a week even though she might be sold for much higher amounts. Practically no defense was submitted by Julian T. Abeles, attorney for Whiteman, who pointed out that Ramona earned \$17,000 net in 1935 and \$13,000 in 1936 under the aegis of the Artists Management Bureau, also that Ramona is guaranteed \$125 a week and that 20 per cent commission is collected only on her earnings (as booked through Whiteman) above \$150 a week. Lesser amount for 1936 is indicated, according to Abeles, because Ramona refused to fulfill contracts.

Meantime Ramona is contracted through Artists Syndicate of America to play at the Savoy-Plaza Hotel, also future commitments for the Paramount theater. Trial Board of Local 802, AFM, had deferred action on charges preferred by Whiteman until the courts passed on her suit. Offices of Noah L. Braunstein, attorney for Ramona, did not know yesterday whether an appeal would be taken to the Appellate Division. Ramona has also been booked to appear as guest artist on the Schaeffer beer, WOR program entitled "Nine O'Clock Revue."

Finding of Justice Callahan is as follows:

"The contract entered into by the plaintiff may be enforced against her at law at any future renewal periods. It may also be enforced against the plaintiff in equity during the present renewal period. Even assuming, however, that the contract is not enforceable against the plaintiff in a suit in equity it does not follow that the plaintiff may come into equity for affirmative relief to aid her in violating the terms of a contract enforceable at law. The motion for temporary injunction is denied..."

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

February 18
Greetings from Radio Daily
to
Vivian Brown
Jacques Fray
Jimmy Durante



UNION OIL COMPANY, which started "Thrills" on National's red network three weeks ago, is enlarging the list of stations to include KGU, Honolulu, starting this week.

Leon Rosebrook, first chorus master for Radio City Music Hall, former musical director for Union Theaters of Melbourne, Australia, musical director for the St. Louis Municipal Opera company, and veteran director, has been signed as musical director for KEHE, key station for the new California chain. He fills the place formerly held by Salvatore Santaella. Rosebrook takes charge next Monday.

James Seward, Columbia Broadcast's assistant treasurer, is here from New York for several weeks' stay.

Fred M. Jordan, manager of Hanff-Metzger's Los Angeles office, returned from a New York visit last week, took sick with the flu, and returned to his desk today.

Jack Benny will return Ben Bernie's call of Sunday night by appearing on the Maestro's program sometime in March.

Haven MacQuarrie's "Do You Want To Be An Actor?" broadcast for Chase & Sanborn, opened quick doors to a movie job for Ann Warren, dancer, who has been trying for years to get on as an actress. Maxwell Arnow, casting director, for Warner Bros., saw Sunday's broadcast, signed Miss Warren, and she started work Monday.

Mrs. Gertrude Berg, who is doing the special script tentatively titled "The Singing Kid" for Bobby Breen, just signed by the NBC Artists Service, will also assist on dialogue for Bobby's new RKO film, "Happy Go Lucky."

Basil Rathbone and Henry Stephenson are added members of the original cast of "Captain Blood," film, to be heard with Errol Flynn and Olivia De Havilland in the broadcast version on the Lux program Monday night.

Barbara Stanwyck and Joel McCrea will be the "Hollywood Hotel" guest stars Feb. 26, in a preview of their new pix, "Internes Can't Take Money."

For the Women

Oklahoma City—"How Did You Meet Your Husband" is the title of a new Sunday afternoon program sponsored by Approved Laundries of Oklahoma City over WKY. It's aimed for the feminine listeners, with prizes awarded to the women selected to tell their stories.

Chatter

TONY RUSSELL, NBC's romantic singer has a busy schedule these days with a thrice weekly air series heard over WBZ, Boston, and a regular spot on NBC-Blue Network once a week. He is heard locally over the Boston outlet on Mondays, Wednesdays and Fridays, and in between makes the New York visit on time for a Tuesday night broadcast at 6:35 p. m., EST. He recently completed a 30-week commercial program over WBZ.

Pat Stanton, WDAS station manager, is the latest Philadelphia radio man to turn newspaper columnist. He is doing a daily stint for the Irish Press. Boake Carter recently was signed to put his stuff in the Philly Ledger.

Robert Feldman, sports commentator at station WMAS, Springfield,

Mass., has inaugurated a new weekly program, "Up and Down Sports Lanes," that is making a big hit in local sporting circles.

Ethel B. Henin chief of the continuity department of station WMAS, Springfield, Mass., has been granted an indefinite leave of absence. She is being replaced by Victoria Holmes, who will also continue Miss Henin's program for women, "Morning Carnival."

Donald Keefe has been appointed sports commentator for Station WNBX, Springfield, Vt.

Pat Patterson, WCAE (Pittsburgh) publicity chief, resigned his post to accept an editorial position with the Washington Herald. Jimmy Murray, Hearst's globe trotter, succeeded Patterson.

3 New Bedford Stores Sign 1-Year Contracts

New Bedford, Mass.—Mason Furniture Co. has contracted for one year sponsorship of "New Bedford Speaks," side-walk interview directly in front of sponsor's store on Purchase St., principal local stem. Saturdays, 12:15 to 1245 p. m., is broadcast time. Last Saturday's program featured introduction of young goat as mascot and animated "gong." When question is incorrectly answered, person gets the "goat" instead of the "gong," easily extracted by a gentle yank of the goat's tail. "Goat-naming" contest is in progress. Theater tickets for question "sender-inners." Sol Chain, WNBH production manager, doing the interviewing, assisted by Paul Alpert of the furniture firm.

Kaplan Bros. Furniture Stores have signed 26 week contract for weekly presentations of five-minute E.T.'s titled, "Dramas from Real Life."

Household Furniture Co. signed one-year contract sponsoring "The Movie Reporter" with two 15-minute spiels weekly. Movie News, photo-give-away offers, theater-ticket contests and premium club incorporated in program which was recently relinquished by local shoe store after two consecutive years' sponsorship. Sol Chain, who handled program from inception, will continue as spieler, with "Russ" Baldwin of commercial department doing the credits.

Met Opera Auditions

Scheduled for the Sherwin-Williams-sponsored Metropolitan Opera Auditions of the Air next Sunday at 3-3:30 p. m. over WFAF-NBC network are Robert Shanley, baritone; Louisa D'Angelo, 17-year-old soprano, and Floyd Townsley, tenor.

New Scripting Classes Opened at U. of Minn.

Minneapolis—Radio Script Writing classes at the University of Minnesota, now well established as a permanent course in the extension service, have opened a new semester of 17 weeks' duration.

Classes in progress included one for "advanced" students, the first to be offered on the campus. Writers of script for current local Minneapolis-Saint Paul programs are among those enrolled. A new class for novices, the fourth class to be offered on the campus, also opened last week.

The director of the University extension service is Dr. Richard R. Price, chairman of the radio committee of the University. The instructor is Luther Weaver, head of a Twin Cities advertising agency specializing in radio advertising.

Broadcast from Bermuda

A Bermuda variety program, featuring the music of Chet Frost's orchestra and the First Battalion Sherwood Foresters Military Band will be broadcast over the NBC-Blue network on Saturday, 11:30-12:30 midnight, EST. The broadcast will originate from the Inverurie Hotel and Marine Terrace in Bermuda.

High School Radio Class

Norwalk, Conn.—A radio class has been opened nights in Norwalk high school with Arthur Wilbur as instructor. Beginners meet two nights a week and clubs and advanced pupils also are given two nights.

College Talent for Show

Thomas L. Stix of Souvain, co-producer of the Pontiac "Varsity Show," is lining up under-graduate talent for the Notre Dame broadcast, March 5. Joe Zwiers, captain-elect, second singing captain of the series, will be featured.



LOU KOSLOFF will direct the orchestra in place of Buddy Rogers on the Twin Star broadcast tonight at 9:30 p.m. over NBC-Red network. Rogers has dropped from the show in order to leave Hollywood for England to fulfill a movie commitment.

Jack Griffin, from the Little Rathskeller, and Frank Warren, Coconut Grove maestro, are the newest bands to join the WIP (Philadelphia) dance remotes roster. Ted Tinsley, whose torrid trumpet swings the band at the Moonlight Cabaret, is a newcomer on the WDAS list.

A WPA 11-piece orchestra has been added to the Federal Theater Varieties program from WBRV, New Haven, on Wednesdays at 4:00.

"Seventh Heaven," song number from the film of the same title, will be released for broadcasting March 1. Hollywood Songs is the publisher.

Vincent Lopez has announced the five winners of the collegian song-writing contest conducted on the Nash-Lafayette Speedshow. Although only one song was to have been published, the tunes were so promising that five will reach publication.

Stanley Worth is celebrating his fourth anniversary as featured vocalist with the Lopez Band.

Concert of the New York Symphony Orchestra will be broadcast by WQXR Tuesday, Feb. 23, 8:45-10:30 p.m., direct from the stage of Carnegie Hall. Conductor is Antonia Brico.

Jan Brunesco and Ork at Dempsey's will be aired via Mutual wire this week.

Mother, father and baby—the latter a few days old—are reported doing fine at an Omaha hospital. Lawrence Welk, Omaha ork leader whose band broadcasts frequently over Omaha stations on sustainers, was taken to the hospital ill with pneumonia two days after his wife went there. The daughter was born shortly after the father's arrival.

7 Years at Organ

Omaha—Seven years ago this week KOIL of Omaha started featuring organ concerts by Eddie Butler, then staff organist for a local theater. In celebration of the anniversary, Butler figured that: He has worked for three different owners of KOIL, he has broadcast by remote control from six different organs in six different locations, he has had his name announced 105,000 times, he has played more than 10,000 programs, 56,000 pieces of music, spent more than 5,000 hours on the air.

FOREIGN

NEW radio regulations will soon be enforced by the ministry of communications in Mexico. Concessions for a period of 20 years will be granted to Mexican citizens and organizations only. All programs will be under the jurisdiction of the ministry. Publicity shows will not be allowed to exceed two minutes and entertainment programs will be encouraged.

Official report from Sidney shows that on Nov. 30 there were 877,847 licensed listeners in Australia. This is an increase of 5,565 over October. In Sydney, proper, for the first 11 months of last year, 185,627 licenses for sets were issued compared with 157,794 in the corresponding period of 1935. Increase of 17.6 per cent for 1936 over previous year.

A new station, near Grenoble, France, will be constructed at the proximity of the Pyrennees mountain. With a power of 120 kw. Practically all of the radio stations in the various provinces of France have increased their power to 100 kw.

The French government has purchased the Radio-Paris station, and will replace same with larger station to operate on same wave length but situated in the middle of France. The Eiffel Tower Station will be transferred to a Paris suburb because of the coming exposition.

Commercial Broadcasting stations in Australia had a revenue of \$3,750,000 during the past year. About 250,000 receiving sets were sold in the first 11 months of 1936 at an average price of \$100 per set. Total sales amounted to \$25,000,000. Values spent for parts, service and home construction is estimated at \$13,500,000.

Crusaders on WOR

Crusaders to sponsor a one-shot tonight over WOR and Mutual network. Program will feature Fred G. Clark speaking on Supreme Court issue. To be aired from 7:15 to 7:30 p. m.

Amateur Stymie

Lincoln—Senator Gantz has a bill before the unicameral legislature here which will give power to village and town boards up to 25,000 population representation, to regulate radio interference by city ordinance. Need was made apparent, says Gantz, when the prevalence of short wave sets in many towns practically ruined reception of good programs. Broadcasting managers here are in favor of this amateur stymie, at least until after midnight.

Station Flashes

WAAW of Omaha has launched a new 2 p. m. weekday program, "Station IOU, the Powerful Little Five Watter," with Hiram Higsby as emcee. Higsby recently joined WAAW as entertainer and announcer from the Iowa Broadcasting System at Des Moines. Prior to that he was with NBC and WLS.

WICC, Bridgeport, has substituted national for local news on its 6 p. m. broadcast to leave the way clear for the new commercial account, "The County Courier," a local and county news broadcast.

Paul McLaughlin is new account executive at WBRY, New Haven. He was formerly Connecticut representative of Eastern Advertising Co. in Boston.

Ed Lush is the latest WELI (New Haven) announcer to resign. Following a permanent appointment ten days ago, Lush announces he will connect with the advertising department of Carrier Air Conditioning Co., Newark. Ralph Kanna, whom Lush replaced, also resigned after a short

period to go into advertising with Chase Brass & Copper Co.

"Junior Thrillers," Sears & Roebuck weekly show on KYW, Philadelphia, dramatizes important moments in the lives of junior heroes. Youngster having risked his life in saving the life of a human being or an animal becomes the subject of a script. After placing a half dozen or so on a pedestal, sponsor rounds up the heroes for further honors, presenting each with a certificate of valor and an engraved wrist watch. Ceremonies are aired and last presentation had the Mayor of Philadelphia microphoning the awards.

Work is progressing on the new studios for station WNBX, Springfield, Vt., and it is expected they will be ready by March 15.

Jean Sablon, star of the French theater, makes his first personal appearance in America on the Rudy Vallee show tonight. Sablon will make series of appearances on various NBC programs during his stay here.

Too Many Wilsons

West Coast Bureau, THE RADIO DAILY
Los Angeles—J. Donald Wilson, narrator for "Drums," the voice in "Strange as it Seems" and new announcer for Gilmore Circus broadcast, is changing his name. In the future it will be Wilson Donald, to avoid confusion with Don Wilson of NBC's staff. Two years ago, when they were both Don Wilson, and the NBC ace wasn't so well known, they flipped coins to see who would change. "J. Donald" lost. Now, he's volunteering the second change.

Dramatizing Anthem

Events which inspired Francis Scott Key to write "The Star Spangled Banner" and the singing of the national anthem from the author's original manuscript will feature a special Washington's Birthday broadcast over the NBC Blue Network on Monday, 1:45-2 p.m. Carol Deis will be the vocalist.

Michael Bartlett Back

Michael Bartlett is slated for a radio comeback, probably airing from Hollywood. He will be both master of ceremonies and tenor soloist for Corn Products in a weekly series which is expected to bow March 15 via CBS. Bartlett, whose last radio stint was with the Jello show stooging and singing for Jack Benny last season, entrained for Hollywood this week after a brief reunion with his parents at North Oxford, Mass., en route to Hollywood from Europe where he just completed a movie role.

AIR PARADE IN REVIEW

"IT'S A WOMAN'S WORLD"

Sustaining
WEAF, Feb. 16, 2:30-2:45 p.m.
MUSIC AND TALK PROGRAM ALONG GENTEEL LINES APPEALING CHIEFLY TO WOMEN.

Aimed at a feminine following, this is a gently pleasing combination of musical numbers and chatter, with enough variety to maintain interest throughout. Claudine MacDonald is the director, and after a few introductory remarks the initial program got under way with Howard Price singing "You're Laughing At Me". Next came a brief talk by Caroline Cole, writer, then "Star Dust" sung by Price, and a batch of gossip by Elizabeth Churchill, columnist. The Levy Orchestra accompanied nicely.

Hawaiian Salute to F. D. R.

Hawaii will send a musical salute to President Roosevelt in a broadcast over the NBC-Blue network Feb. 24, 10-10:30 p. m. EST. All leading Hawaiian musical organizations, including the United States Army, Navy and Marine Bands stationed there, and the Royal Hawaiian band will take part in the program. The salute was arranged by Lorrin P. Thurston, president of the Advertiser Publishing Company of Hawaii through the cooperation of NBC.

COMMENTS

On Current Programs

JACK OAKIE sounded listless and slipshod in this week's Tuesday night Camel Cigarettes broadcast over CBS. A little fatigued, perhaps; and not so happily supplied with material, either. A bright spot of the show was George Givot with his amusing Greek chatter, and the ukelele crooning of Cliff Edwards also was welcome.

NICK LUCAS, who has long been tops in the crooning troubadour class, adds decided value to the nice platter of variety served by Al Pearce on Ford's CBS program, Tuesday nights. Pearce has built up a very entertaining show in general, with an array of lively talent, good tempo and neatly weaved-in commercial spot comments.

ED FITZGERALD is another variety show lad who deserves mention with the best of them. Though he has a daily stint to do over WOR, he manages to deliver a bright and breezy program every time.

GEORGE BURNS and **GRACIE ALLEN** in their fifth anniversary broadcast last night went in for a series of imitations, including Eddie Cantor, Walter Winchell, Singing Sam, Ben Bernie and others. The rest of the program was far better than the imitations. What with all the guest-starring that has been going on lately listeners are probably pretty well fed up as it is with the headline personalities, making the imitation of them not so digestible even when they are very good.

Landt Trio Lighten Up

Landt Trio drop from the Monday night Dill and Model tobacco show after the Feb. 22 broadcast. Edward Roecker, baritone, replaces. The trio has also dropped its morning sustaining shows formerly heard over NBC and is concentrating on its Ford and Hudson Coal programs.

In Reverse

West Coast Bureau, RADIO DAILY
Los Angeles—Bid for the screwiest radio announcements and advertising promotion was made this week in Frank W. Dillin Organization's "Two Dumb Detectives," which started a weekly quarter-hour program on KEHE, key station of California Radio System. Not only do the announcements pan the sponsor, but the newspaper ads in Los Angeles dailies call on public to dial KEHE if it wants to hear "the worst show on the air." Plugs warn "prospective customers" they won't like Dillin's service, and tell 'em products are "no good." Lockwood and Shackelford is agency.

SPOT ANNOUNCEMENTS ARE GROUPED BY WFIL

Philadelphia—WFIL found an out for most spot announcement accounts by grouping them four times daily as the "Classified News of the Air," musical transcriptions plugging the waits. Having now added 100 pairs of movie tickets on a contest giveaway, station has not only doubled mail response but also increased the number of participating sponsors as much. Total up to 14, newcomers include Dawn Do-Nuts placed thru Harkins agency; J. Frank & Co., ginger ale, thru E. A. Brickley Agency; Wanemaker & Brown, clothes, added thru Mathason Agency; Gallagher & Moyer placed J. Stromeyer & Co., and Square Deal Furniture Co.; and Frank Wellman Agency handle the Circus Gardens, skating rink, and Lichtey's, jewelers, accounts.

Arcadia, Trans-Lux, Europa, Fays, Carman and Nixon-Grand, indie pix palaces, get a reader on screen offering for the donation. Best sentences lauding product of a participating sponsor rates a treat on the house for lucky listeners.

San Francisco

Judy Richards, vocalist with Eddie Fitzpatrick's band, and Ted Bering of the same orchestra, married.

Herb Saman, leader of the Bal-Tabarin orchestra, will bring back Don Francisco and his tango music for a return engagement, also as an added attraction for the nightly broadcasts.

United States Advertising Corp. planted a staggered program of 14 one-minute announcements for Graham Paige Motors Corp. over KGO.

Debuts of two coast-to-coast programs over NBC are scheduled shortly. Programs will introduce Paul Martin and His Music, string orchestra, and Johnny O'Brien, harmonica player, with a five-piece band.

Leon Churchon, well known in radio circles as former producer on Station KYA, returns from Pittsburgh to take over his old post, replacing Watson Humphrey.

Junior News Parade, originating from KPO, takes its initial bow this week-end. Program features dramatization of news items written by western juniors, with the actual persons about whom the story centers, present in the studio whenever possible.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 3 of a Series.

WXYZ --- Detroit

1,000 Watts—1,240 K. C.

GEORGE W. TRENDLE, Pres. JOHN H. KING, V. P., Treas.
H. ALLEN CAMPBELL, Gen. Mgr. HOWARD O. PIERCE, Secy.

WXYZ, key-station of the Michigan Radio Network, is owned and operated by the King-Trendle Broadcasting Corporation. Established in 1925, WXYZ possesses a primary coverage of approximately forty miles from the Detroit city hall and covers a territory within which resides an estimated population of 2,314,632 people.

WXYZ is the local outlet of the NBC blue network. Its executive offices are located in the Madison Theatre Building and its studios are in the Maccabee Building. It recently installed a new vertical radiator-type antenna, towering 474 feet above street level, with ultra high frequency transmission, adding four times to the strength of its former coverage. Its primary and secondary coverage now includes all and parts of seven counties.

It has been said that no other local station in the country equals the personalized service to dealers afforded its clients by WXYZ as a part of its free merchandising plan, which is conducted under the supervision of H. S. Christian, merchandising-manager of both the station and the Michigan Network. Recently WXYZ's merchandising crew called on 342 druggists located in various sections of Detroit to ascertain which local station they preferred as an advertising medium. 42 per cent of those questioned stated that they preferred WXYZ.

WXYZ maintains one of the largest staffs of announcers, engineers and dramatic players of any station in Detroit. The announcing-staff includes: Brace Beemer, chief announcer; John Prosser, general announcer; Harold True, news broadcasts; Herbert Green, remotes; George Sutherland, sports announcer; Bromley House, announcer of symphonics.

AMONG the outstanding programs which have been aired over WXYZ are: "Man Hunters" and "Lone Ranger" dramas, both created by James Jewell of the station staff; the Frohme Sisters Quartette; sport program by Bud Shaver, sports-editor of the "Detroit Times"; the unique program of food and cooking hints broadcast under the title: "Mixing Spoon of the Air."

Varied Viewpoints

"Hams" Bridge the Gap Between Life and Death

AMATEUR radio operators, toward whom the feelings of radio listeners are not always kindly, have proved their worth in the current flood emergency.

Augmenting disrupted communications, the experimental facilities of amateurs have bridged many desperate gaps. Contact between the stricken districts and the outside world, direction of relief agencies and relaying of appeals from the centers of greatest distress are among the valuable services rendered.

It is interesting to know that of the 53,480 licensed radio stations in the United States 46,850 are of the amateur variety, largely in the short-wave field where the "nuisance element" is minimized.

Radio, as we know it today, was built in considerable degree upon the energetic investigations of amateurs, who had a million home-made receiving sets in operation before the commercial possibilities of the industry became apparent.

Amateur experimentation developed many of the basic principles of

radio. In all probability many of the secrets of future radio methods, including those of television, will be solved at the same source.

The flair of Young America for playing with the fascinating mysteries of science is unquestionably responsible for many new things and new ideas upon which vast benefits to the nation and the world are ultimately established.

The resourcefulness of youth is an asset to be encouraged by a nation well aware that its great engineers, scientists and teachers of the future are among the army of young people digging diligently among facts and theories still puzzling to more mature minds. . . .

CHARLES S. RYCKMAN,
N. Y. American.

No Television in '37 Says Philco Vice-Pres.

WHILE 441-line television is a great advance, there will be no television Christmas in 1937. Furthermore, television will not supersede sound broadcasting.

Numerous problems still confront the research men and the Federal

(Continued on Page 7)

DICKSTEIN MEASURE ARGUED AT HEARING

(Continued from Page 1)

reciprocal interchange of artists between nations. He recommended dropping the section of the measure calling for a quota on foreign artists in exchange for American artists. Tibbitt pointed out, however, that should any country discriminate against American artists, a hearing could be held by the Secretary of Labor with cooperation of the State Department to determine whether such discrimination exists.

Damrosch, opposing the bill, said that foreign talent cannot be classed as cheap labor and that he saw no reason for protecting American artists any more than business men. He claimed the U. S. needs foreign artists more than they need American talent, and that artists should have the freedom of the world.

Charles Henry Freeman, Jr., of New York, who attended the hearing and expressed himself in favor of the Dickstein bill, said he intended to "expose the inner workings of musical activities in this country". He contended that the Columbia Concerts Corp., headed by Arthur Judson, and the National Broadcasting Co. Concerts Bureau, headed by George Engles, largely control the musical activities of the country.

New Facilities at WCSH

WCSH, Charlestown, W. Va., which joined CBS on Feb. 14, will shortly announce plans for the installation of a new studio and transmitter, it was learned yesterday. Station is owned by John A. Kennedy and operates on 580 kcs. with 1,000 watts daytime, 500 watts nighttime.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 9: Press Photographers Ass'n Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

IN 1923 Georgia Backus said radio had no future.... That's why she declined contract offered by Ed Smith of WGY.... Now in 1937—after more than ten years of radio writing, acting and managing.... she believes it's crammed full of unexplored potentialities.... Yes, she's glad she was wrong.... Betty Howard, head of Blackman's talent department, has interviewed hundreds of aspiring young thespians.... from ventriloquists to vocalists.... in her three years at the agency.... Enterprising gal—Dorothy Worthington.... one-time assistant to Clark Getts.... who corals guests for the Heinz "Magazine of the Air" program.... is now agenting on her own.... Sponsor was so pleased with Willie Morris.... International Silver's "1847 girl".... he raised her pay.... in the 1937 manner.



Crosby Gaige, Broadway producer, about to do a "Kitchen Cavalcade" for Mueller's Spaghetti.... has for guest artist at the premiere Feb. 22.... Rosamond Pinchot, drama-girl of his own "Eternal Road".... "Behind Red Lights" sends Dorothy Hall to be put to the microphonic question by Bide Dudley, Friday at 1:15.... Irene Wicker, the "Singing Lady" who lullabies Shirley Temple.... and has a fun letter to prove it.... will interview Yehudi Menuhin.... of the musical child prodigy Menuhins.... Feb. 25.



Met songstress, Gladys Swarthout and her vocalizing husband Frank Chapman have both been included in best-dressed lists of the past year.... When Lucille Manners of City Service Concerts appears in Studio 8H she dons a gown of non-rustling taffeta.... on account of the mike is so sensitive.... International Day, observed in 24 lands with branches of International Federation of Business and Professional Women, will be celebrated by a tri-nation broadcast over a coast-to-coast Columbia network Friday.... Lena Madelin Phillips, proxy of International Women's group, will introduce femme leaders of three nations.



Mary Livingstone, who is East coast-bound for a two-week holiday, returns Hollywood-ward for the March 14 broadcast.... Tonia Laveton, who acts, starts today on the "Terry & Jerry" program.... Hazel O'Brien, stylist, will give the gals the lowdown on how to be the "grandest lady in the Easter Parade".... as Rita Hudson's guest today.... Lily Pons, who warbles in the grand manner, does a guest star on the "Metropolitan Auditions of the Air" come this Sunday.... She'll talk of differences in approach to operatic stardom in Europe and America.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Boston Loves "Bredo"

The new Ce-Lect Bread program featuring the brand new radio game "Bredo", inaugurated on WNAC Jan. 27, has the local populace by the ears.... in the neighborhood of 4,800 replies after the first broadcast. The game is based on the Beano idea.... but "Bredo" cards are distributed by local dealers, without any obligation to buy. Each musical number played on the program is a clue to the final solution.

How does it work? The announcer says, "The third word of the name of the next selection, to be sung by Miss Alice O'Leary, begins with an 'R'.... Can You guess it?"

Each week 54 prizes totaling \$200 are distributed to the winners.... first prize \$100, second prize \$25, third prize \$15, fourth prize \$10, and 50 of \$1 each.

The original contract calls for 18 half-hour programs broadcast each Wednesday from 6:30 to 7:00 p.m. and features an all star cast including Alice O'Leary, contralto; Francis Cronin, organist; Frank Dunne, Alex Levine, violinist and guests each

week. The contract is handled through Harry M. Frost Advertising Agency, Boston.

Telephone Questionnaire

WICC, Bridgeport, tried a new stunt in the Teachers' League discussions—a telephone questionnaire to enable immediate response to controversial educational problems. Manager Joseph Lopez said the returns were gratifying.

Feature "3 Smart Girls"

With movie houses making all sorts of tie-ups for exploitation on the "Three Smart Girls" pix, Philadelphia's WCAU has come forward with a threesome that passes as the "Three Smart Girls of Radio." All heard on the same program, trio includes Doris Havens, organ; Rae Eleanor Ball, violinist; and Sandra, singer. Yet, all the girls have a hidden accomplishment. Doris can play the violin, Rae sings and Sandra plays the organ.

Varied Viewpoints

(Continued from Page 6)

Communications Commission must establish standards for all image receivers and transmitters. Sufficient waves must also be set aside for television, and we must remember that the range of ultra-short waves is limited to about twenty-five miles.

All problems, however, are not technical. The artistic side of television has many riddles to solve in developing program technique. Until these countless puzzles are cleared up there can be no commercial television.—SAYRE M. RAMSDALL, Vice-President, Philco.

for tuning, for tone control, for volume. Tuning is no different from that of the radio set. On the opposite side of the television cabinet are three control knobs for the pictures. They are for tuning control, for background control and for gain control. You tune to the frequency of the desired station, turn the background control to a place where the television screen is fairly brightly illuminated and then increase the gain control until a picture of good contrast is received.

What do we see? Possibly the head and shoulders of the announcer telling about the program to be given. This is followed by the picture of an orchestra playing the latest dance hit. At the proper moment there drifts into the picture two dancers, who sway across the television stage to the rhythm of the music. You like these dancers—you wish they would return—but the show moves on. The next number may be a motion-picture film, because motion pictures are very clearly transmitted by television. At the end of a brief news-reel you are switched over to an outdoor scene, perhaps a golf lesson by a famous pro, whose every movement can be followed by the camera's eye.... ALBERT F. MURRAY in *New York Times*.

Here's What Television Home Sets Will Be Like

WHEN will we have television? I confess that I do not know the correct answer. However, I am able to answer this question, "What can television accomplish?" The best way to answer this question, is to jump ahead from two to six years and place a television receiver in the home.

This television cabinet brings a service consisting of both picture and sound, but it in no way supplants regular sound broadcasting, by which you will continue to hear favorite radio stars.

With the antenna connected, we will turn on the switch and see what happens. On one side of the receiver are three control knobs for sound—



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY



NELSON EDDY TO HEAD CHASE-SANBORN SHOW

(Continued from Page 1)

on the NBC-Red. Up to yesterday the agents for the program, Trans-American Broadcasting & Television Corp., had not received any notice from J. Walter Thompson Co., Chase & Sanborn's agency, that they would pick up their second option on the "Do You Want to be An Actor" program.

What will fill in the gap between the signing off of the present program and the new series next fall is not clear, but it is possible that the "Spelling Bee" now on the Inter-City network may be put in this Sunday night period. Nelson Eddy in the new series will act as master of ceremonies, probably doing a stint similar to the one Dick Powell did in the "Hollywood Hotel" program on CBS.

Socony Again Sponsors Yale Football Schedule

(Continued from Page 1)

New Haven, and Yankee network stations on Oct. 2.

Complete broadcast schedule will include games with Maine (Oct. 2), Pennsylvania (Oct. 9), Army (Oct. 16), Cornell (Oct. 23), Dartmouth (Oct. 30), Brown (Nov. 6) and Princeton (Nov. 13).

Pick Best-Dressed Man

America's best dressed man and Hollywood's most fashionable movie star, selected by more than 300 tailors of the United States and Canada, will be named over the NBC-Red Network during a special men's fashion show program from Philadelphia at 6:35 to 6:45 p. m. today. Second and third choices will also be announced.

The broadcast is a feature of the golden jubilee convention of the National Association of Merchant Tailors of America now being held in Philadelphia. Women will be represented at this style show by Jane King.

That Noise

Noise and confusion that seeped through the receiving sets at the opening of the Eddie Cantor broadcast Sunday night has finally been explained in these parts via long distance phone call from Cantor.

Comedian said that a woman had brought a baby into the Wiltshire-Ebell theater, used as a studio, and the squall came with the opening of the show, confusion heightened when a squad of ushers ganged up on the miscreant. All of which did the cast no good.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS GRANTED

WLBG, Inc., Petersburg, Va., for renewal of license of station WPHR, Petersburg, Va. operating on frequency of 880 kc., 500 watts, daytime.

WMBG, Havens & Martin, Inc., Richmond, Va., to move station WMBG locally, install new equipment and increase power from 1210 kc., 100 watts, night, 250 watts daytime, unlimited except Sunday to 1350 kc., 500 watts, unlimited.

Times-Dispatch Publishing Co., Inc., Richmond, Va., for construction permit for new station to operate on 1500 kc., 100 watts, unlimited time.

KICA, Western Broadcasters, Inc., Clovis, N. Mex., Mod. of license to change operating hours from specified to unlimited, 1370 kc., 100 watts.

News Press Publishing Co., Santa Barbara, Cal., construction permit for new station, 1220 kc., 500 watts, unlimited time. Site to be determined subject to commission's approval.

Harold F. Gross & Edmund C. Shields, Saginaw, Mich., construction permit for station to operate on 950 kc., 500 watts, daytime. Site to be determined subject to commission's approval.

APPLICATION DENIED

Metro Broadcasting Co., Los Angeles, construction permit for new station 820 kc., 250 watts, limited time with WHAS.

W. T. Knight, Jr., Savannah, construction permit for new 1310 kc., 100 watts, unlimited.

Jack E. Brantley, Mrs. Jack E. Brantley and Jack E. Brantley, Jr., Savannah, construction permit for new 1310 kc., 100 watts, unlimited.

Niagara Falls Gazette Publishing Co., Niagara Falls, construction permit for new 630 kc., 250 watts, daytime.

Power City Broadcasting Corp., Niagara Falls, construction permit for new 630 kc., 250 watts, daytime.

Saginaw Broadcasting Co., Saginaw, Mich., construction permit for new 1200 kc., 250 watts daytime, 100 watts night, specified.

Century Broadcasting Co., Inc., Richmond, construction permit for new 1370 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATIONS

That the application of Eastern States Broadcasting Corp., Bridgeton, N. J., for construction permit be granted, subject to the commission's approval of the proposed site, 1210 kc., 100 watts, daytime.

That the application of Southwest Broadcasting Co., La Junta, Col., for construction permit be granted, 1370 kc., 100 watts, unlimited time.

That the application of Clark Standiford, Visalia, Cal., for construction permit be denied, 1310 kc., 100 watts, unlimited time.

That the application of Tulare-Kings Counties Radio Associates, Visalia, Cal., for construction permit be granted, 1190 kc., 250 watts, daytime only.

That the application of Beverly Hills Broadcasting Corp., Beverly Hills, Cal., for permit to transfer control be granted, 710 kc., 500 watts.

That the application of J. R. Maddox and Dr. W. B. Hair, d/b Chattanooga Broadcasting Co., Chattanooga, for construction permit be denied, 590 kc., 1 kilowatt, unlimited.

★ ★ ★ "Quotes" ★ ★ ★

"Broadcasting claims a more intimate relationship with the public today than perhaps any other utility and has captured the public fancy more than any other radio uses because it is so close to Mr. and Mrs. Average-American-Citizen-and-Family. It is estimated that radio has found its place in some 23,000,000 homes, and, if it is to enjoy the success to which it is entitled, if it is to strengthen its reception in the American home and hold its place there, it must deliver into those homes programs of high quality and entertainment which—above all—are wholesome and clean." —ANNING S. PRALL.

"All factors point to a year of importance for the playing of great music. Communications pour into studios no longer asking for 'little pieces', but instead demanding the performance of whole symphonies and the music of Bach, Wagner and Debussy. We have, I believe, gone

far to meet these requests. We have formed symphony orchestras designed primarily for radio, completely competent to play the music as great composers envisioned it." —ALFRED WALLENSTEIN.

"I believe the time is coming when radio will become the mightiest engine for peace. . . This is predicated on the idea that we should give the microphone, not to politicians, sword-rattling professional soldiers, double-tongued diplomats, and, most of all, arrogant dictators, but to honest peace-loving exponents of racial and national claims of various peoples who will strive not to increase animosities or make bitter controversies more bitter still, but to present honestly, simply and clearly the position of their own countries and to voice the desire of the people for whom they speak, so that the differences, whatever they may be, may be ironed out without force, threats or attacks." —IRVIN S. COBB.

COURT PROPOSALS STIR RECORD RADIO DEBATE

(Continued from Page 1)

President delivered his message in person to Congress, 22 persons, including Cabinet members, members of Congress, judges and private citizens, have or will have spoken either pro or con on the President's proposals.

More speakers on the subject are being scheduled. Virtually every night since the President made his proposal to Congress, there has been at least one speaker expounding his views over the NBC networks. Ten spoke, or will speak, in favor of and twelve against the proposal. In addition, informal remarks were made over NBC by leaders in both houses of Congress immediately following the special broadcast of the President's message on Feb. 5.

Big Gains Are Shown In Instant Recordings

(Continued from Page 1)

ness of the Presto Recording Corp. last month showed an increase of 300 per cent over January, 1936, the company announces. Sales for the current month are setting new records daily in volume of business both in recording equipment and blank discs.

Chief among the reasons for the rapid expansion of recording activities, according to Presto, is the money making possibilities which have developed with the demands of advertising agencies for proofs of their broadcasts and auditions of successful local programs for their spot accounts. Practically all of the newly licensed broadcasting installations include recording equipment as station owners have found locally made transcriptions invaluable in their promotional work.

Newest idea has come from managers of baseball clubs who are now sending daily gossip via transcription from their southern training camps to their home town radio outlets. Stations in the vicinity of the training camps handle the recording.

ONE MINUTE INTERVIEW

JACK JENNEY

"More than any other medium, Radio offers the lesser-known band-leader a great opportunity to soar to national fame. This is due to the versatility of studio musicians who with but little rehearsal and on short notice can be whipped into shape and offer outstanding musical presentation. Many famous network commercials are featuring bandleaders who, previously, were but little known to the public."



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 9

NEW YORK, FRIDAY, FEBRUARY 19, 1937

FIVE CENTS

Music Code Hearing March 3

"HIT PARADE" SHOWS WILL USE GUEST STARS

Tomorrow night on the CBS "Hit Parade" broadcast, American Tobacco Co. (Lucky Strike cigarettes) will present Lauritz Melchior as the first in a new series of guest appearances on the regular broadcasts. Succeeding guests will be picked from the entire entertainment field and will offer testimonials for newspaper ads in addition to their performances on the air. The NBC broadcasts on Wednesday night will follow the same formula.

On the west coast, American
(Continued on Page 4)

Kellogg Will Exploit Chicago Baseball Games

Chicago—Kellogg Cereal Co. has signed a contract through the N. W. Ayer Agency here for a play-by-play baseball broadcast over WJJD, the Ralph Atlass station. While cost for airing of games is understood to be nominal, the total cost of the program will run several times the price of time since Kellogg is preparing to spend in the neighborhood of \$100,000 for special exploitation and promotion. Special ballyhoo will in-

(Continued on Page 4)

Plumbers, Retail Bakers Sold on Broadcast Series

Newark, N. J.—The idea of using radio time has been sold by an enterprising advertising of a local station to a group of master plumbers and a group of retail bakers. The N. J. Master Plumbers Ass'n has endorsed plans for a 12-week half-hour program, with WNEW indicated as the choice for the experiment. Advertising announcements

(Continued on Page 3)

Plugging Prosperity

KFJZ, Fort Worth, has found that Prosperity Corner by plugging prosperity—on a 15-minute daily program. Prosperity news items from all over the country, plus boosts for city's own prosperity, are featured. All time on these programs has been sold to numerous small business firms who could afford to buy only an announcement. Program is profitable.

5,000th Broadcast

Anniversary program of "Three Little Funsters" over WMCA on Sunday night at 11-12:30, from the New Amsterdam Theater, will mark the 5,000th program broadcast by the Funsters. The male harmony team started airing for their sponsor, Sachs Furniture Co., 13 years ago and have been at it continuously ever since. The anniversary broadcast will have a long list of celebrities, including George Wallman, James Barton, Jerry Baker, Tom Waring, Rose Marie, Buddy Ray, Bob Hall, Zeke Manners, Eddie Davis, Lee Howard, Dorothy Manners, Bigelow and Lee, Loretta Clonen and others. Don Kerr will be m.c.

RADIO DEVELOPMENTS BASIS OF NBC SERIES

New quarterly series featuring O. B. Hanson, NBC Chief engineer, speaking on new developments in radio debuts next Tuesday, 7:45-8 p.m. E.S.T., over the NBC-Blue network. John B. Kennedy will appear on the first show.

Hanson will discuss the principles
(Continued on Page 6)

New Al Pearce Series On Michigan Network

Ford dealers of the Dearborn branch, Detroit, have signed Al Pearce to a new series of broadcasts to begin Thursday, Feb. 25. Programs will be heard over the Michigan net-

(Continued on Page 6)

John G. (Jap) Gude is Appointed CBS Station Relations Manager

Penna. Bill Specifies Truth in Advertising

Harrisburg, Pa. — Representative Anthony J. Gerard of Allegheny figures on the State shouldering some of the FCC's burdens and has offered a bill in legislature that would require the truth, and nothing but the truth, in all radio advertising. Measure would amend the act pro-

(Continued on Page 3)

Parley to Stamp Out Bribery of Radio Talent is Called by Federal Trade Commission

By M. H. SHAPIRO

Federal Trade Commission has notified the committee representing the popular music industry that March 3 has been set as the date for a conference which will put in motion the wheels of the fair trade practice code, designed among other things to stamp out bribery of radio talent. Committee will meet the Federal Trade Commissioners in Washington, iron out such details as may be subject of disagreement, and act upon any suggestions submitted by either radio or music in-

(Continued on Page 6)

75% OF CBS BILLINGS FROM FIVE INDUSTRIES

Seventy-five per cent of the gross revenue billed by CBS during 1936 was corralled from five industries, according to an industry break-down figure just released by CBS.

Food and food beverage manufacturers are in number one position, with expenditures of \$5,216,744.

Drugs and toilet goods field come second with \$4,885,770; tobacco ad-

(Continued on Page 6)

Six CBS Programs Renew for 52 Weeks

Four CBS clients, controlling six CBS programs, yesterday signed 52-week renewals which continues their respective programs on the air through 1937.

Renewals are: General Baking Co., New York (Bond bread), with "Guy Lombardo's orchestra" on 27 stations, Sundays, 5:30-6 p.m., effective Feb. 21. This is its seventh year on the air via CBS exclusively. Batten, Barton, Durstine & Osborn, Inc., New York, has the account.

American Home Products Corp., New York (Bi-So-Dol), on Feb. 26 renews "Broadway Varieties" 47 stations, Fridays, 8-8:30 p.m. Also

(Continued on Page 6)

20% RATE INCREASE FOR WBT ON MARCH 1

Charlotte, N. C.—WBT, local CBS outlet, will boost its rates 20 per cent on March 1, it is announced by William A. Schudt, Jr., general manager of the CBS office here. WBT's basic one-hour evening rate of \$250 an hour goes to \$300, with proportionate jumps in all other classes except daytime 50-word service announcements, which remain at \$50 a week for seven.

Several weeks before issuance of
(Continued on Page 3)

Dickstein Bill Hearing Adjourned to Wednesday

Washington Bureau of THE RADIO DAILY Washington — Following additional testimony yesterday by Charles H. Greeman, concert business manager, S. T. Ansell, general counsel of the American Federation of Musicians, Frank Gillmore, president of Actors'

(Continued on Page 6)

Fibber Reforms

Fibber McGee, champion in the realm of untruths, heard at 8 p.m. on Mondays over the NBC-Red network, starts a truth-telling competition on Monday, Washington's Birthday.

The contest is to continue, it is stated, throughout 1937, with a prize offered to the winner.

John G. (Jap) Gude, for the past four years director of publicity for CBS, has been appointed manager of the CBS station relations department, it was announced yesterday by Edward Klauber, CBS executive vice-president. Gude takes over his new duties on Feb. 23, and will be directly responsible to Herbert V. Akerberg, CBS vice-president in charge of station relations.

Donald A. Higgins, who has been
(Continued on Page 3)



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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NBC Signs Hildegarde For New Series of Eight

National Broadcasting Co. yesterday signed a new contract with Hildegarde, the Milwaukee girl imported to American radio from London. New contract calls for a series of eight programs to be broadcast every Saturday night over the NBC-Blue network, 10-10:30 p.m. Hildegarde is one of the highest paid sustaining artists on the air.

Buddy Cantor Back to WMCA

Buddy Cantor, former WMCA movie commentator who recently returned from a five months' stay in Hollywood, returns to that station next week in a similar capacity. Coincident with his return, Cantor is understood to be changing his name. Probably the Hollywood influence.

John Hogan to Speak

John V. L. Hogan, president of Interstate Broadcasting Co., will talk on "Building a Better Radio Service" March 1 over WQXR, 9:30. He'll touch on high fidelity broadcasting and station policy.

FINANCIAL (Thursday, Feb. 18)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA 55 Pfd. B, Stewart Warner, Zenith Radio. Also NEW YORK CURB EXCHANGE and OVER THE COUNTER.

Coming and Going

KEN MURRAY leaves for Lake Placid from his vaudeville tour of the mid-West. Will stay there for vacation until departing for Hollywood March 15. Begins Campbell Soup show from there March 31.

CHARLOTTE CHAIN returns Monday from Bermuda vacation.

MICKEY ALPERT leaves tonight for his home in Boston to get his clothes and return on Tuesday. Just came to town for a day and began radio negotiations which prompt him to remain here.

BETTIE GLENN of Publicity Associates entrained for Philly last night and back this morning on mysterious business.

KATE SMITH and TED COLLINS leave for Lake Placid until the next show. ZEKE MANNERS and MR. and MRS.

LESTER LEE leave Sunday for the weekend in Lakewood.

FRANCES FAYE leaves for Hollywood.

BILL BURTON of Rockwell-O'Keefe leaves for Chicago on Saturday to be gone until about March 1. It's a business trip.

A. K. SPENCER of the J. Walter Thompson advertising agency returned to the New York office from the west coast yesterday.

PHIL BAKER, now sunning himself in Florida, will be back in New York with Beetle and Bottle in time for their Feb. 28 broadcast over CBS.

EDWARD PETRY and HANK CHRISTLE are back in New York after a Chicago business conference.

LESLIE ATLASS has gone to California from Chicago.

Tavannes is Launching Script Series on Coast

Tavannes of America, Inc., New York (Tavannes watches), on March 28 will begin a 13-week series of script programs on five CBS Pacific coast stations (KNX, KOIN, KGB, KSFO, KOL), Sundays, 7:45-8 p.m. P.S.T. Program will be known as "Split Seconds in History" and will originate from KNX. Milton Weinberg Advertising Co., Los Angeles, is the agency.

Tulsa Store Adopts 30-Min. Script Show

Tulsa, Okla.—Brown-Dunkin, Tulsa's leading department store, on the air over KTUL ever since the station opened three years ago, recently adopted a new 30-minute program known as the "Brown-Dunkin Tabloid" featuring a cast of actors in a script show entitled "The Grubb Family", Milton Slosser at the organ, and store news read by the station announcers.

The series is produced by Gene Lofler and written by Mary Jane Bowen under the supervision of Charles Bush, continuity editor.

Station Reps Expanding

Chicago—Edward Petry and Hank Christle have returned to New York following conference with their third partner Ed Voynow. While together here trio set up policies and plans for the coming year for the Petry station rep organization.

Group is aiming for at least five more stations and are particularly interested in obtaining stations here and in New York.

Joins KTUL Staff

Tulsa, Okla. — Recent addition to the continuity staff of KTUL is Mary Jane Bowen, formerly advertising manager of Seidenbach's, women's specialty store. Miss Bowen is to write the Brown-Dunkin Department Store script and commercial for local accounts with feminine appeal. KTUL's continuity staff now numbers five.

NBC-Paramount Series Will Start on March 14

West Coast Bureau, THE RADIO DAILY Hollywood — New variety program in which NBC will use talent from the Paramount studios has been set to start March 14. It goes over the NBC-Red network on Sundays, 12-12:30 p.m. Among Paramount personalities available for the broadcasts are W. C. Fields, Edward Arnold, Lew Ayres, Claudette Colbert, Ben Blue, Mary Carlisle, Roscoe Karns, Dorothy Lamour, Johnny Downs, Gladys Swarthout, Charlie Ruggles, Shirley Ross, Lynne Overman, Eleanore Whitney and others.

Denies Bobby Breen For Nat'l Broadcasting

West Coast Bureau of THE RADIO DAILY Los Angeles—Sol Lesser denied last night that Bobby Breen has signed with National Broadcasting, stating that Breen's only air appearances would continue to be on the Cantor show over the Columbia network for which he is contracted through April 1. Also that Mrs. Berg reported to have signed with National for Breen's scripts, will assist in the production of Breen's next movie, "Boy Blue", to be filmed in April by Principal Productions. According to the statement made Wednesday by National Broadcasting, Breen was signed for a program called "The Singing Kid", four scripts of which had been completed by Mrs. Berg.

Ellen Davis Resigns

Ellen Davis, for the past year, assistant to Gar Young, NBC director of trade news, has resigned to enter the trade paper field.

Leg Sava TONIGHT'S BEST BET: WHN Movie Club—guest star: Lenore Ulric from 8 to 9 p.m Sat.: "Flame Fighters" from 7:30 to 8 p.m. WHN DIAL 1010 AFFILIATED WITH M-G-M & LOEWES

YOUR RADIO PILOT By AL TURNER (Image of Al Turner)

Lanny Ross and his Maxwell House Show Boat offered such a superlative program last week that they won the Weekly Pilot Award of Merit... presentation was made last night after another outstanding air-show, with Jackie Coogan and Mitzi Green (quite grown up!) as guest stars... You've been hearing about this important, much-sought designation of excellence that stamps the winners as definite air-headliners... Who's your nomination? Write... Tonite 'twill be Hollywood Hotel, with a tabloid version of Black Legion... Fred MacMurray M.C.ing... John Held's U. of Penn Varsity Show is promising... Be There with

YOUR PILOT RADIO (Image of Lanny Ross) By POPULAR DEMAND

Choose the set favored by radio executives and radio performers for their own use... the amazing new Pilot! A Side-by-Side Demonstration will convince you. In direct competition, note Pilot's richer tone, more dynamic power (due to exclusive Traux Beam Power Circuit), superior freedom from interference. Enjoy unsurpassed Foreign as well as Domestic Reception. Hear Pilot's supremacy for yourself! Illustrated 1937 folder on request. Phone Stillwell 4-5155 for Radio Information, or name of Pilot Dealer nearest you.

Superb Pilot Radios 29.50 to 147.50 Pilot RADIO CORP. "The Standard of Excellence" 3710 36th St., Long Island City

JAP GUDE NOW HEADS STATIONS RELATIONS

(Continued from Page 1)

serving as CBS news editor for three and half years succeeds to Gude's present post. No successor has been announced for Higgins' position.

The official CBS announcement stated that, because of increasing pressure in the station relations department, Gude is being detached from his present assignment and would assist H. V. Akerberg for an indefinite period, during which time he would have the title, manager of station relations. Don Higgins is taking Gude's job with the title, acting publicity director.

Gude joined CBS seven years ago as a member of the CBS special events department for two years, then to the publicity department where he has since remained. Before coming with CBS, Gude was with the Tide Water Associated Oil Co. for four years as a member of the advertising and promotion department. Gude is a graduate of Brown University.

Don Higgins has spent all his five years with CBS in the publicity department, coming over from the NBC press department, where he was for two years. In 1930, he was a U. P. Washington correspondent covering the Senate and for six years served U. P. in various capacities as bureau manager and as business representative in the southwest.

The rest of the CBS station relations department personnel remains unchanged. Edith M. (Peggy) Stone continues as office assistant, with Hazel Westerlund as her assistant. Lincoln Dellar who has been the station relations department's field representative will also remain in this post.

Penna. Bill Specifies Truth in Advertising

(Continued from Page 1)

hibiting false statements of quality of merchandise and place aircasting within the same restrictions imposed on newspapers, magazines and periodicals.

Spell of the Moon

A CBS switchboard statistician comes through for the age-old theory that human emotions are influenced when the moon waxes full. Reports kept by the phone operators reveal that the boards are literally swamped with calls several days before and after the moon reaches its zenith.

Both men and women talk for half an hour, seeking to send flowers to Miss So-and-So, or speak as though they could do violence to Mr. So-and-So. All according to the reaction of a certain type program.



• • • Buddy Hassett, first baseman for the Brooklyn Dodgers, auditions Wednesday morning for the Joe Cook show—as a singer.... Sir Hubert Wilkins, the explorer, just signed by an agent for radio-peddling.... His wife, Lady Wilkins, is a night club singer now.... Al Shayne's contract with Sally's WHN airing expires March 28.... He won't re-sign.... Bob Taplinger's brother, Sylvan, will try to fill Vic Knight's job with the Kate Smith hour following next week's airing.... Sid Gary and Frances Hunt to be starred on a furniture store show.

• • • Little Ann Little, the Betty Boop of the movie cartoons, to act as stooge for the planned Mickey Alpert commercials.... Arthur Boran, the mimic, Mary Small and the Three X sisters, open at Fay's theater in Philly the 26th.... Harry Rose starring at Benny the Bum's in that city.... Jean Paul King renewed as Metrotone commentator.... Robert E. Egan, NBC salesman, returned to his desk after two-month illness.... Swell tie-up Harry Davies and Walter Fleischman made with the Daily Mirror and Eddie Davis of Leon & Eddie's. Paper is laying out the cash.

• • • Because his guestar shot for Rudy Vallee was so sensational, A. L. Alexander has been signed to do a similar writing and commentary job on Saturday's Shell show with a tribute to Washington.... Two top-notch comedians paid \$100 each for Jim Madison's oldest joke book, "Madison's Budget"; the same gags which he'll read on Harry Hershfield's Laugh Parade via WMCA tonite.... Harry will trace the history of the gags and black-outs of some of the amateur humorists.... Press agents are yelling because radio dramatic critic plugged a show via his program. The critic is p. a. for the show.... George M. Cohan, Albert Spalding and Eddy Duchin star on "Magic Key" Sunday.

• • • "I Love You From Coast To Coast" on the Kate Smith show last night was sung by eight-year-old Sybil Elaine. She was sensational.... T. Collins begins another build-up with her.... Sally Breen, Bobby's sister, taking vocal lessons.... Arnold Johnson and his band renewed for 13 weeks on the Feen-a-mint show.... Gordon and Revel's score from "Head Over Heels in Love" featured in medley of tunes during the past week by 17 bands, as a tribute to the boys.

• • • Radio Row getting a preview-peek of the latest in Parisian haircuts for men via Lester Lee's.... Irving Reuben, Arnold's son, tells about celebrities' food over WNEW this afternoon.... Elena Mercedes Maria Jimenez de Echagaray Ct. De Torreon is the name of the WHN receptionist.... Don't worry, they call her "Jimmy".... Al and Lee Reiser off the Ford Show because their Friday rehearsals interfere with their Ralph Kirbery airing.... Robert E. Egan, NBC salesman, returns to his desk Monday after two month illness.... Jean Paul King, the announcer, renewed with Hearst Metrotone News....

20% RATE INCREASE FOR WBT ON MARCH 1

(Continued from Page 1)

the new WBT rate card, the station sent notices to all prospective advertisers notifying them of the rate increase and informing them that contracts signed up to March 1 could start within 60 days and retain the protection of the old rate card up to and including Feb. 28, 1938.

The station also protected its entire list of current advertisers on the old rate by issuing a new contract to all from March 1 to Feb. 28, 1938. All local current business had been renewed for 52 weeks at this writing.

The new rate card No. 11 employs weekly frequency discounts, dollar volume discounts, and discounts for consecutive weeks of uninterrupted broadcasting.

Radio advertising on WBT, 50,000 watt dominant southeastern station, reached an all time high in the 15 years' history of the station in January and all indications are that February and March will set other new records inasmuch as all night time spots are already sold out and only a few 15-minute strips of time remain during the daylight hours.

Plumbers, Retail Bakers Sold on Broadcast Series

(Continued from Page 1)

will be of the institutional type. Suggestion for a national campaign will be made by the Jersey group at the national association convention in Atlantic City late in May.

The N. J. Bakers' Board of Trade contemplates a 10-week series of daily broadcasts to call the public's attention to the wares of the retail bakers. If successful, it is planned to interest bakers in neighboring states to go in on a bigger series.

Overman "Para. on Parade" m.c.

West Coast Bureau, THE RADIO DAILY
Hollywood—Lynne Overman will act as studio guide to visiting celebrities as guests of the day in "Paramount on Parade" program which starts March 14.

There are 25 broadcasting stations throughout China at present. Two new ones are now being constructed at Kagoshlura and Toyama, with five others to be installed during current year. Owing to geographical conditions, seven stations possess power of 10 kilowatts. Top power 75 kilowatts.



RADIO is offering a contribution to health of the community in a new series of broadcasts being presented over WOV Saturdays at 11:45 a.m. and Mondays at 4:30 p.m. under the auspices of the People's Medical League. The People's Medical League, chartered under the laws of New York State, is a non-profit, mutual membership society, under the cooperative health plan by which families of small incomes can obtain honest medical, dental, eye, throat and any other health care from private practitioners at greatly reduced fees.

WPG, Atlantic City, which visualizes seaside recreations and health advantages continually, has inaugurated a "Vacation Time" program which takes the air at 5 p.m. each Tuesday and Thursday. The purpose of this program, which is in the nature of an airplane trip over the resort, is to show that the resort has "something for everyone."

KCKN, Kansas City, Kansas, is now on the air with a 30-minute community sing which is broadcast nightly at 8:30 from the Granada Theater, movie house. The sing is staged between shows and is mc'd by the station's program director, Karl Willis.

Starting Sunday, the program of Famous Homes of Famous Americans will be heard from KDKA (Pittsburgh) regularly at 1:45 p.m. The next transcription will take listeners on a visit to the White House, home of America's first families. Highlights of the original construction and the several remodeling operations and additions down through the years will be described to show what caused the changes in the appearance of the famous building.

The Voice of Youth will predominate at the weekly American Town Hall meeting to be broadcast Feb. 25, 9:30-10:30 p.m. over an NBC-Blue network.

Jimmy Murray will bob up tomorrow morning at 10:30 a.m. over WCAE, Pittsburgh, with an entirely new program, "Future All-Americans." Jimmy, long a sportscaster and writer and a sports enthusiast at heart, is out to see that the grade school Jimmy Joneses of Pittsburgh show up in plentiful numbers 10 years hence when the All-American teams are picked. Bill Benswanger, president of the Pittsburgh Pirates, will have a message to youngsters in the sports world on the same program. Jimmy will be heard every Saturday morning at the same hour.

RADIO PERSONALITIES

No. 5 in the Series of Who's Who in the Industry

BERNICE JUDIS. Manager of Station WNEW. There are six femme top-kicks in the industry, she is the only one in New York. Ex-Barnard student, she got her early business training in her dad's real estate office, family being prominent in this field. First taste of radio while with a large advertising agency and from there was appointed manager of WNEW at its inception in the spring of 1934. Is considered the brains behind the station's exploitation, from the spectacular down to special events. Typical New York gal, she is still under thirty. Proving that she is a real she-woman, she chews gum nervously and incessantly, but will fire anyone else harboring a cud around the office. Station being on the air 24 hours a day, she almost puts that amount of time listening in to catch "hitches." Once fed her authoritative voice into a mike, but called it quits thereafter. Her direction of the station's policies brought it up to fifth place from scratch, in the Metropolitan area.



Introducing WNEW's
Femme "Top Kick"....

Kellogg Will Exploit Chicago Baseball Games

(Continued from Page 1)
clude guest appearances of famous personalities of the diamond and other sport stars among those scheduled to date being Babe Ruth, Tris Speaker, Joe E. Brown, Jack Dempsey, Pat O'Brien of the films and various other celebrities. John Harrington, sportscaster is being imported from WBBM to handle the baseball descriptions.

St. Louis—KWK, Mutual outlet, and KMOX, local Columbia station, have signed contracts with the St. Louis Cardinals of the National League for radiocasting of all baseball games played at Sportsmen Park the coming season, with the exception of the Sunday and holiday bookings. Each station will pay the Cardinals \$7,500 for the privilege, the same price paid last year.

KWK and KMOX are also dicker-ing with the new owners of the St. Louis Browns of the American League to broadcast their games at Sportsmen Park.

General Mills will bankroll the KWK broadcasts of the Cardinal games, with Johnny O'Hara as the announcer, while Kellogg will sponsor the KMOX end of the arrangement. As usual France Laux, Columbia sports commentator, will be at the mike at Sportsmen Park.

"Hit Parade" Shows Will Use Guest Stars

(Continued from Page 1)
Tobacco, (Roi-Tan) cigars will begin a new series over the CBS Pacific Coast group (KHJ, KOIN, KGB, KSFO, KOL) on April 5. Contract calls for 26 shows to be aired every Monday, Wednesday and Friday, 10:30-10:45 p.m. E.S.T. Program will be called "Man to Man Sports." Lord & Thomas handling the Lucky Strike show, while Lawrence C. Gumbinner is the agency for Roi-Tan.

Announcers Are Added By Kansas City Stations

Kansas City — KXBY has added Glenn Squires, of Janesville, Wis., to the sales staff and Paul Snider to the announcing staff, while Ray Sweeney, until recently continuity director for the station, is now with WKZO, Kalamazoo, Michigan in the same capacity, KXBY is also completing negotiations for an oil company sponsor for their 15 minute Rod and Reel hunting and fishing program which will be presented twice weekly by Roland Quinn, hunting and fishing editor of the Kansas City Journal-Post. The program will feature hints to sportsmen, Resort news, and prizes for record breaking fish reported by listeners.

KCKN has added three new announcers, Kenneth Yong, Randal Jessie and Ralph V. Nelson. Latter comes from KWBG, Hutchinson, Kans., to handle sports broadcasts.

See Well-Done Dramas Liked By Air Listeners

West Coast Bureau, THE RADIO DAILY

Los Angeles — Analyzing the new radio surveys which put Lux Radio Theater at top of our programs, and next to Benny and Cantor as preferred air entertainment, J. Walter Thompson agency is beaming happily at having upset the old belief that if a radio show is to click, it must be music or comedy.

"We have proved that if a dramatic show is well done on the air, the public will listen to it," declared E. J. Fortman of the agency office here. Since they began using picture people last June, he says, they have made contracts calling for not less than 25 hours rehearsal for each production, with as many as 40 hours on some shows. Surveys showed a steady climb in public favor, with the past five weeks reports making phenomenal gains, he said.



ED WYNN, Jacques Fray and Mario Braggiotti join musical forces during the Wynn broadcast with Graham McNamee over the NBC-Blue network, Feb. 27. The comedian will provide impromptu interpolations to the Fray and Braggiotti arrangements, in a three-piano musical burlesque.

According to Standard Radio, Inc., a new Seger Ellis dance band, without benefit of saxes or violins, consisting of four trombones, four trumpets, a clarinet, two pianos, drums and bass, has clicked in a big way. Special arrangements are by Spud Murphy.

Glenn Young and band are at the Park Plaza's Crystal Terrace Room in St. Louis. He was vocalist with Linda Lee at KMOX during winter of 1933.

Two original ditties by Al Clauser and Tex Hoepner of Clauser and His Oklahoma Outlaws, WHO Radio cowboy band, will be featured in western flicker they will make for Republic. Songs are published in a book of original songs by both boys, prepared by west coast music publisher.

Bobby Godet is added to the Shep Fields outfit as vocalist Feb. 26. He's been recording with them for months.

Sammy Kaye's fan mail has reached terrific proportions since his band has been coast-to-coasted via WCAE-Mutual Pittsburgh.

Six Local Firms Sponsor Kitchen Show on KXBY

Kansas City—KXBY will inaugurate next week a new kitchen show to be sponsored jointly by six local firms on a 13-week agreement. The 15-minute program, aired every week day morning, will present a mother explaining the mysteries of food preparation to her daughter, a young bride. Each separate installment of this script show will be sponsored by an individual firm with names of the others being mentioned in the commercial, the firms alternating in the featured spot.

WGN Astronomy Series

Chicago—A New series of interviews with Parker Wheatley on astronomy makes its debut Tuesday at 10:15 over WGN under the title of "Night Skies and Beyond." Dr. Oliver Justin Lee, professor of astronomy at Northwestern and director of the Dearborn Observatory, will answer popular questions about the stars. Similar broadcasts were given last winter and spring.



COLUMBIA has rearranged several departments to make more room, relieve congestion, consolidating the local and national sales departments in one room, moving publicity to an office of its own just off the entrance lobby.

Mary Pickford, now in a Hollywood hospital after an operation, has booked passage on the Queen Mary for March 10. She is due to return to Pickfair within the next few days.

Chili Bowl, restaurant chain, has signed, and will begin immediately on a two times a week sports program on KEHE. Allied Advertising Agencies placed the account. Sam Balter, athlete and associate of Frank Bull, Associated sportscaster, will make it a "Sports Page of the Air," with best free story, best game of the week, etc.

Sidney Skolsky, runner up to Winchell as newspaper columnist and Mary Garden, will be interview guests on Bing Crosby's Kraft show for Feb. 25.

Harrison Holliday, general manager, and Glen Dolberg, program director for KFI and KECA returned to their desks after battling the flu.

Starts Sport Guests

Jocko Maxwell, sports commentator of WLTH, has inaugurated a sport guest of honor feature on the WLTH Sports Parade program heard every Saturday at 6 p. m. Jimmy Powers, sports writer of the New York Daily News, faces Jocko Maxwell's snappy queries on Saturday. The sport fans along radio row are still talking of Maxwell's clever interview with Bobby Hassmiller, Fordham University's star center last Saturday.

Griffen Holds Auditions

Griffen All-White Shoe Cream auditioned singers yesterday for a new series to start early in March. Program will be heard over the basic Blue and South Central groups. Birmingham, Castleman & Pierce is the agency.

For Art's Sake

The Minsky brothers rushed to the WNEW mike last night and with the aid of a commentator and two strip-teasers, came out for the Dickstein alien actor bill.

Burlesque magnates and their gals stated that American stage must be kept safe for the American strip artists and keep out the foreigners who believe art is not necessary in disrobing before the public.

Chatter

KVSO, Ardmore, which has for its slogan, "The Voice of Southern Oklahoma," was instrumental in the recent Red Cross drive for funds for flood sufferers of the Ohio and Mississippi valleys. Fifteen minutes after Ardmore's quota had been set, the radio station gave its first plug in behalf of the campaign for funds. By the next morning, the quota had been doubled and a few hours later it had been exceeded four times. Before the campaign ended, Ardmore, a city of 18,000 people had exceeded its quota by eight times to raise more than \$4,000 for the Red Cross. Throughout the entire campaign, KVSO continued to give generously of its time in support of this worthy campaign. KVSO is owned and operated by the Daily Ardmoreite.

Clair Heyer, KXBY (Kansas City) publicity director, has been confined to his home all week by the flu, but is expected back to his desk by the first of next week.

Paul Althouse of the Met. will be the guest of Ethel Peyser, critic and author of "The House That Music Built", on the "Music in Gotham" program Monday, 9:45.

Bobby Roberts, ex-master of ceremonies, is working very hard to pull a successful comeback as a radio crooner. He is giving tri-weekly concerts for Station WTMV, East St. Louis, Ill., and also works every night in the week at the Green Diamond night club in Belleville, Ill.

Joan Kay, Chicago radio actress, was in Salt Lake City this week for the Fair Trade Practice laws meeting.

Allen Prescott, radio's erstwhile "Wife-Saver," is planning to carry his message into the home through the medium of the printed page. Negotiations are underfoot for Prescott to edit the Household Hints section of a feminine Beauty Magazine to be issued by his current soap sponsor and distributed on a nationwide scale through the stores handling the sponsor's products.

KFXR manager, B. C. Thomason, and Commercial Manager Bob Ellison, Oklahoma City, were among the honored guests at the annual meeting of the Texas League officials held in Tulsa. League officials reported favorably toward baseball broadcasts, something that they have frowned upon heretofore. Some Texas League teams will permit home game broadcasts this year, while all teams are agreed that broadcast of the away from home games is quite beneficial to the great American sport.

Congressman Sol Bloom of New York will speak via WMCA Monday night on George Washington.

The voice of Ralph Wentworth, veteran announcer, who now heads the firm of Langlois and Wentworth, will be heard again on the air over 236 stations in the United States during the next two weeks. Wentworth, whose voice has been stilled by executive duties since the famous Lindbergh reception in 1927, stepped in and subbed for John Holbrook when the latter's voice broke under the strain of laryngitis while he was recording at the RCA-Victor studios.

The famous Russian Cathedral Choir under the direction of Nicholas Vasilleff has been signed by Langlois and Wentworth. Deal made by Ralph Wentworth calls for recording to start immediately. A special Easter program by the choir will be released immediately to all stations using Lang-Worth planned program service.

WVVA, Wheeling, W. Va., is mourning the loss of Velma Young, for years a member of the "Jack and Velma" program. She passed away a few days ago.



LESLIE ATLASS, vice-president of CBS in the midwest, has finally gone to California after having postponed his departure because of Wrigley Red Cross benefit broadcast. While he is away, Jack Valkenburg will be nominal head here.

Movie scouts have been in active evidence in local radio studios during the past week with reps of five major cinema concerns looking over the talent. Virginia Clark and Louise, air actresses, first to be given Hollywood tickets.

George Wilkens of WBBM died this week of a heart attack.

WMCA Airing Rackets

Restaurant and hotel rackets, as brought out in the current probe by Special Prosecutor Dewey, form the basis of three WMCA broadcasts next week in the Thrilling Detective Dramas series. "Kick-Back" will be presented Monday night at 9 p. m., followed by "Shake-Down" and "Crime Incorporated."

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

**1560 BROADWAY
NEW YORK CITY**

75% OF CBS BILLINGS FROM FIVE INDUSTRIES

(Continued from Page 1)

vertisers, \$3,052,924; automotive field, \$2,533,971; petroleum industry, \$1,599,034.

Complete report by industry and clients appears on this page.

Dickstein Bill Hearing Adjourned to Wednesday

(Continued from Page 1)

Equity Ass'n, and various others, hearings on the Dickstein bill to curb foreign talent importation were adjourned until Wednesday.

Ansell said his organization favored the measure so long as any reference to instrumentalists and conductors was entirely stricken out. Freeman took exception to what he termed the control of concert talent by Columbia Concerts Corp. and National Broadcasting Artists Bureau.

Gillmore said it would be in the interests of art to allow certain players to enter the country freely.

New Al Pearce Series On Michigan Network

(Continued from Page 1)

work, 8-8:30 p.m. Following stations will pick up the show: WXYZ, WELL, WIBN, WKZO, WFBF, WOOD-WASH, WBCM, WJIM and WSPD. Latter is not affiliated with Michigan network, but will be allowed to pick up show at sponsor's request. Program will be tagged "Al Pearce's Amateur Round-up," and feature the same cast that now appears on the CBS coast-to-coast program also sponsored by Ford. Program will plug dealer's used cars. N. W. Ayer & Son is the agency.

Radio Developments Basis of NBC Series

(Continued from Page 1)

and operation of the new unidirectional velocity microphone used by NBC in the opera broadcasts and the lofty vertical radiator antenna recently installed on the WJZ transmitter.

Tom Terriss in Hospital

Tom Terriss, producer-adventurer entered St. Luke's Hospital yesterday afternoon for an eye operation. Terriss is one of the four remaining survivors of the 20 men who were present at the opening of King Tut's tomb. His newest radio show is called "Weird Happenings", now in the hands of Rockwell-O'Keefe agency. Terriss' eye operation comes as a result of a collision with an ancient Egyptian mummy nearly a score of years ago.

Industry Classifications of CBS Billings for 1936

AUTOMOTIVE

Chrysler Corporation, Chrysler	\$ 358,857
Chrysler Corporation, Dodge	5,291
Chrysler Corporation, Plymouth	130,699
E. I. du Pont de Nemours & Co., Zerone	6,600
Ford Motor Co., Ford Motors	1,456,773
Ford Motor Co., Lincoln	72,125
General Motors Corp., Chevrolet	72,335
General Motors Corp., Pontiac	98,700
Nash Motors Co., Nash	89,790
Packard Motor Car Co., Packard	111,325
Studebaker Sales Corp., Studebaker	106,476
	\$2,533,971

CIGARS, CIGARETTES & TOBACCO

American Tobacco Co., Lucky Strikes	\$ 572,615
Brown & Williamson Tobacco Co., Kool & Raleigh Cigarettes	6,930
Consolidated Cigar Co., Harvester Cigars	48,750
Liggett & Myers Tobacco Co., Chesterfields	1,095,810
R. J. Reynolds Tobacco Co., Camels	954,149
U. S. Tobacco Co., Model & Dill's Best Tobacco	374,670
	\$3,052,924

CONFECTIONERY & SOFT DRINKS

Clicquot Club Co., Gingerale	\$ 2,885
Coca-Cola Co., Coca-Cola	171,025
Wm. Wrigley, Jr., Co., Chewing Gum	1,017,456
	\$1,191,366

DRUGS & TOILET GOODS

Affiliated Products, Inc., Kissproof & Outdoor Girl	\$ 163,457
Affiliated Products, Inc., Louis Phillippe	65,498
Affiliated Products, Inc., Edna Wallace Hopper	171,522
Bayer Chemical Co., Aspirin	60,266
The Bisodol Co., Bisodol	282,568
Colgate-Palmolive-Peet Co., Palmolive Soap	508,089
Colgate-Palmolive-Peet Co., Shaving Cream	369,828
Gillette Safety Razor Co., Safety Razor	286,939
Health Products Corp., Feenamint	24,787
Kleenex Co., Kleenex & Quest	214,707
Kolynos Co., Kolynos Dentrifrice	244,034
Laco Products, Inc., Shampoo, Soap, etc.	9,545
Lady Esther Co., Cosmetics	349,428
The Larned Co., Hill's Cold Remedies	36,300
Lehn & Fink Products Co., Hind's Honey & Almond	123,354
Lehn & Fink Products Co., Lysol	53,385
Lehn & Fink Products Co., Pebeo	196,030
Lever Brothers Co., Lifebuoy Soap	169,760
Lever Brothers Co., Lux Toilet Soap	715,819
Moonglow Cosmetic Co., Nail Polish & Remover	6,560
Chas. H. Phillips Co., Phillips Dental Magnesia	56,171
The Pompeian Co., Toilet Preparations	57,283
Sales Affiliates, Inc., Zotos Permanent Wave	116,390
Vick Chemical Co., Vick's Cold Remedies	134,960
Wasey Products, Inc., Barbarsol	55,511
Wasey Products, Inc., Proprietarys	246,681
Wildroot Co., Toilet Preparations	145,915
Wyeth Chemical Co., Jad Salts	20,983
	\$4,885,770

FINANCIAL & INSURANCE

Beneficial Management Corp., Loans	\$ 56,508
Group of American Banks, Banking Service	43,501
	\$100,009

FOOD & FOOD BEVERAGES

Campbell Soup Co., Campbell's Soups, Baked Beans, Tomato Juice	\$1,294,854
Continental Baking Co., Wonder Bread	639,572
Corn Products Refining Co., Karo, Mazola, Kremel	242,265
Cream of Wheat Corp., Cream of Wheat	105,688
R. B. Davis Co., Cocomalt	60,630
Durkee's Famous Foods, Ltd., Foods	2,700
General Baking Co., Bond Bread	175,370
General Mills, Inc., Bisquick-Kitchen Tested Flour, Soft-as-Silk, Wheaties, etc.	758,690
Wheaties	95,806
Great A & P Tea Co., A & P Coffees	566,060
Hecker H-O Co., Force & H-O Cereals	108,481
H. J. Heinz Co., "57" Varieties	306,006
Geo. A. Hormel Co., Chili con Carne and Soups	58,518
Illinois Meat Co., "Broadcast" Products	16,196
Knox Gelatine Co., Gelatine	37,665
Maltex Co., Maltex Cereal	39,000
Pet Milk Sales Corp., Pet Milk	287,671
Pillsbury Flour Mills Co., Pillsbury Flour	16,485
Sperry Flour Co., Flour	9,500
Ward Baking Co., Bread and Cake	212,242
Wheatena Corp., Wheatena	183,345
	\$5,216,744

HOUSE FURNITURE & FURNISHINGS

Mohawk Carpet Mills, Inc., Carpets and Rugs	\$ 177,816
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JEWELRY

Elgin National Watch Co., Clocks and Watches	\$ 85,884
Tavannes of America, Watches	6,000
	\$ 91,884

LUBRICANTS & FUEL

Atlantic Refining Co., Gas and Oil	\$ 291,162
Barnsdall Refining Co., Gas and Oil	4,045
D. L. & W. Coal Co., Blue Coal	46,562
Gilmore Oil Co., Gas and Oil	37,480
Gulf Refining Co., Gas and Oil	359,974
Phillips Petroleum Co., Gas and Oil	22,760
	(Continued on Page 7)

MUSIC CODE HEARING IS SET FOR MARCH 3

(Continued from Page 1)

terests, talent and business end of the former included.

Another meeting date will be set for general attendance before final adoption of the code of fair trade practice, after which it will go into effect and be binding both upon the music men and radio or other talent with whom the former comes in contact.

Before the code takes effect, in so far as the bribery clause is concerned, each side will have an opportunity to purge itself in any individual case wherein an alleged bribe took place either on the giving or taking end. By presenting or explaining the case in question, it may forestall investigation by the FTC and resultant penalties provided in the code.

Any radio artists involved in a situation where money or gifts directly or indirectly was received from a music publisher or his representative, and which may be construed or misconstrued as a bribe, has the privilege of communicating with John G. Paine, chairman of the board of the Music Publishers' Protective Association, so that the matter may be taken up prior to actual operation of the code and the industry comes under the direct supervision (as to fair trade practices) of the FTC.

This applies either to the donor or receiver of the bribe in question. Suggestion or complaints also are to be forwarded to Paine. Such complaints may be in the nature of a music man complaining about a certain artist who demanded fees for singing a song, or an orchestra leader for playing the number. Whatever purging is done now will probably preclude investigation of the matter later on.

Leading music men are being backed by program directors of the leading networks. Latter include such officials as John Royal, vice-president in charge of programs for National Broadcasting Company. Royal has long been among those who believed that radio should be free of paid plugs, and has done much to help stamp it out.

Six CBS Programs Renew for 52 Weeks

(Continued from Page 1)

its "Hammerstein Music Hall" (Kolynos toothpaste), which is on 45 stations, Tuesdays, 8-8:30 p.m., effective Feb. 23. Blackett-Sample-Hummert, Inc., New York, services both accounts.

Gulf Refining Co., Pittsburgh (petroleum products) through Young & Rubicam, Inc., New York, on Feb. 21 renews Phil Baker on a 60 station network, Sundays, 7:30-8 p.m.

Horn & Hardart, lunch room chain, has signed a renewal on its WABC program, "Horn & Hardart Children's Hour", Sundays, 10:30-11:30 a.m., effective Feb. 21. The Clements Co., Inc., Philadelphia, is the agency.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

IF cleanliness is akin to what the gullible think it is...the godliest woman in radio is Vivia Ogden...who commercials for Rinso, Lux, Chipso and Bab-O...What—no Ivory Soap? Did you know that Dee Collins of "Ed Fitzgerald & Co." is the widow of Jimmy Collins, test pilot...who auditioned over WOR just before he crashed in 1935?... Add another femme stooge...Beatrice Pons...for East & Dumke...Tim and Irene auditioning for a new sponsor today...WNEW adds Ruth Stillman, who was with the old Newark outfit, to its continuity department...Katherine Rand, who vocalizes with Micky Alpert, has a perfect right to gold-dig if she likes... the gal owns the Kay Rand Gold Mine up Toronto-way...Lucile Ryman, Universal's talent scouting lass, will be the object of interest on the Jeff Sparks Sunday broadcast...in place of Estelle Taylor...on account of La Belle Taylor had non-cancellable theater engagement in Baltimore.

Barbara Lamarr, brunette breath-taker, once adorned a cashier's cage in New Bedford, Mass...Now she provides the romance in "Romance in Rhythm"...program which premieres March 9...via WOR Mutual...Nat Brusiloff, the "Embassy Trio," and the "Keymen Quartet" furnish the rhythm...Ann Elstner, "Martha Booth" of "Trouble House," caught a whale of a sailfish down Florida-way...had the piscine prize mounted...it will occupy place of honor at the National Sports-men's Show, Grand Central Palace... First cocktail party with non-imbibing guest of honor on record was tendered it Wednesday...Lenore Ulric...now visible in "Camille" is Radie Harris' guest tonight over WHN.

Viola U. North, globe-trotting lecturer...will tantalize land-lubbers Saturday over WMCA...without benefit of Baedeker...she'll talk on "How to Plan a Cruise"...complete with sartorial suggestions and ideas on itinerary... Leonard Harris of the Brooklyn Daily Eagle is interviewer...Cantatrice Rosemarie Brancato assumes the role of Clara Louise Kellogg vocalizing at Academy of Music in 1863...at the WJZ Father of His Country birthday broadcast festivities... "Big Sister's" Alice Frost fought "flu" in Florida...then her home-coming train collided with a car...Alice was bumped, but unhurt...

Station Flashes

NEW commercial accounts for KKFJZ, Fort Worth, are Worth Clothiers, featuring the Round Towners, Mondays through Friday nights of each week; Royal Clothiers, with the Sons of the Pioneers, transcriptions, Mondays through Friday nights; and Natatorium Laundry, 7:30-8 a.m., Mondays, Wednesdays and Fridays, with chatter and records.

KLO, Ogden, Utah, announces the inauguration in the Intermountain territory of the Iodent Dress Rehearsal program starring Joe Rines and his rhythm band, Mabel Albertson, Pinky Lee, comedian, and Morton Bove, tenor, on the air 9:30 a.m. every Sunday.

Final figures from the Charlotte Red Cross showed that WBT, Char-

lotte, N. C., was directly responsible for raising over \$35,000 for flood relief. City's first quota was \$2,000. Its second \$10,000.

Baptist churches will have charge of the Missionary broadcast from KDKA at 11:15 p.m. Sunday. Musical numbers will be presented by the Hill Top Ministers quartet.

With construction work on the new WDAF (Kansas City) 420 foot vertical type antenna now at the 240 foot level, work has been started on the transmitter house in which the latest type Western Electric transmitting equipment will be installed. The station is being erected in the south suburb of Kansas City and is expected to be completed about the first of May.

★ "Quotes" ★

DON WILSON (Announcer for the Victor Moore-Helen Broderick program): "A few seasons ago, Broadway audiences roared when Victor Moore, playing the part of vice-president of the U. S. in 'Of Thee I Sing,' was refused admittance to certain governmental buildings because he couldn't identify himself. A few days ago, Mr. Moore was late to one of our rehearsals. The reason? A page boy, not recognizing the Moore features, had kept him out!"

RAYMOND PAIGE (Conductor of the "Hollywood Hotel" programs): "I never knew so many film stars were music-conscious. Since I gave Lionel Barrymore violin lessons, half a dozen movie greats have asked me to tutor them in the intricacies of some musical instrument."

HELEN HAYES: "Do I ever tire of the constant grind of stage and radio work? Certainly. There comes a time when I long for an ocean trip or a rest in the country, but I realize that these will come eventually, so I live in pleasant anticipation. When I feel low, I dance. I studied dancing to discover an innate flair for acting, and every now and then when I feel myself losing my grip, I go dancing. You'd be surprised at the effect it has toward rejuvenation."

ANNE JAMISON (Singer of the "Hollywood Hotel" program who has just recovered from an appendectomy): "Of course, it's a morbid thought. But if all radio performers were confined to a hospital for several days. I guarantee their work would improve tremendously upon their recovery. Gosh, what radio means to the shut-ins!"

PHIL BAKER: "As a radio comedian for over four years, I've come to the conclusion that the most fertile gag sources of the past four years have been Primo Carnera, Gypsy Rose Lee, Mae West, Simone Simon, Dizzy Dean, the Dionnes, 'Anthony Adverse' and 'Gone With The Wind.' What a field day jesters had with these!"

MYRTLE VAIL DAMEREL (Myrt of Myrt and Marge): "I've cut my son, George, off without a penny. He is now a full-fledged actor on the Myrt and Marge programs and we've both agreed that he is to pay his own freight from his salary."

CLARENCE MUSE (Singer and Dramatic actor of the Irvin S. Cobb Plantation program): "That Mr. Cobb, now, he's a great artist. He keeps pretending that he's really a lazy man, when in reality he is one of the most prolific men on the West Coast—what with his short stories, screen acting and writing and radio chores."

CBS Industry Classifications

(Continued from Page 6)

Socony-Vacuum Oil Corp., Gas and Oil	213,738
Standard Oil Co. of Indiana, Gas and Oil	64,288
Standard Oil Co. of N. J., Gas and Oil	124,540
Stewart Warner Corp., Alemite	307,745
The Texas Co., Gas and Oil	163,740
	\$1,599,034
MACHINERY	
Carborundum Co., Abrasives	\$ 82,365
OFFICE EQUIPMENT	
Remington-Rand, Inc., Office Equipment	\$ 256,300
Royal Typewriter Co., Office Equipment	42,500
	\$ 298,800
PAINTS & HARDWARE	
Acme White Lead & Color Works, Lin-X, Paints and Varnish	\$ 60,096
Pittsburgh Plate Glass Co., Paints and Glass	87,471
	\$ 147,567
RADIOS & MUSICAL INSTRUMENTS	
Philco Radio & Television Corp., Philcos	\$ 745,020
Stewart Warner Corp., Stewart Warner Radio	28,990
	\$ 774,010
SHOES & LEATHER GOODS	
Julian & Kokenge Co., Footsaver Shoes	\$ 32,705
SOAPS & HOUSEKEEPERS' SUPPLIES	
American Home Products, Three-in-One Oil Co.	\$ 18,170
A. S. Boyle Co., Old English Floor Wax	112,055
Colgate-Palmolive-Peet Co., Peet's Granulated Soap	17,680
Colgate-Palmolive-Peet Co., Supersuds	659,800
Cudahy Packing Co., Old Dutch Cleanser	42,090
Fels & Co., Fels Naptha Soap	28,001
Lever Brothers Co., Rinso	356,643
Swift & Co., Sunbrite	73,659
	\$1,308,098
STATIONERY & PUBLISHERS	
Time, Inc., Time & Life Magazines	\$ 70,660
TRAVEL & HOTELS	
Illinois Central R. R., Travel	\$ 10,110
Thos. Cook & Son, Ltd., Travel	5,740
	\$ 15,850
WINES & BEER	
G. Krueger Brewing Co., Beer, Ale and Stout	\$ 111,570
POLITICAL	
Democratic National Committee	\$ 225,849
Good Neighbor League, Progressive National Committee and Non-Partisan Labor League	96,165
Independent Coalition of American Women	9,600
Jeffersonian Democrats	3,667
National Union for Social Justice	6,630
Republican National and State Committees	434,442
Townsend National Recovery Plan	7,310
	\$ 783,663
MISCELLANEOUS	
American Telephone & Telegraph Co., Institutional	\$ 14,790
E. I. duPont de Nemours & Co., Institutional	308,159
Los Angeles Bureau of Power & Light, Institutional	2,323
National Ice Advertising, Inc., Natural Ice, Ice Boxes	217,330
Scripps-Howard Newspapers, Institutional	5,400
Sears Roebuck & Co., Mail Order	145,340
	\$ 693,342
GRAND TOTAL	\$23,168,148

AGENCIES

SCHWIMMER-SCOTT AGENCY, Chicago, here has been appointed to handle radio spot campaign for the Silax Coffee Percolator company of New York. Walter Schwimmer, firm head, was in New York personally to set deal. Silax will use spot announcements from coast-to-coast.

LES WEINROTT, producer of radio shows for Blackett, Sample & Hummert, Chicago, has quit his post with the agency.

GEORGE SHERR of the Lennen & Mitchell advertising agency is making a serialization of the scripts of agency's "Follow the Moon" show. Stories will appear in organ distributed by American stores.

ANN WINSTON of the Alvin Austin Agency is back on the job after a two-month sick leave.

Buddy Rogers Coming East

West Coast Bureau of THE RADIO DAILY
Hollywood—En route to London, Buddy Rogers will visit the New York office of National Broadcasting today in an effort to straighten out contract tangle on Columbia's twin-star show. He may be forced to cancel his European trip if complications prove too great.

Short Waves

SHORT waves from W3XAL, Bound Brook, N. J., W8XK, Pittsburgh, and W1XK, Boston, will relay the program from Sprague Hall, Yale University, on Sunday, when Old Eli will greet its sons throughout the world. Program goes over the NBC Blue network at 10:15 p.m. Date is the eve of the 24th annual observance of Alumni University Day.

Representatives of the Federal Communications Council and officers of the Federal Bureau of Investigation yesterday questioned Yoshio Yuai and Satoshi Tado, Japanese, in connection with the two powerful short wave stations found in an abandoned shack in Compton, Calif. Both stations were unlicensed, though one had been licensed until last April. The shack is located only a short distance from the Naval base at San Pedro.

A portion of the tragic opera "Czar Kalojan," written by the Bulgarian composer, Pantcho Wladigeroff, will be heard in the United States for the first time on Feb. 25 during a half-hour broadcast over the NBC-Blue network at 1:30 p. m., EST, from the Municipal Theatre in Bratislava, Czechoslovakia.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

KMBC Uses Salesmanship

KMBC, which this year again won first place at Kansas City in a national community showmanship rating, is a station that adds salesmanship to showmanship. Its promotional material, which has made quite an impression on agencies, indicates how KMBC makes an exciting adventure out of the business of broadcasting and thus obtains large audiences for advertisers.

KMBC is currently doing a swell job for more than 50 advertisers who manufacture products sold through grocery stores. These advertisers buy 39¼ hours of KMBC's broadcast time weekly—31.15 per cent of the station's total time on the air.

Manual for Salesmen

WBT, Charlotte, N. C., has issued a comprehensive sales manual for its salesmen and representatives throughout the United States. The new book contains complete information about the station, facts about the city of Charlotte, breakdown of radio ownership by counties, statistical data of the primary and secondary areas of the station, together with nearly a hundred pages listing talent and programs ready for sponsorship. Radio sales representatives heralded the book as the most complete ever written by any station.

Trailers Effective

Trailer programs of five minutes duration are being used around noon on WBT, Charlotte, N. C., by Olson Rug Co. of Chicago to call attention to their 15-minute 8:45 a.m. thrice weekly "Sing, It's Good For You" feature, are reported having results. The short teasers run on alternate days and offer a miniature of the larger program, together with a reminder of the latter and what will be heard thereon.

Question Box Response

When Evelyn Gardiner established a question box feature in connection with her KDKA (Pittsburgh) Home Forum program some days ago, she started a routine which is revealing the extreme diversity of women's interests. Since she does not require that names be signed to the questions mailed or those handed in, numerous inquiries have taken on quite a personal character.

One listener suggests the formation of a club among listeners to the KDKA Home Forum program, a benefit of which would be the means of obtaining names of other listeners for correspondence purposes. A girl who is about to be married wants help with menus, another wants suggestions for an "Arabian Nights" party, and still another wants suggestion

for table decorations and entertainment for a banquet of 80 teachers.

Suggestions for subjects for talks before a club are requested, and one woman, whose husband has not worked for three months, wants to know where she can sell hand-made or hand-embroidered towels, linens, etc., so she can help support the family.

Then there is a club woman who wants information that will help her work out program ideas. She asks where suitable travel films can be obtained, what they cost and whether they are sound films or require lecturers. She also asks where to find a good speaker on family relations whether any Pittsburgh stores furnish demonstrations and lecturers on modern kitchen management and whether there is a local speaker qualified to discuss textiles.

Such questions furnish a variety of material for reply and discussion between Miss Gardiner and the studio audiences immediately following the daily KDKA Home Forum programs.

WLS Achievements

Interesting, informative and impressive bulletins are issued by WLS (the Prairie Farmer Station), Chicago, to inform its clientele of the station's achievements.

In addition to an attractive colored map showing coverage and a county count of mail, recent promotion data included a circular on "Things You Should Know About WLS." The things included the fact that 1936 broke all records in the 12-year history of the station.

Total number of letters received in 1936 was given as 1,515,901, compared with 1,300,000 the year before, and 50.2 per cent of the mail received in 1936 contained proof of purchase, compared with 33.5 per cent in 1935, the bulletin states.

High spots of the station's activities for each month of 1936 are tabulated in the center spread of the bulletin.

All in all, it makes a convincing sales talk.

Al and Lee Reiser Switch

Al and Lee Reiser, piano duo, have dropped their Friday night Ford programs effective immediately. They are currently heard on the Lipton Tea shows. Milton Krause and Walter Gross will form the new piano team to be heard on the Ford show in the future. Gross and Krause appeared last week on the Al Pearce broadcast for the same sponsor. N. W. Ayer & Son is the agency.

Announcers Join KFJZ

Fort Worth—Larry Dupont of New York and Dick Jay have been added to announcing staff of KFJZ.

FOREIGN

A SURVEY just completed in Tokio announces that for the past year, 2,475,000 sets were accounted for in homes, and there is an increase of 40,000 sets monthly now being noted. Twenty-five broadcasting stations are now in operation, mostly on short waves. There is one 1 kilowatt, one 3 kilowatt, seven 10 kilowatt stations and the balance all operate on power ranging from 300 to 500 watts.

The German government, in an effort to stimulate interest in radio, has undertaken the task of manufacturing popular priced sets. During the past month 550,000 of these sets have been sold, bringing in an estimated 32,000,000 marks. Government realizes power of radio as a medium for their propaganda, and is attempting to make it possible for every German home to have a radio set.

Dodge Transcriptions Start Mar. 1

West Coast Bureau of THE RADIO DAILY
Hollywood—Fifteen-minute transcription series for Dodge automobiles was begun yesterday, to be released on 300 stations starting March 1. A regular feature of these programs will be Frank Morgan and the Victor Young orchestra, with Carlton Kadell announcing. Frances Langford, Ruby Keeler and Judy Garland have already been signed as guest stars. Eddie Dunham of Ruthrauf & Ryan is in charge of production. Transcriptions are being made by RCA Victor.

Lyman Succeeds Haring

Abe Lyman and his orchestra will succeed Bob Haring on the NBC Hit Parade broadcasts, Wednesday night, 10-10:30 p.m. American Tobacco sponsors, with Lord & Thomas is the agency.

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 10

NEW YORK, TUESDAY, FEBRUARY 23, 1937

FIVE CENTS

NIB in Rural Ad Drive

SET DATE THIS WEEK FOR GOV'T INQUIRY

By **PRESCOTT DENNETT**
RADIO DAILY Staff Correspondent

Washington—Hearing date for firing the opening gun in the Congressional inquiry of radio will be set this week at a conference between Congressman William P. Connery, chairman of the House Labor Committee, and Congressman John J. O'Connor, chairman of the House Rules Committee, it was stated to RADIO DAILY by Connery over the week-end.

"Our probe of radio will be conducted on a scope as broad as the industry itself," said Connery. "We already have voluminous data in our files and will explore the newspaper-radio problem specified by Senator

(Continued on Page 4)

Continental Baking Co. Inaugurating New Serial

Continental Baking Co., New York (Wonder bread), has decided to discontinue its present serial, "Renfrew of the Mounted," now on CBS and put a new script show in the period, effective March 8. New program will be entitled "Pretty Kitty Kelly" and according to Benton & Bowles Inc., New York, Continental's

(Continued on Page 4)

WMFF, Plattsburgh On Full Time Basis

Plattsburgh, N. Y. — WMFF, the northernmost station in New York State, having received approval of the FCC for unlimited time, goes on a full-time basis with plans for many innovations. New features include

(Continued on Page 4)

Job Clinic

Des Moines—A new weekly feature on the Iowa Network is a Job Clinic.

Unemployed men and women are invited to the studios and given time on the air to tell what they can do, what jobs they have held in the past, and what abilities they can offer an employer.

It's creating much interest.

FCC Lauds Daily

Washington Bureau of RADIO DAILY

Washington—Federal Communications Commissioner George Henry Payne, who is recuperating in Palm Beach after an operation, telephoned his office by long-distance last week after reading his first issues of RADIO DAILY.

"I am very much interested in RADIO DAILY, the first daily to be published in the radio field," said Commissioner Payne. "I wish to congratulate all concerned on the enterprise displayed and wish for the publication the utmost success."

Commissioner Payne is expected to be able to return to his offices in the FCC early next month.

EQUIPMENT COMPANIES ARE APPROVED BY FCC

Federal Communications Commission has approved the equipment of the following companies for use by regular broadcast stations:

- American Piezo Supply Co., Kansas City; American Sales Co., New York; Biley Electric Co., Erie, Pa.; Collins Radio Co., Cedar Rapids, Ia.;

(Continued on Page 4)

Hotel Owners Offering Free Space for Stations

Chicago—Hotel owners in towns within short radius of this metropolis are seeking to utilize "attic" space in their hostleries by offering

(Continued on Page 2)

☆ THE WEEK IN RADIO ☆

... Perennial Dickstein Argument

By M. H. SHAPIRO

NO session of Congress would be complete without a hearing on the Dickstein bill, the latest one having taken place before House Immigration Committee last Wednesday and Thursday. Names that participated included Lawrence Tibbett, as president of the American Guild of Musical Artists, and Walter Damrosch. The former declared he favored the bill with modifications and the latter opposed it because he believed foreign artists should not be classed as cheap labor. . . . Hearing was adjourned to this coming Wednesday.

Congressman Culkin introduced

Independent Broadcasters Going After \$2,500,000 Advertising Spent in Country Weeklies

POST OFFICE PROBING NEWSPAPER CONTESTS

Washington Bureau of RADIO DAILY

Washington—The Post Office Department is giving deep consideration to newspaper contests like the one now being conducted by Old Gold Cigarettes with a view to determining if they are in violation of the lottery law, RADIO DAILY learns here following an interview with Walter Kelly, Assistant Solicitor.

"The Old Gold contest is still under consideration," Kelly told RADIO DAILY. "There is no definite drive against Old Gold in particular. It

(Continued on Page 4)

Advertising Federation Will Convene June 20-23

The 33rd annual convention of the Advertising Federation of America will be held June 20-23 in the Hotel Pennsylvania, E. H. McReynolds, president, announces. Following the convention here a group of advertising men and women will sail for Paris to attend the annual convention of the Continental Advertising Association, July 5-10. Group will sail June 26 on the Columbus.

Despite the seemingly dormant state of the National Independent Broadcasters, Inc., group of 98 so-called 100-watters organized nearly two years ago, RADIO DAILY learns from reliable sources that the NIB has been quietly working on the goal of acquiring the \$2,500,000 spent annually by national advertisers in the several thousand country weeklies throughout the nation.

Several big deals now pending may be announced within 10 days. Fact that these have been held up is taken as an indication that the accounts in question are of an automotive nature. Leading national advertisers consistently using the country weeklies are such accounts as Ford, General Motors, Standard Oil and large proprietary medicine concerns. It is the belief of NIB sales heads and advertising agencies that the low watters have a definite market in

(Continued on Page 4)

Big Exploitation Is Set For Morton Downey Tour

Morton Downey resumes his tour next week for General Motors, covering 10 big city automobile shows in 12 weeks. First stop is scheduled for Memphis.

Tenor is subject of what is probably the most elaborate press book ever attached to an artist en-tour, the three-part portfolio handling out explicit directions for exploiting Downey in the first pocket; second has a series of new photos, straight and stunt shots, and the last pocket holds special stories for local release. The campaign, photos and stories were executed by Robert Taplinger offices.

10 Newscasts Daily

Cedar Rapids—WMT of Cedar Rapids-Waterloo, affiliated with Des Moines Register and Tribune, has increased its news broadcasts to ten daily, thereby giving opposition papers around here plenty to think about.

Most of these broadcasts are straight news. Only "Scolty Views the News," new feature on Iowa airwaves, gives editorial comment.

(Continued on Page 3)



Vol. 1, No. 10 Tues., Feb. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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

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Hotel Owners Offering Free Space for Stations

(Continued from Page 1)

dormant top floors free of charge to radio stations or to any group interested in starting new station.

Inn-keepers believe that the donation of space free to broadcasting stations will amply repay them in publicity.

Tony Martin Staying

Tony Martin, currently heard Wednesday nights on the Campbell Soup Co. show over a CBS coast-to-coast network, will remain on that series when Burns and Allen switch to new General Foods (Grape Nuts) program after the March 31 broadcast. Martin will share billing with Ken Murray, who replaces team, for four weeks, then drops Wednesday spot to take over Fred MacMurray's chores on the Campbell Hollywood Hotel show heard Friday nights on a CBS hook-up. F. Wallace Armstrong, Philadelphia, is agency for Campbell Soup with Young and Rubicam handling new General Foods show which will be aired over NBC net.

FINANCIAL

(Saturday, Feb. 20)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177 1/8	177	177 1/8	- 3/4
Crosley Radio	26	26	26	—
Gen. Electric	61 1/8	60 3/8	60 5/8	- 3/8
North American	31 3/8	31	31 1/8	- 1/8
RCA Common	12 3/8	12	12 1/4	- 1/8
RCA First Pfd.	78 3/8	78 1/2	78 1/2	- 1
RCA \$5 Pfd. B	19 1/2	19 1/4	19 1/4	- 1/4
Stewart Warner	39	38 1/2	38 1/2	- 1/4
Zenith Radio	17 1/2	17 1/8	17 1/8	- 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	17 1/2	17 1/8	17 1/8	- 1/4
Majestic	5 1/2	5	5 1/4	+ 1/4
Nat. Union Radio	3 1/2	3 1/8	3 1/4	- 1/4

PAUL F. GODLEY

Consulting Radio Engineer
Montclair, N. J.

"25 years of
Professional Background"

One-Hour Variety Bill Goes on KSO Daily

Des Moines—"Everything Stops for Tea" is a new KSO variety show on a full hour afternoons Sunday through Friday. Produced by Fred Howard, the show features one of the most impressive groups of talent ever heard on the station. It has been built for cooperative sponsorship, with an eye toward summer shopping visitors, facilities already being arranged for a large studio audience. Talent on the show includes Wilbur Chandler, Marion and Eddie, Eileen Grennell, Lansing Benet, Ruth McAllister, Fred Howard and Nat Vincent, Dick Teela and Gwynie Neil, May-Floyd Sinex, Orville Foster, Bill Baldwin and Eddie Truman, Ieta Tomato, Lord Algy and Lord Dillsbury-Frothingwell. Art Smith and Wayne Ackley are masters of ceremonies.

Night Club Contracts Affect Bands in N. O.

New Orleans—New night club contracts which are in the nature of trade agreements between the musicians' union here and the employer, will not be used to curtail remote control broadcasting as it has been permitted in the past, offices of the union state.

Rumor sprang up that the agreements would be the instrument of suppressing broadcasts from the night clubs, but union heads insisted that broadcasts during the period of regular work would be permitted as long as they advertised the place of employment only and did not violate continuous playing rules. If the name of an advertiser other than the place of business, such as liquor or beer firms paying part of the line charges is mentioned, the broadcast becomes a commercial to be paid accordingly.

Kelly-Smith Ad Agency Opens Office in Detroit

Kelly-Smith Advertising agency is opening new offices in Detroit on March 1. Will be located in the New Center Building, with Robert B. Rains, formerly of Cities Service Oil Co., in charge. Agency handles WSGN, Birmingham, Ala., WROK, Rockford, Ill., and WSJS, Winston-Salem, N. C.

Luther Reid Promoted

Luther Reid of the CBS publicity staff takes over the New Editor assignment today, succeeding Donald A. Higgins who becomes CBS publicity director. Hollister (Holly) Noble takes over Reid's post on the publicity desk. Noble has been a member of the press department for the past five years.

Would Ban Liquor Ads

Olympia, Wash.—A bill has been introduced into the State Legislature and now being considered by the house public morals committee, which would ban liquor advertising on the radio.

Trade Commission Acts On Television Institute

American Television Institute, Inc., Chicago, is charged, in a complaint issued by the Federal Trade Commission, with unfair competition in the sale of courses in radio and television. U. A. Sanabria, president; R. B. Fullerton, vice-president, and A. H. Zamotany, treasurer, are also included in complaint.

Alleging violation of Section 5 of the Federal Trade Commission Act, the charges allow the respondent 20 days in which to file an answer.

Second NBC-Fan Series

A second series of programs to acquaint the public with the National Broadcasting Co. gets under way on Saturday. Programs will be aired 7:45-8 p. m. over NBC-Red network and will feature personal visits to the Master Control Board, explanations of operation of the two NBC chains, NBC's handling of short wave programs, sound effects and the actual building of a radio show. The first program will be aired from a studio control room, where an announcer will explain the mysteries of that room to a visitor touring Radio City.

WPTF Public Forums

Raleigh—Station WPTF will set aside a half hour every Saturday to be devoted to the average person. New series, to be aired 7:30-8 p. m., will be known as "The Public Forum," and will be conducted by Rev. John Barkley. Program will attempt to have average citizens express their viewpoints on current topics of the day.

Cozzi and Stopak Renewed

Mario Cozzi's singing and Joseph Stopak's conducting on Friday evenings have satisfied their sponsor to the extent that the two have been renewed for the next 13 weeks.

Program is sponsored by Allegheny Steel Co. and is heard weekly at 7:15 on Fridays over the WJZ-Blue network.

News Oddities Series

Raleigh, N. C.—With bulletins supplied by United Press, WPTF will soon present a new feature known as "Oddities in the News," during which the week's most unique news reports will be assembled and presented, and appropriate dramatizations of outstanding bulletins will be prepared.

Jesters Pack 'Em In

Chicago—King's Jesters making debut here in Blue Fountain Room of Hotel La Salle set an all time high for hostelry's room business, exceeding even record mark of New Year's Eve for the spot.

COMING and GOING

BUDDY ROGERS, who is enroute to London to appear in a picture, returns to Hollywood April 4 to resume broadcasting on the National Biscuit program.

ANN GILLES, publicity director of WJSV, Washington, D. C., is in town for a combination business and pleasure trip.

JACOB ROSENBERG, Local 802 head, and other officials arrived in Miami yesterday, to attend executive board meet of the AFM.

JOHN LAGERMAN of CBS Publicity and his wife, the former Hilda Cole, one-time NBC employee and press agent for Fred Waring, are motoring to Mexico. He's taking his Leica and will make some pictures for "Life."

FRED WEBER, general manager of the Mutual system, leaves New York today on a southern trip.

LOUISE MASSEY and her Westerners are filling three days of engagements in Boston, requiring them to commute between that city and New York by plane in order to sing on their two commercials here.

CLARENCE COSBY, general manager of KWK, St. Louis, returns to that city today. Spent a week in New York.

MILTON DOUGLAS will return to New York from Chicago in time to guest star on Rudy Vallee's program on March 4.

FRANK BLACK flew to Chi via United Airlines.

JOHN BATES, WOR program dept. flies to Windy City today on the Sky Lounge.

WALTER BATCHELOR, artist's representative, left for Hollywood. Has Fred Allen's and Buddy Ebsen's contracts with him.

MR. and MRS. FRANK BUCK back at the Warwick from Texas.

WILLIAM WEISMAN, WMCA vice prez. and attorney, back from week-end at Atlantic City.

MARY SMALL back from Lakewood.

MICKY ALPERT back from Boston.

GEORGE JESSEL expected back from Miami this week.

LENIX R. LOHR, NBC president, is expected back at Radio City today, after an extensive trip throughout the Mid-West and Pacific Coast.

PEGGY STONE, CBS stations relations, spent the week-end at the Ambassador, Atlantic City.

MAURICE GAFFNEY, CBS trade news head, and Mrs. Gaffney spent the week-end sailing around the Atlantic ocean via the S. S. Manhattan.

JOHN LAGERMANN, CBS publicity department, left town over the week-end on a delayed honeymoon. Destination Mexico City. Will be gone for six weeks.

MBS Salute to KWK

Mutual Broadcasting System will give a send-off to KWK, St. Louis, on March 17, commemorating the outlet's 10th anniversary. Program will originate in Chicago studios.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

"Toots" Shor

Col. Jay C. Flippen's Amateur
Hour From 7 to 8 p.m.

WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

COMMENTS
On Current Programs

THE TWIN STARS program, National Biscuit Company's Friday night show from Hollywood, was a little bit down in the dumps with Buddy Rogers missing from it last week. Lou Kosloff, the guest conductor, finally put some pep into the orchestra lads after a rather dispirited start. Victor Moore and Helen Broderick, the comedy stars of the program, succeeded only fitfully in being funny. They are the type of laugh-makers who must be seen to be fully appreciated. On top of that; they were again handicapped by difficult material.

FORD MOTORS show on WJZ last Friday night had a slightly discordant note. Professor Figsbottle, who has long been a very funny individual on the bill with Senator Fishface, seemed a bit suppressed in this Ford program. Some of his jokes also were pretty stale. Al and Lee Reiser, the piano duo, did themselves credit, and it was a joy to hear Countess Olga Albani again. Not forgetting the Chandler ork.

HORACE HEIDT broadcasted a pleasing batch of musical entertainment over WOR from the ballroom of the Hotel Biltmore on Friday. It was a sort of college night, with a gay informality about the proceedings, and sounded quite refreshing at the receiving end.

GEORGE RECTOR's recently inaugurated WABC series for Phillips Soups makes very agreeable listening for the housewives and the men-folk too. Rector has chummed around with the big names of the town and the world, so he brings colorful reminiscence as well as menu advice to his programs. He has a chatty style and a good radio voice with sales persuasion in it.

"**SPECIAL EDITION,**" the Borden program for women, is another of the better daytime attractions. A new-talk by Gabriel Heatter, a little lecture by Dr. Payne, some Hollywood gossip, a chat on new styles in feminine apparel, and a few other good items were mixed in with occasional remarks on food, chiefly milk, when this program was re-visited the other day. It made a highly interesting half-hour.

THE JAMBOREE REVUE on Thursday nights over WJZ from Chicago, with Don McNeil as m.c. maintains its rating as a bright spot. Between Harry Kogen's orchestra, Tony Romano, Maury Amsterdam, Sylvia Clark, the guest stars, and the m.c. himself, there is always a lively time. The last program had a very amusing comedy duet on marriage between Amsterdam and one of the Morin Sisters, Margie, who is about to become a bride.



"HERSHFIELD'S LAUGH PARADE"

Sustaining
WMCA (Inter-City Group), Fridays, 7:30-8 p. m.
AMATEUR PROGRAM FOR HUMORISTS BOWS WITH "JOE MILLER" AS CHIEF GAG-WRITER BUT NOVEL IDEA WITH POSSIBILITIES.

Harry Hershfield as m. c. brought a new form of amateur program to the airwaves, one which shows promise of achieving a place in the radio firmament. However, the first offering was slipshod with ancient material. Premiere had Donald Flamm, prez of the web, inform public what they intend accomplishing. What followed proved conclusively that Flamm, Hershfield, et al, have a very good idea, but did not have sufficient good material for the initial bill. Aside from one or maybe two "humorists," the program could not be called a "laugh-provoker." Hershfield realized the futility of his contestants and didn't attempt to add a few of his resourceful gags to the airing, thereby showing up the talent. Novel idea introduced on show, when balanced properly, should become as famous as the Major's gong. Here they used a "hen" imitator, whose cackle and plop signified that the one before the mike had just

"YOUR HOME AND MINE"

Sustaining
WABC (CBS Network), Saturdays, 10:15 a. m.
INFORMATIVE AND HELPFUL TALKS ON HOUSING HOLDS INTEREST FOR HOME OWNERS AND PLANNERS.

Originating from the studios of WJSV, Columbia station in Washington, D. C., this program presented with the cooperation of the Federal Housing Administration should prove both interesting and helpful to persons who either plan to build a home or desire to improve their present dwellings. The weekly series is part of an educational campaign to make the general public and industry acquainted with principles of design, construction and financing of small homes. A different phase of industrial or financial participation will be analyzed on each program, together with an explanation of the purpose of the demonstration homes now being built in various communities.

Commentator on the series, Bryson Rash, the radio actor and announcer, has a likeable delivery.

laid an "egg." Very apropos for a program of this sort, in which every angle must be utilized to create laughs. Jim Madison, author of "Madison's Budget," famous vaude joke book, also appeared with a gag.

☆ **THE WEEK IN RADIO** ☆
... Connery to Press Investigation

(Continued from Page 1)

daytime biz increased during the month 94 per cent compared to the same period a year ago . . . Music Publishers Protective Association, thru John G. Paine, chairman of the board, sought to clarify its stand on seeking small license fees for "off-the-air" recordings . . . position being mostly to establish the copyright owner's rights to cover any possible future contingency that may arise . . . President Roosevelt may be called upon to decide the number of television channels to be allotted to commercial purposes, inasmuch as the Army and Navy as well as other government departments want a few of the high frequencies.

Tax on radio shows proposed in Ohio would sock commercials 10 per cent in a bill introduced by Rep. Joseph Duffey in the state legislature . . . in the State of Washington, measure introduced in legislature calling for a state board of censors and a 2 per cent tax on local business of stations . . . Idaho came thru to make it the third legislative proposition with Senate Bill No. 72, sponsored by Senator R. E. Whitten, which seeks to ban automobile radios. Various interests throughout the country hastened to be heard in the matter.

Group of radio actors who wanted the American Federation of Actors to do some organizing for them were

referred to Actors Equity Association by Ralph Whitehead, head of the former org. . . . Women's National Radio Committee announced plans for its annual awards to be made March 31 . . . WNRC completed a tie-up with a research organization—Wadsworth & Wood Sales, Inc., headed by Mason Wadsworth. Research bureau is given the right to poll the millions of members of the affiliated clubs and sell the service, with WNRC getting a cut. . . .

Arbitration was seen as a possible out of the ban placed on recordings by the AFM in Chicago . . . President's court proposals brought an unprecedented number of speakers to the mike for and against the Supreme Court changes . . . nearly all on the cuff, of course . . . Important point came up in the suit for temporary injunction which was filed by Ramona Davies against Paul Whiteman, et al . . . application was denied Ramona by Supreme Court Jus-

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

MOST USED GAG OF THE WEEK

Blake: So you fought in the World War?
Poke: Yes, I fought and fought and fought—but they made me go just the same.

Callahan, who saw nothing wrong with the contract legally, despite the option clauses, Ramona sought to break her agreement with Whiteman. . . .

Federal Trade Commission called a conference for March 3, with the committee representing the popular music industry for the purpose of getting set on the fair trade practices code. Among other things, the code will seek to definitely stamp out bribery of radio and other talent by music men, and by the same token the music men want to get away from the grasping singer or baton swinger. . . .

John (Jap) Gude, for several years director of publicity for Columbia Broadcasting System, was appointed manager of the CBS station relations department, taking over his new duties Feb. 24 and reporting to Herbert V. Akerberg, CBS vice-president in charge of station relations.

Foreign

British Broadcasting Corp. began transmitting television programs exclusively E.M.I. system since discarding Baird altogether . . . which does not mean that the B.B.C. has permanently adopted a single system . . . Increase in weekly time was promised Canadian listeners by Major Gladstone Murray . . . CKAC started an ether Bingo series.

WMCA
NEW YORK'S OWN STATION
LEADS IN
HUMAN INTEREST
Features
SUCH AS
GOOD WILL COURT
Sponsored by CHASE & SANBORN

RURAL AD CAMPAIGN IS PLANNED BY NIB

(Continued from Page 1)

their respective localities and that these can be used to advantage, one outlet doing the work of probably several weeklies, with the added asset of radio flavor.

Understood that the one big drawback in so far as the advertiser is concerned is the local and national rate situation. Advertisers state they cannot be blamed for trying to get the lowest rate when there is a differential of a possible 50 per cent. One solid rate for all advertisers would clear the horizon in one fell swoop, according to opinion among the potential time buyers. In fact, they point out it is their job to buy as possible.

Average low watt station, as compared to the average country weekly, finds the station getting the break as to better management, more up-to-date, plus the obvious advantages of entertainment. This is expected to find the trend toward the local station, away from the weekly. On the other hand, it is considered likely that the weeklies will eventually pick up additional advertising as a result of their advertisers using radio.

Rate structure of the NIB has been a problem since its inception since the wattage of stations differ, also their markets and coverage. Idea to supply a nation-wide network, available in all types of packages, with no wire charges and either local talent used in each spot or same series of electrical transcriptions. Latter is expected to be the standard form of advertising on the NIB as a web, or groups of regionals.

James O'Shaughnessy, veteran advertising man who heads the NIB sales organization, admitted that after many months of laying the ground work, excellent news will be announced to members by the time the forthcoming convention of the National Association of Broadcasters meets this summer. All NIB members are of course also members of the NAB. NIB was organized at the NAB convention a year and a half ago at Colorado Springs. Members are unaffiliated with webs and seek national biz. Edward A. Allen, of WLVA, Lynchburg, Virginia, is president. Oliver B. Merrill, has joined the organization to head the sales staff under O'Shaughnessy.



● ● ● Ted Hammerstein's Music Hall may be aired from the coast if the deal for Frank Parker's "Howdy Stranger" is consummated.... Donald Flamm, back from his cruise, lunching with B. Labhar of WMCA in Lindy's after five hours on shore.... Dick Fishel, WMCA announcer, with his arm in sling. Got it from handball. He's a great footballer.... Last year he tripped over mike wire and was in bandages.... Vincent Travers remains at the French Casino until July.... The Easy Aces in the Tavern the other night watching songwriter Fred Coats working his "Hot Ear" gag on a nice fellow.... Rose Marie, having dropped the "Baby", signed the other night to a personal contract with Irving Mills.... Nelson Case replaces Milton Gross on the "Vox Pop" show.... Congratulations to WOR on its fifteenth anniversary, celebrated yesterday.

● ● ● CBS departure over the week-end.... Betty Finley, six years sec'y to Ralph Wonders of the Artist Bureau.... Bill Weisman, WMCA vice proxy and attorney, just back from a cruise, went to Atlantic City for a rest.... Howard Hughes, air record-breaker, will be guest of the Advertising Club March 4.... William Jenkins of Young & Rubicam's Industrial Bureau is in New York Hospital.... Abe Glaser, song plugger, left Words & Music, Inc., for Miller.... Murray Korman, Broadway nude fotog, trying to peddle "Korman's Studio Party" to the airways as television fare.... Idea is to have the pretties of the shows tell tales.... Highest compliment paid: Joey Nash, singer, saying that the next sensation of the air and movies will be Del Casino.... Barney Wood, soon to come forth as a band leader with a distinctive type of music called "Mellow Melody", is the brother of Barney Rapp.... Benny Goodman booked into the Paramount with Frances Hunt.

● ● ● John Reber of J. Walter Thompson agency, landscaping his Pennsylvania acreage which went down through the generations for the past 150 years.... Will plant trees contributed by Bing Crosby, Amos 'n' Andy, Phillips Lord, A. L. Alexander, et. al., which will bear a bronze plate indicating the donor.... Recordings of "Anne of Green Gables" just completed by Arthur Kass of Kass-Tohmer.... Gag pulled during the Wonder's luncheon by Col. Stoop and Budd. They got up from their seats and began looking under tables for a few minutes. Ralph interrupted—"What are you boys looking for?".... "Our Crossley ratings", replied Budd, still keeping his eyes on the floor.... Milton Berle turned song writer. In collaboration with Doris Tauber and Bob Rothberg wrote "Let's Begin Again", which Exclusive Music issues shortly.... Frank (Bring 'Em Back Alive) Buck on the Shell air Saturday.

● ● ● The Siren of the Ether Waves, Vicki Joyce, closed at Sebastian's in Hollywood with Jimmy Dorsey.... Will comes east for commercial.... CBS artists and announcers yelling because the "Lebus" on Madison Ave. removed the radio and put in canned music.... While eating, the boys got their "cues" and would rush up with mouthfuls.... Jean Crombach, Inc., grooming Maxie Baer for radio.... Abe Lyman's party at the New Yorker Sunday for Maxie, featured Frances Faye, Virginia Verrill, Shirley Howard, Rufe Davis, Margot, Freddie Bernard and the usual standbys of Abe.... Next week is the last for the Lyman crew.

EQUIPMENT COMPANIES ARE APPROVED BY FCC

(Continued from Page 1)

Hygrade Sylvania Corp., Clifton, N. J.; International Broadcasting Equipment Co., Chicago; Kluge Radio Co., Los Angeles; Radio Engineering Laboratories, Inc., Long Island City, N. Y.; Western Radio Engineering Co., Inc., St. Paul; Western Electric Co., New York; D. V. Tostenson, Moorhead, Minn.; R. C. Powell & Co., Inc., Commercial Radio Equipment Co., Kansas City; Deforest Radio Co., Camden, N. J.; Doolittle and Falknor, Inc., Chicago; RCA Victor Co., Inc., Camden; Premier Crystal Laboratories, Inc., New York; Precision Piezo Service, Baton Rouge, La., and Piezoelectric Laboratories, New Dorp, N. Y.

WMFF, Plattsburg, On Full Time Basis

(Continued from Page 1)

hourly five-minute news periods, using flashes from Trans-Radio Press.

WMFF has made considerable progress since its inception three years ago. It erected the first vertical antenna in the northern New York and Vermont field, and its remote facilities vary on its outside lines from two to sixty miles.

A studio is maintained in the Olympic Arena, Lake Placid, assuring sports fans of first-hand accounts of all winter events for which that resort is noted.

U. S. Post Office Probing Daily Newspaper Contests

(Continued from Page 1)

is just a routine procedure to look into all such contests."

Kelly pointed out that there had been several cases in the past which were technically different, so that there never has been an actual test case on which to base a standard, but it is hoped that the point will be settled soon.

Continental Baking Co. Inaugurating New Serial

(Continued from Page 1)

agency, program is intended to appeal to young girls instead of boys as the present script does.

Arline Blackburn will play the lead, with Frank Dahm writing the material. Program is heard on CBS Mondays through Fridays, 6:45-7 p. m. with a repeat to the West at 11:15 p. m.

Set Date This Week for Government Inquiry

(Continued from Page 1)

Wheeler as one branch of our general investigation."

Connelly also said that hearing on his resolution to set up a seven-man committee of representatives to investigate alleged monopoly of radio will be before the full Rules Committee.

1	9	3	7
4	5	1	6
11	12	13	14
17	18	20	21
22	23	25	26
27	28	29	30

February 23
Greetings from Radio Daily
to
Sylvia Press

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

HELEN MORGAN of the celebrated "curl in the middle of her forehead" and the voice that's good when it's torrid...takes her initial 1937 airing via the Hammerstein "Music Hall" program... March 2...Liane Carew...famous offspring of the Anna Held who charmed the Nineties...hies her north from Quinby, Va., to visit on George Rector's program...She'll talk about her glamorous mother...Women in government will be the subject of NBC's "Round Table Discussion", Feb. 26...with Mary Beard, historian, scribe Inez Haynes Irwin, and Anne Hard, lady of the Fourth Estate...doing most of the talking... The Eugen Boissevain who created a furore among the femmes on "But Women Have Brains" will air-wave once a week for NBC...Garbo-voiced Hildegard will be the only American song-gal to adorn the Coronation festivities... "Backstage Wife's" Donna Creade, a Canadian lass, takes stage center next week in Chi when she assumes her American allegiance...When, as and if Mary Livingston writes to Jack (husband) Benny...during her East-coast vacation... she'll expect him to air her letters... via his script.

New vocal vogue for lady-birds seems to be high-pitched rather than low in the throat voices...as of yesterday...Take "The Symphonettes"...as compared with the Boswells...Anice Ives who conducted "social club of air" over a Philly station...now responsible for Anice Ives' "Everywoman's Hour" over WMCA...goes Philly again, effective this week...When Benay Venuta called a number in response to a message...a male voice said, "I wish you hadn't"...Benay gasped...and he explained...He'd lost a bet that radio songstresses were too tall-millinery to reply to messages...Tilted "Mon Paris" songbird, Lady Suzanne Wilkins (her husband's Sir Hubert) was Rita Hudson's air-guest yesterday.

Martha Deane's manager, Estella Karn, is fit as the famous fiddle and brown as the proverbial berry...reason being, she's just back from a Southern cruise...Louis (Met. Baritone) D'Angelo's little gal Louise...who debuted at Met at age of 22 months...was heard on last Sunday's "Metropolitan Auditions of the Air."

RADIO PERSONALITIES

No. 6 in the Series of Who's Who in the Industry

WILLIAM S. PALEY, president of Columbia Broadcasting System. One of the youngest chief executives in the industry. Has progressive ideas, but admits that radio has far exceeded his wildest predictions. Had expected to succeed his father in the cigar business and when graduated from University of Pennsylvania entered the factory as head of advertising and production. One year later became vice-president. Later assumed duties of secretary. Is still one of the company directors. First saw possibilities of radio as sponsor, having bought time on the Columbia network to advertise La Palina cigars. One year later a friend of family and owner of CBS confided that he was ready to unload his interests in the network. Bought most of his holdings and took three months' leave from the cigar business. Never returned. While no expansion in radio history is more sensational than that of the CBS web, Paley has the knack of surrounding himself with executives of the first water and he took the growth of CBS in his stride. Immediate interests and problems in development of the network are international broadcasts. With this in mind, and possibility of international television on horizon, recently opened a London branch.



He put CBS on the map—literally

★ ★ San Francisco ★ ★

Cliff Engle left for the South to confer with Owl Drug Co. officials regarding their new NBC program, "Treasure Island."

Lewis Allen Weiss, Southern chief with Don Lee stations, on his way here to address the Advertising Club. Weiss will travel to Eureka, Chico, and Redding regarding the annexing of stations through that area.

Grant Pollock is emcee on the "Travelling Mike" program, which KPO sponsors.

Clifford Souza added to the musical staff of KSFO as pianist.

Howard Eastwood joins the Marin-Dell hour with Buddha as piano accompanist.

Buddy Moreno, featured vocalist with Griff William's orchestra, and

Music Hour for Japan

Viscount Hidemaro Konoye, Japanese diplomat, announces that he will institute a new series of broadcasts in his native land patterned after the NBC Music Appreciation Hour. Viscount Konoye appeared on the Music Appreciation hour last Friday as a guest of Dr. Walter Damrosch. He has made an extensive study of the program during his stay in this country.

Roy Marks Promoted

Boston—Roy Marks, veteran radio salesman and former agency contact man at WEEI, has been appointed local sales manager. The inner routine will continue to be supervised by Helen Lee.

well known over the ether waves, back from a trip to Hollywood where he had a movie test. Friends are speculating if wedding bells will ring shortly for Buddy and Kay Griffith.

John Notley Nichols at his desk again at KYA.

Cliff Anderson of NBC program department is passing around cigars. It is a six-pound girl.

Mary Ellen-Herrick, who made her debut in radio as an ingenue with the Lucy Cuddy players on KSFO, is now with National Broadcasting.

Meredith Willson's protege, Oliver Edwards, called back for a repeat performance with Carefree Carnival. Edwards sang for the first time over the radio recently with Signal Oil.

MUSIC

MIKE RILEY and his Round and Rounders started yesterday on a coast-to-coast twice weekly over the NBC Red network. His new "Hey Hey!" outdoes the "Music Goes 'Round and Round" in musical insanity, according to report.

Louis Prima, who swings a hot trumpet, is back at the Hollywood Famous Door with his New Orleans boys. They're aired over west coast networks but will soon be heard in the east and mid-west.

Red Nichols is planning to take the air via an airplane. He's negotiating with an airplane company to secure a plane large enough to carry his entire personnel, instruments and all, from engagement to engagement.

Zinn Arthur, whose new "cooperative band" is now being readied for ork. Zinn offered bonus to first of his lads to become engaged and four musicians announced engagements, while two mentioned planned elopements.

Victor Arden gave his baton to a boy who asked for advice as to how to become an orchestra leader. Arden once played the calliope on a Mississippi River Showboat.

Jaimie Ericson's music of the gay nineties is removed nightly at 8 from the Diamond Horseshoe Theater via KABC in San Antonio, Tex.

Vivian Vorden and her all-gal Ork heard on KONO, San Antonio, now swinging it at the Gleam, nitery.

Lloyd Snyder, billed as the original Buddy Rogers' Band, is tooting out at the Olmos, swanky nite club, in San Antonio.

Verret Managing WHJB

Greensburg, Pa.—Roy H. Verret, prominent in Pittsburgh radio circles, was named manager of WHJB here.

TOM TERRISS

Known as "THE VAGABOND ADVENTURER"

Available for

GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS

Address:—
LAMBS CLUB



CHICAGO'S 100th birthday to be celebrated March 4, is drawing special radio tribute to mark the event. A specially written salutation to the Windy City will be written into the plot of "Story of Mary Marlin" with the locale of the radio serial being laid in Chicago for that day. Miss Jane Crusinberry, author of the script, has revised her continuity for that day in accordance from a request by Mayor Edward Kelly.

Major Bowes will be one of the foremost of the famous radio galaxy who will salute the City of Chicago upon the event of its Charter Jubilee celebration. The Major will dedicate his air show of that day to Chicago and arrangements have been made by the Chicago Charter Jubilee committee whereby they guarantee an audience of 100,000 listeners inside and outside the Chicago Stadium to Bowes program which will be made part of the Jubilee pageant.

Smiling Ed McConnell, makes his second guest appearance with the National Barn Dance hour on Saturday night.

Les Tremayne, leading man on the Grand Hotel program reports condition of his brother, Walter, recently injured in auto accident here last Sunday.

Pat (Uncle Ezra) Barrett reveals exigencies of tri-weekly broadcast will keep him from moving to country for summer and that he will stick to his south shore home.

Add resignations at WBBM: Lou Jacobson, producer, and Harry Miller, news writer.

Girls of the Barn Dance program get their big chance on Feb. 27 show, which has been dubbed "Ladies Night".

Norge Refrigerators to do a series of 15-minute electrical transcriptions with name bands and guest artists starting in spring, with MCA providing bands and William Morris office furnishing the celebs.

McCann-Erickson agency planning another elaborate Standard Oil air show.

1,000 for Molly

Molly Steinberg, conductor of the Stage Relief Fund programs heard every Tuesday, 2:2:15 p.m., over WABC, celebrates her 1,000th program on March 2. Time for the show has been donated by WABC since its inception in November, 1933. Program was heard for three years as a 5-minute feature, but in November, 1936 it was increased to 15-minutes. Hal Leroy, dancer, will help Miss Steinberg celebrate the anniversary.

Chatter

ALLAN D. GRIGSBY ("marriage counselor") is broadcasting from WSPD, Toledo, for the next week or so, but expects to return to WOR, Newark, within a short time. Three sponsors are after him now, none of whom will exercise so rigorous a censorship as his previous backer.

Jan Peerce will be soloist when the Cleveland Jewish Singing Society presents its annual concert in that city March 2, under direction of Charles D. Dawe. Igor Gorin, originally scheduled, was unable to fulfill the engagement because of assignments in Hollywood.

Col. H. Norman Schwarzkopf replaces Phillips Lord on the Gangbusters series for three weeks while Lord vacations. Schwarzkopf begins broadcasting tomorrow night. Benton & Bowles is the agency.

Breen and De Rose recently sang a song in Esperanto over NBC-WJZ and the tuner-inner reaction was so gratifying the NBC's "Sweetheart of the Air" repeated the number yesterday over the same network at 10:05 a.m. By the by, May Singhi Breen's birthday is Feb. 24.

Jack Benny last week conducted the Air Gossip Column in the Detroit News, while Herschel Hart is taking a two-week rest. Hart also arranged with Fred Allen to write this week's column, assisted by Portland Hoffa.

Ray Cox, senior at the University of Iowa, has been appointed Publicity Director at WMT, Cedar Rapids-Waterloo. Cox is commuting between Iowa City and Cedar Rapids, going to classes in the morning and writing publicity in the afternoons.

Jack Stevens, formerly of WMAS, Springfield, Mass., is substituting at WTIC, Hartford, for Announcer Joe Ripley, now recuperating from a fractured skull received in an automobile mishap.

Serial Clicks on KROC

KROC, Rochester, Minn., is currently broadcasting half-hour serial, "Josh Whitcomb and Four Corners," sponsored by the Self Service stores, written and directed by Peter Lyman. First show drew 908 letters, an excellent response for a 100-watt station. Sponsors have signed a 52-week contract calling for a show every Thursday, 1-1:30 p. m.

Bird Food Campaign

The Nature Friend (bird foods) will devote the major portion of its 1937 advertising appropriations to radio. Initial campaign has started in New York with a seven-a-week series now airing over WMCA. Frank Presbrey Co. is the agency with Louis H. Frohman as account executive.

Art Shepherd, WMT's "Question Man", was passing around the cigars the other morning. Art is the proud father of a girl, Judith Ann, born at Saint Luke's Hospital in Cedar Rapids. Mother and daughter are doing nicely. Art says she will be a "natural" for the "Question Man" program.

WBAL, Baltimore, and the Mutual network carried the Salute to George Washington from the base of the first monument erected to George Washington in picturesque Mount Vernon Place, Baltimore, yesterday from 3:30 to 4 p.m. William K. Friert, president of the Advertising Club of Baltimore; Mayor Howard W. Jackson, Major J. Purdon Wright, representing Governor Harry W. Nice, and Louis E. Shecter, chairman of the day, were the other speakers, plus band music and other ceremonies.

Charles Crutchfield, program director at WBT, Charlotte, is tentatively scheduled to handle the Wheaties broadcasts again this summer.

Harry A. Woodman, general manager of KDKA, has been elected to membership in the Pittsburgh Rotary Club. His classification is, "Communication Service-Radio Service."

Announcers at Station KFJZ, Fort Worth, are undergoing special training so that the exclusive broadcasts of Texas League ball games of local club will be tops from broadcast standpoint. Deal, involving \$5,000 paid for broadcast privilege, calls for publicity support for intensive promotion of attendance through educational campaign before and during games.

James D. Shouse, president of KMOX, St. Louis, whose station has been awarded a Special Showmanship Citation Plaque for 1936 achievements, will be presented the plaque at a special broadcast now being arranged.

Weber on Texas Trip

Fred Weber, general manager of the Mutual Broadcasting System, leaves today for Texas, and en route back may also cover some Oklahoma territory. MBS has no outlet in Texas at present, and it is believed that one good station in a desirable part of the state will do the trick.

Louise Mills Rejoins CBS

Mrs. Louise Mills rejoins the CBS sales promotion department in New York today, assigned to the owned and operated sales promotion division under Ed Reynolds.



NORMA YOUNG, for 15 years head of Los Angeles Examiner home economics department, starts March 1 doing a five-times-a-week "Happy Homes" program for KHJ, sustaining to start.

KEHE, Hearst Chain key, signed Oliver Gas, through Hanff-Metzger agency, for a two-times-a-week sport program, Bob Edgren's "Miracles of Sport" transcribed.

Walter Winchell goes back to New York early in March to carry on his broadcasts from there.

James Cagney, Sidney Skolsky and Mary Garden will be on the Kraft Music Hall program Thursday night at 10 o'clock E.S.T., with Bing Crosby and Bob Burns.

Ideas from Amateurs

Minneapolis—A new type of amateur program, designed to uncover ideas rather than talent, will begin at 5 p.m. today (C.S.T.) on KSTP, St. Paul and Minneapolis station.

Two staff announcers, Brooks Henderson and Rock Ulmer, will interview local persons who have worked out devices or systems, in the program titled "I've Got An Idea."

Among the ideas scheduled for a hearing on the first broadcast are a new-type shaving gadget, a new use for gasoline taxes, an unusual variety of nursing bottle, and a use for auto trailers during the winter season. Prizes of \$5, \$3 and \$2 will be awarded for the three best ideas each week.

KMOX Conducts School

St. Louis—KMOX has inaugurated a radio school for members of the St. Louis Little Theater members. Department heads at KMOX present short talks on their particular work in radio. The classes are held weekly on Thursday evenings in the KMOX Playhouse, a completely equipped theater seating some 400. The first class was conducted by program director C. G. Renier and Arthur Casey of the production department before a group of 75.

190 Using Library

Over 190 stations across the country are now using the NBC Thesaurus library service. This is an all-time high for the number of stations using this type of service. New clients contracting for the service are WCOA, WHO, WEEU, WDWS, WAIR and KRMC, with WTAD, WDJ signing renewals.

The Revelers Quartet has been added to the list of artists.



Station Flashes

RUDY VALLEE'S Royal Variety Hour steps out of its usual sphere for a guest star when Hilaire Belloc, famous English writer, comes to the program for his first American radio interview next Thursday. Belloc is the most distinguished figure of the literary world who has ever been presented on the Vallee Hour. On the same program are Jean Hersholt, 20th Century-Fox film star; Edgar Bergen, and Jean Sablon.

ANOTHER 20th Century-Fox player, J. Edward Bromberg, will be guest of Bide Dudley on his Theater Club of the Air program over WOR on Friday at 1:15 p. m. And a third actor from the same studios, Stepin Fetchit, was on Joe Cook's Shell Chateau hour last Saturday.

FRED WADE, baritone, and Rudy Martins Orchestra headline a new variety revue series known as the "Hour of Cheer" in the interests of the Hull Brewing Co., over WICC on Saturdays, 7:30-8:00 p. m. The program, produced in the studios of WTIC, Hartford, will again be under the general direction of Leonard Patrucelli, who will direct the Royal Waiters Quartet. In addition to the melodies of Rudy Martin's Band and the vocal solos of Fred Wade, the half-hour will also feature Helen Flanagan. The program will be announced by George Bowe.

A series of Sunday afternoon concerts, sponsored by the Hartford Electric Light Company and featuring a 14-piece string orchestra directed by Moshe Paranov, with an eight-man chorus conducted by Leonard Patrucelli, will be introduced by WTIC, Hartford, Feb. 28.

"Lenten Meditations", to be heard weekly over WMCA during the Lenten season, started yesterday afternoon, 2:15-2:30 p. m.

"American Yesterdays," new series of historical sketches, starts Feb. 22 over WHK, Cleveland, at 3:15 p. m.

KFXR, Oklahoma City, for a long

JASCHA HEIFETZ

"When they pay an artist a big salary, they do not let the artist play or sing enough. We are not allowed to play what we like, what we know the people like. The radio people say their industry is ten years old—that they have learned what the people like. But I have been before audiences for 29 years—I think I know, too, what people want."

KMAC, San Antonio, which forged ahead aggressively in the past two years under the general management of Howard W. Davis, has jumped into the ranks of the leading local stations with its complete new Western Electric plant of the most modern type. It calls itself "San Antonio's busiest radio station."

Although U. S. weather forecaster McDonald says that New Orleans will remain high and dry, that the levees protecting the city will hold, WDSU has taken necessary steps to organize an emergency network of amateur radio stations in the Mississippi valley. WDSU has installed radio and communications circuits between its studios and amateur station W5FPO, operating on short-wave with 1,000 watts. Several tests have been made of this network and the results have been pronounced satisfactory by Joseph H. Uhalt, President of WDSU, C. Alfred Thomas and Gene Treadaway of the New Orleans Key Station W5FPO. The entire movement is under the jurisdiction of Major Adjutant Ray Fleming of the U. S. National Guard and F. C. C.

A marked increase in coverage efficiency of WTAG, Worcester, outlet of the NBC-Red network, is reported since operation with a new 1,000-watt RCA high fidelity transmitter.

time identified as the sports station of Oklahoma, is carrying a daily sports program this year under the sponsorship of WHEATIES, with Dutch Smith as commentator and Bob Elliston doing the commercials.

Signing with WMCA for a nine-week 3-4 p. m. Sunday broadcast gives Father Coughlin two air talks in the New York area on the Sabbath. The other occurs at 8-8:30 p. m. over WOR.

A new series of radio amateur hours started Sunday over WICC, Bridgeport. Microphones were again placed in the Fairfield County Jail to broadcast from 4:30 to 5 p. m. an interesting portion of the rehabilitation project of the jail.

George Shackley and his bevy of beauties, the Moonbeam Ensemble, returned to the "Callin' on the Neighbors" program on WCAE, Sunday at 12:15 p. m.

C. Albert Scholin, well-known concert organist is presenting a series of Sunday evening recitals over KMOX.

WBT, Charlotte, N. C., has installed a Hammond, Class B, electric organ in its large studio. It will be used on the new daily Philco shows running at 8:15 a. m. Mondays through Saturdays. Marie Davenport is the organist.

Using public address systems, WBT, Charlotte, N. C., recently sent its comedy-song team, "Just The Two Of Us," to Gastonia, N. C., to entertain at a Rotary Club luncheon. However, the real purpose was to audition the act for Threads, Inc., and its president J. Gottlieb, who is a member of Rotary. The club applauded and the show was taken by Threads and will start over WBT early this spring.

Since beginning its twice weekly Grady Cole programs on WBT, Charlotte, N. C., the Comet Rice Co. has increased its sales of rice 50 per cent in the Carolina territory.

WFIL Theater of the Air (Philadelphia), offering a weekly spread of dramatizations based on the works of Edgar Allen Poe, has made a tie-in with the Poe Literary Society. For the asking, listeners rate a free pass to visit the Poe house, located in Philadelphia. Deal looms as a natural for school teachers.

First of the new recorded musical series sponsored by Sears-Roebuck over Durham, N. C., Columbia station, WDNK, was heard Sunday at 1:30 p. m.

Michael Aldrich Resigns

Michael Aldrich of the Columbia Broadcasting System Artistic Bureau has resigned. Aldrich, with a vaude background, came to CBS nearly three years ago and has been assisting Paul Ross in outside booking of CBS signed artists, such as theaters and night spots.

Bus Station Interviews

Raleigh, N. C.—Seeking human interest broadcasts, WPTF plans at an early date to install its facilities in the city's Union Bus Station and conduct special broadcasts during busy hours as buses arrive and depart. Interviews will be arranged with travelers who arrive from distant points, departing passengers will be questioned as to their destination, and bus drivers will participate in commenting on their experiences day by day on busy highways. WPTF hopes to create a "Grand Hotel" atmosphere for each program.

Making 13 Recordings

Glenn Darwin, baritone, heads a cast of artists who are making a series of 13 recorded programs. The other artists to be featured are Jean Ellington, singer; The Three Marshalls, harmony duo; Doris Hare, comedienne, and Al and Lee Riser, duo-pianists.



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY



☆ "Quotes" ☆

JANE PICKENS: "It is much easier to convey a gay mood over the air than a pensive or blue mood. A carefree mood in singing is relatively simple to establish. A pathetic one is more difficult to create because it requires more subtle tones and effects."

HORACE HEIDT: "The life of a bandleader is not an easy one. His only regret is that there are only 24 hours a day. From the time he arises to the time he drops, exhausted, into slumber, his day is a round of interviews, rehearsals, business appointments, telephone conversations, and, of course, actually band leading."

JAN PEERCE: "A singer is like an athlete. He must keep in training constantly in order to be at his best. That is why it should not be considered unusual that I practice several hours every day."

JACKIE COOGAN: "Imagine yourself completely alone at the north pole, with no one within hundreds of miles. Then you'll know how I feel when I get up before a microphone. It's a sense of isolation that's hard to explain."

DAVE RUBINOFF: "Moral support of unseen audiences has been a great builder-upper for many ether artists. The rustle of fan mail has quite the same kick to it for radio artists as palm-whacking response to those making public appearances."

MORTON BOWE: "It certainly seems that radio must provide some sort of magical background which makes collaboration withstand all sorts of temptations. Ever since the following teams entered the air industry, they have never been parted: East and Dumke, Howard and Shelton, Stoopnagle and Budd, The Easy Aces, Block and Sully, Burns and Allen, Peter De Rose and May Singhi Breen, Amos 'n' Andy, Myrt and Marge, Lum and Abner, Gene and Glenn, and Molasses and January."

Coming Events

Feb. 17-25: National Education Association Convention, Civic Auditorium, New Orleans.

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

★ New Accounts ★

Renewals

NBC
TASTYEAST, INC., Trenton—(Yeast candy), thru Peck Advertising Agency, Inc., New York, RENEWS "The Original Tastyest Jesters" for 39 weeks on 20 NBC-Blue stations, Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p. m., effective March 2.

GALLENKAMP STORES CO., San Francisco—(Shoes), thru Long Advertising Service, San Francisco, STARTS "True Detective Mysteries" on 6 NBC-Blue Pacific stations (KGO, KECA, KERN, KMJ, KGW, KFBK), Fridays, 7-7:30 p. m. (PST), on March 5.

AMERICAN TOBACCO CO., New York—(Lucky Strike cigarettes), thru Lord & Thomas, New York, RENEWS "Your Hit Parade & Sweepstakes" on 70 NBC-Red stations, Wednesdays, 10-10:30 p. m., effective March 10.

AMERICAN RADIATOR CO., New York—(Heating equipment), thru Blaker Advertising Agency, Inc., New York, RENEWS "Fireside Recital" on 21 NBC-Red stations, Sundays, 7:30-7:45 p. m., effective March 14.

CARDINET CANDY CO., Oakland—Thru Tomaschke-Elliott, Inc., Oakland, RENEWS "The Night Editor" on 5 NBC-Red Pacific stations, Sundays, 9:15-9:30 p. m. (PST), effective March 7.

CBS
GENERAL BAKING CO., New York—(Bond bread), thru Batten, Barton, Durstine & Osborne, Inc., New York, RENEWS "Guy Lombardo's Orchestra" for 52 weeks on 27 CBS stations, Sundays, 5:30-6 p. m., effective Feb. 21.

GULF REFINING CO., Pittsburgh—(Petroleum products), thru Young & Rubicam, Inc., New York, RENEWS "Phil Baker" for 52 weeks on 60 CBS stations, Sundays, 7:30-8 p. m., effective Feb. 21.

AMERICAN HOMES PRODUCTS CO., New York—(Kolynos toothpaste), thru Blackett-Sample-Hummert, Inc., New York, RENEWS "Hammerstein Music Hall" for 52 weeks on 45 CBS stations, Tuesdays, 8-8:30 p. m., effective Feb. 23.

AMERICAN HOME PRODUCTS CO., New York—(Bi-So-Dol), thru

More Stations for Heatter

North American Accident Insurance Co. has bought Mutual time for Gabriel Heatter, whom it sponsors on WOR, and has added WGN, Chicago, and CKLW, Toronto. Agency is Franklin Bruck. Program is on 9:30-9:45 p.m.

Blackett-Sample-Hummert, Inc., New York, RENEWS "Broadway Varieties" for 52 weeks on 47 CBS stations, Fridays, 8-8:30 p. m., effective Feb. 26.

WFIL, Philadelphia
BROMO-ASPIRIN, thru Cox & Tanz Agency, STARTED Feb. 15, for indefinite period, daily participation in WFIL Women's Club.

DODGE BROS. CORP., thru Ruthrauff & Ryan Agency, STARTED Feb. 15, for 10 weeks, one minute spots weekly.

ITALIAN-SWISS WINE COLONY, thru Harvey-Best & Co., STARTED Feb. 15, for seven weeks, three spot announcements weekly.

AMERICAN SEED CO., thru Charles Blum Agency, STARTED Feb. 15, for 13 weeks, one minute spots weekly.

TRIBUNE LAUNDRY, thru Oswald Agency, STARTED Feb. 15, for indefinite period, daily participation in WFIL Women's Club.

AGENCIES

MONTAGUE HACKETT, formerly with Lord & Thomas advertising agency in charge of new business, has resigned to open an agency himself. Hackett's headquarters will be in Radio City.

DAVID ELLIS, promotion manager of Broadcast Producers of New York, Inc., has been appointed director of public relations for Porterfield Aircraft Corp. He will continue his duties at Broadcast Producers.

C. C. BOWMAN, JR., has become vice-president in charge of radio and business surveys for Wadsworth & Wood, Inc., the company announces.

YOUNG & RUBICAM, INC., will handle the exploitation and advertising campaign for the observance of "National Life Insurance Week." 150 life insurance companies will sponsor the event.

Johnson Signs Talent

Arnold Johnson, conducting the Feenamint Sunday evening show on MBS, has signed The Ambassadors, male singers, who have been heard with Kate Smith, and Christina Lind. Talent will now be permanent part of the program.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 11

NEW YORK, WEDNESDAY, FEBRUARY 24, 1937

FIVE CENTS

Hollywood Talent Race

Looking On ... AND LISTENING IN

AUDIENCES Suppose motion picture producers, after releasing a film, were to take the whole cast to a theater and give the very same production in the flesh.

You'd call it nutty, wouldn't you?

Well, it is no more nutty than the practice of permitting audiences in broadcasting studios to witness radio shows.

The most important thing in radio is the LISTENING audience.

And few things aggravate the listeners more than the studio audiences who laugh at things that didn't sound funny to the fireside tuners-in, hold up the show with applause when there is nothing to warrant applause, and in general make the listeners at home feel that they are missing the best part of the program.

Any show where a studio audience appears to be deriving more enjoyment than the listening audience is a bad show from the ultimate standpoint of radio.

COMEDIANS Another bad result of studio audiences is their effect on comedians. Many of them contend they need auditors for purposes of reaction and timing.

This provides no consolation for the listening audience.

Comics who owe their success chiefly to pantomimic ability, rather than vocal personality, should develop a new technique.

Performing antics which make the little studio audiences roar but cannot be seen by the millions of listeners is the wrong kind of radio acting.

The laughter and applause of the

(Continued on Page 2)

\$50,000 on Voice

Ice Industries (refrigerators) have taken a \$50,000 insurance policy with Lloyds of London on the voice of Gladys Swarthout, who appears on their broadcasts over NBC every Wednesday night. A statement from the producer said Miss Swarthout was irreplaceable, and any last minute cancellations would prove too great a financial risk without adequate insurance.

SPONSORS DEFER TAKING BRADDOCK-LOUIS FIGHT

Altho contracts have been signed by James J. Braddock and Joe Louis, calling for a championship bout in Chicago, June 22, nothing definite is set in regard to radio angles.

Potential sponsors are holding off for the time being, due to the possibility of legal tangles expected to develop. Madison Square Garden interests declare they have first call on Braddock for the Garden.

NBC program department, thru John F. Royal, is in contact with fight promoters on the subject of broadcasting the fight, and it is presumed other webs are doing the same with a sponsor in mind. Buick Motor company sponsored several of the important fights during the past two

(Continued on Page 2)

Alfred Morton to Make Tour of NBC Stations

Alfred H. Morton, NBC manager of owned and operated stations department, expects to take a swing around the country next month visiting all NBC owned and operated stations. If he cannot clear the time necessary for a coast-to-coast trip, will take in a few stations at a time starting with the eastern NBC stations. This will be the first time Morton has visited NBC owned and operated stations since he became head of this division on Jan. 1.

Adult Serial Dramas Voted Most Popular Day Program

Small Bands to Hit Air On Local Chi. Stations

Chicago—Secondary or "relief" bands in most of the smart cafes and hotel dining rooms here will be given a chance for air-time in the latest tie-up between the night spots and smaller stations which are set to broadcast melodies of the "number two" orks just as soon as lines are readied to pick-up these remotes.

Hitherto, only the "name" band or featured attractions in the cafes and

(Continued on Page 3)

Don Gilman of NBC Predicts Coast Will Surpass New York as Center for Radio Artists

Wilkins Made V.P.

Berne Wilkins, formerly of the WNEW sales staff, has been made assistant vice-president in charge of sales.

CONAN DOYLE'S SON FOR 'SPOOK' SERIES

Negotiations are on for the ether appearances of Denis E. Conan Doyle, son of the late Sir Arthur Conan Doyle. Doyle is being groomed for guest engagements and later for a series of his own.

Talks will deal to great extent with

(Continued on Page 3)

Congressional Speakers For New CBS Feature

Columbia Broadcasting System will introduce a new semi-weekly educational series over a coast to coast network on March 3, 3:30-3:45 p.m., titled, "Current Questions Before Congress." It will feature a member of the House of Representatives. The second program, to be aired Thursday, 5-5:15, will feature speakers from the ranks of the U. S. Senate.

Hollywood is definitely headed to equal or pass New York as a talent center for radio, said Don Gilman, NBC vice-president in charge of West Coast activities, before the Los Angeles Advertising Club's NBC Day luncheon yesterday.

Not just movie talent but all kinds of artists are establishing here, he said. NBC's own Los Angeles staff has grown from 18 to 60 in one year, and the NBC West Coast staff has

(Continued on Page 3)

TELLS HOW TELEVISION WILL AFFECT ARTISTS

E. P. H. James, head of the NBC sales promotion department, speaking before the members of the Art Directors Club last night as the first lecturer of the 1937 season, explained in non-technical language how television would affect the artists.

Present and coming developments

(Continued on Page 2)

NBC to Revise Setup Of Washington Station

In an application filed with the FCC, NBC is seeking approval for the complete revision of the technical set-up of WRC, its Washington station. The application asks for permission to install a new transmitter at a new location, increased power, and new vertical antenna.

WRC is asking for an increase in

(Continued on Page 3)

F. D. R. on CBS-NBC

President Roosevelt's address to Democrats assembled at Victory Dinners throughout the country on March 4 will be broadcast from 10:30-11 p.m. on that date over the CBS and the NBC-Blue networks. The President's address will be delivered at the dinner in the Mayflower Hotel, Washington. The dinners were arranged to liquidate Democratic indebtedness.

Adult serial dramas are the most popular type of daytime radio program, occupying one-half of the commercial network time before 6 p. m., according to a report of the Cooperative Analysis of Broadcasting based on information supplied by more than 161,000 radio homes located in 33 leading cities of the U. S.

Entitled "Radio Audiences — May to September, 1936," the report gives detailed information on over 800 hours of commercial network broad-

(Continued on Page 2)



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

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Rolls Series on 8 Stations

Rolls Razor Inc., New York (Rolls razors), will begin its spring transcription campaign on March 14 on eight stations scattered across the country. Disks will be a quarter-hour variety show each Sunday and will feature Doris Hare, Jean Ellington, Three Marshalls, Glenn Darwin with Al & Lee Reiser furnishing the musical support. Decca is cutting the disks for the sponsor. Series will run for 13 weeks, returning again in September. Stations are WBZ-WBZA, WOR, WJSV, WTAM, WBBM, KNX, KGO. Kimball, Hubbard & Powell Inc., New Lork, placed the account.

R. W. Clark to New York

San Francisco—R. W. Clark, KPO assistant station engineer, is being transferred to the NBC engineering staff in Radio City.

FINANCIAL

(Tuesday, Feb. 23)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

PAUL F. GODLEY

Consulting Radio Engineer
Montclair, N. J.

"25 years of
Professional Background"

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 20, covering songs played from 5 p.m. to 1 a.m. on the CBS and two NBC networks. Only songs played 15 or more times are included.

Table with columns: Selection, Publisher, Times Played. Lists songs like 'This Year's Kisses', 'Good Night My Love', 'With Plenty of Money and You', etc.

Looking On ADULT SERIALS VOTED LEADING DAY PROGRAM

...AND LISTENING IN (Continued from Page 1) studio audience is not entertainment for the listeners at home. And what about those painful waits, when the studio gang doesn't laugh spontaneously at an ancient or asinine joke, and the comedian pauses until a response is forthcoming? If comics need a sounding board, let them put it in their cast, instead of aggravating millions in their homes in order to please a few hundred fans in the studio.

Tells How Television Will Affect Artists

(Continued from Page 1) touched upon by James includes makeup, costuming, lights, scenery, titles, cartoons, and advertising illustrations. Their knowledge of color values would help, he said, since one color, a black and greenish white, would predominate. Also discussed was the fact that tele would be the counterpart of sound effects—which would be sight effects.

More NBC Tourists

Tourist travel through the NBC studios this year is running 18,000 ahead of last year's figures at this time, according to the NBC Guest Relations Division, which conducts the tours. Last year about 560,000 admissions were taken in at the broadcasting center. The figure this year is expected to exceed 600,000.

Murray Grabhorn Laid Up

Murray Grabhorn, John Blair's general sales manager, is confined to his home by the grippe.

ADULT SERIALS VOTED LEADING DAY PROGRAM

(Continued from Page 1) casting time. Over 160 sponsored programs are analyzed according to twenty-four types, four income levels, four geographical sections, and length of broadcast.

The report indicates that during the summer months, there is a decided trend toward lighter entertainment, more time being devoted to dance music, novelty shows and news commentators than during the winter; also, a lesser amount of time for such serious types as classical and semi-classical music, and dramas.

The number of daytime and evening programs decreased about 15 per cent during the summer, compared with the winter. However, the average evening program had a summer audience only three-quarters of winter listeners, while the average daytime program lost only about one-seventh of its listeners in summer.

Substantially the same programs were leaders in the summer as in the previous winter. However, the vacations of headliners such as Jack Benny, Fred Allen, Phil Baker, etc., during this period enabled several lower ranking shows to win a place in the table of summer leaders.

The members of the Governing Committee are D. P. Smelser, Procter & Gamble Co., chairman; George Gallup, Young & Rubicam, treasurer; C. H. Lang, General Electric Co.; George W. Vos, The Texas Co.; L. D. H. Weld, McCann-Erickson, Inc. and A. W. Lehman, manager.

COMING and GOING

ABE SCHECHTER, NBC director of special events, spent yesterday in Baltimore.

PHIL BAKER resumes his broadcasting from New York this Sunday on his return from Florida.

WALTER FLEISCHMAN left for Washington last night and returns today after appearing at the Dickstein bill hearing.

DICK STERN, formerly of K TSA, San Antonio, on a trip to New York.

LE ROY CLAYTON SIMPSON of RCA-Victor Co. and MRS. SIMPSON arrive on the Western World today from South America.

I. GOLDBERG of Pilot Radio returned from Havana cruise.

JASCHA HEIFETZ sailed on the Queen Mary this morning.

HARRY and JIMMY RITZ are at the Warwick.

THOMAS GAVIN of station WEBC, Duluth, Minn., visiting in New York for a few days.

CLIFFORD CHAFEY and W. A. RITLÉ of WEUU, Reading, in New York for a brief stay.

LESTER GOTTLIEB of the Mutual network publicity dept., leaves New York on March 7 for a one-week trip to Chicago, Detroit, St. Louis, Cincinnati and Washington. Gottlieb will confer with press representatives of the affiliated stations of the network in the various cities.

AL DONAHUE arrived in New York yesterday from Boston and will remain here until March 13, when he sails for Bermuda to fulfill a contract at the Bermudiana Hotel. Will return June 1 to spend summer season at the Rainbow Room.

SAM TAYLOR has returned to Hollywood with new radio plans.

Sponsors Defer Taking Braddock-Louis Fight

(Continued from Page 1) years or more, but to date the Arthur Kudner agency, handling Buick account, has done nothing, unofficial, reason being the threat of Madison Square Garden to bring an action against the promoters of the Chicago fight. However it is understood that while Buick is interested in the fight, it is also in the midst of the resumption schedule being worked out for all General Motors advertising. In this respect, it is considered that any interrupted schedules are to be taken care of first.

Action of any sponsor would, of course, hinge on a network obtaining rights and clearing necessary time, which would be one hour earlier than a fight held in the East.

Heatter Subs for Lord

Gabriel Heatter, news commentator, has been selected as guest emcee of "We, the People" during the absence of Phillips Lord. Heatter will be heard for three weeks over the NBC blue network on Sundays from 5 to 5:30 p.m. Lord resumes March 21.

Leo Says TONIGHT'S BEST BET: Current History Exams 8:30 to 9:00 p.m. WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

HOLLYWOOD IN RACE FOR RADIO TALENT

(Continued from Page 1)

increased from 22 to 260 in 10 years. NBC spends \$1,000,000 yearly for staff salaries, \$1,000,000 for artists, exclusive of sponsored coast to coast programs, \$1,000,000 for stations in the West Coast chain. Marion Talley and Irvin S. Cobb headed 70 NBC entertainers for the luncheon.

Small Bands to Hit Air On Local Chi. Stations

(Continued from Page 1)

hotels have been heard on the air both in local and network spots. Foremost in the new set-up to give their smaller orchestras a radio build-up locally are the Chez Paree, Casino Parisienne, Congress hotel while a number of other cafes and hotel dining rooms are expected to follow a rapid suit. Airing for the relief bands will be strictly a local affair with stations WIND, WAAF, WCFL, and WJJD listed as outlets to bring their music to Chicago radio listeners.

NBC to Revise Setup Of Washington Station

(Continued from Page 1)

power from 1,000 watts daytime and 500 watts night to 5,000 watts daytime, 1,000 watts night. The location for the new ultra-modern high fidelity RCA transmitter has not been announced, but is understood it will be located outside the city. Present equipment is in the Riggs Bank Bldg., located in the center of the downtown district, where it has been in operation since 1923.

The new transmitter will be installed in a one-story building of modern architecture with the vertical radiator located several hundred feet from the house. A coaxial tube will connect the antenna and the transmitter. It is expected that this new equipment will be in operation about five months after the FCC gives its approval. As previously reported WRC and WMAL, NBC's two Washington stations, will occupy new studios on the second floor of the Trans-Lux Washington Corp. Bldg., about July 1. WRC is a member of the NBC-Red network.

Conan Doyle's Son For "Spook" Series

(Continued from Page 1)

the metaphysical, in which science his father was considered a leading authority, apart from his authorship of the famed Sherlock Holmes stories. Representatives of Doyle believe there is a vast audience that would be interested in a radio series dealing with the hereafter and other intimate bits of talk concerning the late author.

Station Flashes

BELLINGHAM PUBLISHING CO., Bellingham, Wash., has asked the FCC for permission to construct an unlimited time 100-watt station, declaring it will not conflict with the present station, KVOS.

WSM, Nashville, inaugurates its news service March 1, having signed a contract with the International News Service.

Oral argument on the application of John S. Allen and G. W. Covington to install a new station at Montgomery, Ala., is scheduled for early in April. FCC Examiner's Report recently recommended granting the license, but application has not yet been approved.

WWL, New Orleans will feed CBS with four coast to coast hookups this week on the National Education convention. NBC will broadcast eight programs on the educators, originating through WSMB.

Hugh A. L. Half, manager of WOAI, San Antonio, had his hands full last week entertaining various out-of-towners including Edward Petry of Edward Petry and Co.; R. M. Brophy, station relations manager of NBC; Kern Tips, manager of KPRC, Houston; Jack Latham of Young & Rubicam; Bill Shinnick of N. W. Ayer & Son, and Leonard Lewis of Printer's Ink.

Nehi Selects Stations For Transcribed Series

Nehi, Inc., Columbus, Ga. (Royal Crown Cola), on March 15 will start its large guest star transcription campaign on 42 stations from coast to coast. The recordings produced by Jean Grombach, Inc., New York, will be half-hour programs, broadcast once weekly. Series will run for an initial 13-weeks with the possibility of renewal. Program will be entitled "Idols of Millions" with Jack Dempsey as master of ceremonies introducing guest stars, with Frank Bentry's orchestra furnishing the musical support.

The cost of the station time and talent will be split equally between the manufacturer and the distributors in each territory carrying the disks. Sponsors product has national distribution with the exception of the New York and Boston areas, but there is a possibility that a New York station may be selected regardless.

Stations on the list include WSB, WHO, KMOX, WDAF, WJDX, WSM, WENR, WBT, WLW, KTAR, KFI, WDRC, WJSV, WIOD, WHAS, WWL, WFBC, WNOX, KTRC, WKY, KDKA, WMC, WFAA, WRVA, KGO, WJAX, WDAE, WTOC, KWKH, WGY, WDOD, WTAR, WDBJ, WBRC, WWNC, WIS, WTAM, WOAI, WSFA, WPTF, KTUL, WJAR. James A. Greene & Co., Atlanta, placed the account.

The latest WELI (New Haven) announcer, replacing Ed Lush, who recently replaced Ralph Kanna, is J. Freeman Coffey, at one time associated with WBRY in Waterbury, and for 8 years connected with legitimate stage production in New York.

Elsa Hemenway departs from WICC (New Haven) and her "Piano Miniatures" at the end of the month to travel and teach in Maine.

In accordance with WELP's (New Haven) sundown permit, operating time is extended to 6 p. m., beginning March 1 and correspondingly during the next few months until June brings it to 8:30. Meantime, full-time application is before the FCC.

WBAP on at 5:45 A. M.

Due to heavy commercial schedule, WBAP, Fort Worth, now goes on the air at 5:45 a. m. each week-day.

RADIO SKIMMED OVER IN A. T. & T. PROBE

Washington Bureau of RADIO DAILY

Washington—Resignation of Samuel Becker, special FCC counsel in charge of the A. T. & T. investigation, yesterday brought out that the A. T. & T. probe will come to a close shortly with radio and television being touched upon just lightly. Becker, quitting to take up law practice in Milwaukee, denied his resignation was due to a reported misunderstanding with Commissioner Paul Walker. Walker also denied any friction, declaring that Becker's departure simply means the active work on the inquiry is drawing to a close.

Regarding television, Becker said this is a new art and any probe should be conducted from the viewpoint that it had not been completely developed yet. He further stated that, should Senator Wheeler introduce his newspaper-radio inquiry bill, he would be glad to lend any assistance he could.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

In addition to being the largest distributor of lighting equipment for motion picture studios in the east we are also manufacturers and designers of equipment for . . .

RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075



NBC and Mutual chains put their mikes in at Santa Anita for a coast to coast airing of Santa Anita Derby on Monday and the Handicap next Saturday, but Columbia cancelled its arrangements last minute. Bryan Field, Mutual turf ace, and Clem McCarthy of NBC's Eastern staff, here to cover.

Chase & Sanborn has taken up its option for a second 13 weeks of Haven MacQuarrie's "Want to Be An Actor?" program. Condition of renewal is that the program must come off from KFVB, local station on which the program originated, and which has continued to carry it on week days since it was signed to go nationwide on NBC.

Switchover of National Biscuit's Twin Stars show from NBC to CBS has been put over from March 28 to April 4 to give Buddy Rogers time to finish his British picture contract, get home to direct and make fun on the gala switchover program.

Ad Club having NBC day Thursday, with Don Gilman, v. p. in charge of Western Division, as speaker; Irvin Cobb, Marion Talley, Don Wilson, Tommy Harris, Frank Hodek and ork and Syd Dixon, sales chief for Los Angeles.

Fox Case, public relations and special events for CBS, appointed to the advertising committee of the All Year Club.

Gus Edwards' Schooldays of the Air program start postponed a week to March 1, on KFVB, to give more time to polish up scripts. So Sunset Oil's Curtain Calls program initiated KFVB's new radio theater with its first weekly audience show. Edwards, sponsored by Gaffer's and Sattler (stoves) follows March 1, and Eddie Peabody's participation show goes in as a regular feature on March 9.

Cal. Sanitary Co. has signed a new twice a week contract to go on KFAC with "Lives of the Great," transcriptions.

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			

BIRTHDAYS

February 24
Greetings from Radio Daily
to
May Singhi Breen
Jack Ingersoll



● ● ● Al Shayne signed to Matty Rosen after leaving Sally's WHN show March 28...Next sponsor may be I. J. Fox, a competitive firm...Mark Warnow set for Lucky Strikes after three weeks of dabbling... Seems that they wanted him to relinquish his sustainer, "Blue Velvet", which he refused...Thought it over and then signed him for 13 weeks... Get Howard Barlow to tell you his "flood" story...Grace Wonders telling propositioners Ralph's too busy...Bobby Sanford's wife now handling a unit while he attends to N. Y. affairs...Oscar Shaw very, very busy constructing his \$65,000 estate in Great Neck...Jerry Cooper, up from a gripe attack, stood in front of Lindy's the other night...Abner Silver appears on Paul Ash's airing tonite, playing his new song, "The Mood That I'm In", a hit...Abner wants Fred Astaire to o.k. the use of the dancer's name in the lyric of a song he has set with a publisher...Song also has "Ginger Rogers" who consented.

● ● ● (Baby) Rose Marie's dad, Frank Curley, has been arrested in 19 cities for displaying his daughter on the stage... 28 times in Cleveland alone...Marie begins 12 records for Brunswick today...George Jessel's protege, Harry Spears, will get CBS air...Roland Young appears on Radie Harris' show Friday...WMCA's prexy, Donald Flamm, is the creator of Harry Hershfield's "laying an egg" idea...Deal for WMCA moving above Lindy's fell through...Reason for the NBC wire being yanked from the Hickory House is that during an airing a firecracker was set off...Bobby Gilbert on Fred Allen's show tonite is Ed Wolfe's brother... "King of the Night Club Announcers" Bill Melia, now running the Arcola Club in Jersey...Louenna Rudd (wife of Announcer Paul Gregory) is on Professional Parade next Wednesday...Send congrats to Bettie Glenn who starts her ninth year in radio this week.

● ● ● George Redman is now writing the "Showboat" program... "Donald Duck" comes from Hollywood and will appear on Saturday's Joe Cook airing...Tom Luckenbill of the Thompson agency scouting talent for the air in Chi...Marguerite Howard, who did the Ford airings with Ferde Grofe's band, now at the French Casino in Miami...Mary Lewis will broadcast from Philly Thursday via NBC...Bernie Foyer booked Joseph Nathan Kane, another "Believe-It-Not" idea, for the Shell show Mar. 6... Songwriters' Guild of America hold their dinner tomorrow at the Piccadilly...Margaret Speaks is back from Hollywood to resume her alternate spot on the NBC Firestone program...Warbler firmly believes that she is not for picture life and will stick to radio...Mary Jane Walsh has been booked for a guest appearance on the Vallee show a week from tomorrow, date set by F. E. Kesler...Young Miss Walsh is hailed as a find in the characterization field and will come in for a buildup...Josef Cherniavsky will guest-star the 12-year-old Arnold Eidus, violinist, whom he ran across at house party...maestro believes the lad has unusual possibilities.

● ● ● Frances Hunt is signing a three-year contract with Lester Lee and is scheduled to do a "Langford" on the screen... She doesn't know it but "Taps" has donated the use of his home as a wedding present to Lou Bring and her... They'll be married in two weeks... Tess Gardella, who won a \$115,000 verdict for "Aunt Jemima", has to await the other side's appeal in April... She's doing five transcriptions for Norge... NBCasters were told to plan and build programs in their spare moments...



WILLARD FARNUM back to microphone acting here at NBC after a Florida vacation reporting a gain of 18 pounds. More additions to the "Mary Marlin" cast in the persons of Ann Stone, Arthur Kohl, Michael Romano, Chicago attorney who acts for the fun of it and Robert Barron. June Meredith was a previous addition.

"Mountain Music" is the title of the Paramount pix that the Hoosier Hot Shots will appear in along with Bob Burns and Martha Raye. The boys will be back in Chicago in time to appear on the Saturday night Barn Dance program of March 13.

Charlie Agnew takes his band into Casino Parisienne today and will be aired over NBC nightly.

Such versatility as singer, public speaker, producer, performer, script writer, hymn writer, piano, guitar and harmonica exponent are among the things NBC list for Gene Arnold.

Backstage Wife marks its second year on the NBC net on Thursday.

Bill Thompson, funny-man, guest appearances on the Tea Time at Morrell's on Friday.

Eddie and Fannie Cavanaugh are excited over an interview they are going to do with June and Cherry Preisser, dancing starlets of the Follies.

Benny Re-Signed

Jack Benny has signed a new exclusive three-year contract with General Foods (Jell-o) his current sponsors. Present contract terminates in June and Benny will begin broadcasting under the new contract when he returns to the air next fall. Mary Livingstone has also been signed for the same length of time. Young & Rubicam is the agency. Program will continue to be heard Sundays over the NBC-Red network.

DO YOU KNOW

WOR. Newark, claims the biggest letter-to-station response ever attained by a single station in a year. It reports a total of over 1,750,000 pieces of mail in 1936.

COMMENTS

On Current Programs



"BILLY GLASON'S FUNFEST"

Sustaining
WMCA (Inter-City Group), Sun-
days, 6-6:30 p. m., EST.

VARIETY SHOW BOWS WITH SEASONED TALENT FAILING TO PLEASE.

Billy Glason, a headliner from the two-a-day era of vaudeville, made his debut with a variety show, hoping to get his spurs into the Sunday night comedy class. As Billy put it during the 30 minute routine: "The Stuff is here and it's mellow"; the "stuff" was there but not used to advantage. Show features Carl Fenton and his orchestra, Jerry Baker, long-time favorite of WMCA, Lorraine Barnett, contralto; Dick Porter, rhythm singer, and Howard Doyle, announcer, as straight man.

To the tune of "Crazy Rhythm" of Fenton and the boys, the program telegraphed a fast moving performance. Then announcements with another band number. Glason came forward with an ancient black out followed by a vocal from Lorraine, who sounded just all right. Baker was out of form with his offering of "I've got the Rocking Chair Swing." Another band number, another time-worn skit, into Porter's routine, another gag, a bit of recitation from Glason, which was the high-spot of the show, and another disappointing rendition of a song by Jerry.

Seems that the musical part of the show, except for the band, were in poor form. Nervousness cannot be attributed as the cause, since all are seasoned performers. Probahy an off-day. Glason definitely needs material. His delivery and timing are o.k. The show has a fast pace for a background, but fails to hold during the individual spots.

"LET FREEDOM RING"

Sustaining
WABC-CBS Network, Mondays
10:30-11 p. m.

EXCELLENT EDUCATIONAL DRAMATIZATION OF STRUGGLE TO WIN CIVIL LIBERTIES.

Presented under the auspices of the Office of Education, U. S. Department of the Interior, this weekly series will attempt to educate listeners in the matter of civil liberties and the early-day struggles for such constitutional rights. Judging on the basis of the first program, the series should be both instructive and entertaining. Initial broadcast was devoted to dramatizing a factual story telling how the Bill of Rights was written into the Constitution. Succeeding issues will tell how various other personal rights were brought about after strife and even bloodshed. The series is being produced by the Educational Radio Project, using script writers and actors on its staff, with original music by Rudolf Schramm.

"KITCHEN CAVALCADE"

With Crosby Gaige
C. F. Mueller Co. (Macaroni)
NBC-Blue, Mondays through Fri-
days, 10:45-11 a. m.
Kenyon & Eckhardt, Inc.

COLORFUL VARIETY SHOW COMBINING DIVERSIFIED ENTERTAINMENT WITH COOKING HINTS.

This program ought to click not only with the housewife but also with any other grownup who happens to be around the house at 10:45 a. m. Crosby Gaige, the Broadway theatrical producer who also is reputed to have some culinary talents, makes a very agreeable master of ceremonies for the show, which aims to depict the drama, comedy and romance behind various food dishes. Dramatizing of historical incidents having to do with food, comments about the favorite dishes and snacks of theatrical celebrities, and other entertaining bits, including some nice accordion interludes, make up the routine, and there is no over-plugging of the sponsor's product. Jean Grombach, Inc., is producer of the shows. The first two programs were thoroughly enjoyable and marked Gaige as a good radio personality.

NBC Guides and Pages Putting on Own Revue

Seeking an award of a week's vacation with pay for the outstanding performer, the guides and pages of the National Broadcasting Co., in Radio City, will present "The Brass Button Revue of 1937", a program of variety entertainment, on Saturday, 4-4:30 p.m., over the NBC-Red network.

The program will be written, produced, directed and acted by the guides and pages themselves. The only professional talent in the revue will be Jerry Sears and his NBC orchestra, who will provide the musical support. A cast of 25 will feature five solos by tenors and baritones, a travesty on the current Sherlock Holmes mystery plays, songs by the Brass Button Octet, and a round-table discussion of the Radio City tours, conducted by the guides.

Letters from the radio audience will determine the winner.

Voice of Southland on Trip

Dallas—Voice of the Southland, program originating from WFAA with Clarence E. Linz, first vice-prexy of Southland Life Insurance Co., as producer and master of ceremonies, will travel to Wichita Falls for its Monday evening broadcast. The program will salute Texas and Oklahoma bankers, who are convening there.

PROGRAM

★ IDEAS ★

What Local Stations Are Doing

SOMETHING UNIQUE in the way of a behind-the-scenes broadcast was carried by KSTP, Minneapolis-St. Paul station as a stunt—an informal "tour" of the studios.

Show went on for a half hour, giving listeners an informal view of all persons in the studio, showing just what makes a broadcasting station "click." The "tour" included brief interviews with the station personnel; broadcasts from various rooms, showing programs in preparation, auditions being run, orchestras in rehearsal, programs being routed, equipment constructed and repaired.

In a second radio behind-the-scenes broadcast as a follow up, the station took its listeners to Mid-West Recordings, Inc., in Minneapolis, to show radio transcriptions and sound-effects records in the making.

A new series under the title of "The Civic Forum" was inaugurated recently by KDYL in Salt Lake City. The program consists of an informal, *ex tempore* round-table discussion by prominent educators, legislators, and business men on topics of current civic interest, and the panel is composed of men who represent various interests, with plenty of room for spirited discussion.

Believing that plenty of people think they can be as funny as Fred Allen, Jack Benny, Jack Pearl or Ed Wynn, or that they can sing as well as the radio headliners, KSTP, Minneapolis and St. Paul station, is inaugurating a new program series, "Radio Doubles."

The program is to be aired once each week, with the gates thrown wide for all imitators to give them a chance to prove the often-voiced threat, "I could do as good as that guy."

Doubles talent was solicited through a series of minute announcements on the station and through stories in the station's affiliate, The Minneapolis Journal.

Talent in quest of a sponsor will be rounded up by WSYR, Syracuse, and offered over the air in a Sunday night half-hour show billed as "Orphans of the Ether." Among the sustainers already lined up for the program are the Norcross Sisters, Big Freddy Miller, Fred Ripley and Fred Jeske.

**REEVES STUDIO
RADIO TRANSCRIPTIONS**

Noiseless Film and Wax Recording

ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

ONE MINUTE INTERVIEW

EDGAR A. GUEST

"The thing that awes me about radio is the fact that it plays to such a universal audience, with listeners from prison cells to palaces; and another thing about it is that it has made the nation familiar with things they knew nothing of 20 years ago, when the best singers and opera were for the rich only."



THE Atlantic Seaboard spelling championship will be decided in the Chase & Sanborn National Spelling Bee over WMCA on Saturday, 7-8 p.m. The Spelling Bee, conducted by Dr. Harry Hagen, has been touring cities on the Inter-City network in recent weeks broadcasting "spelling-down" contests from Philadelphia, Boston, Baltimore, Washington and Wilmington, in addition to New ork.

DALE T. MAYRS, recently production manager of WKBN, Youngstown, and Thelma Gilson, formerly of WLW and WKBN, have started a new series of programs over WGAR, Cleveland, for Pochontas Oil Corp.

MARCELLE (Loretta Miller) goes on the air via KFKR, Oklahoma City, 4:45-5 p. m. daily, with Hollywood screen news.

FELS NAPTHA SOAP now is sponsoring the "Yours Truly, Mr. Dooley" program broadcast over WOW, Omaha, at 5:15 p. m. Mondays, Wednesdays and Fridays. The program also has become a two-man affair with the addition of Staff Announcer John K. Chapel to act as a foil for Dooley.

LOCAL commercial announcements for the "Vic and Sade" program originating in Chicago have been taken over by Program Manager Harry Burke of WOW, Omaha.

Saturday Night Record Claimed by Question Bee

On the basis of the latest Clark-Hooper survey, Uncle Jim's Question Bee, sponsored by G. W. Washington Coffee over WJZ on Saturdays, 7:30-8 p. m., has more listeners than any other Saturday night program. Audience percentage for the quiz is 39.8, compared with 38.8 for the Lucky Strike Hit Parade, 36 for Ed Wynn and 31 for Shell Chateau.

Novel Prize Twist

Weston Biscuit Co. (Crackerettes), airing over WOR every Sunday, 9:45-10 p.m., is offering three prizes, \$25, \$15 and \$10, to the writers that send in the best 30 word letter telling why they prefer the sponsor's product. Novel twist to the offer is that the week's winners are announced at the beginning of the program, and are told over the air that their prize will be delivered to them within the following 30 minutes. A Western Union messenger then appears at the designated time and presents the money.

Chatter

DOROTHY ALLEN is the new assistant to Evelyn Gardiner, who conducts the daily Home Forum broadcasts from KDKA.

Lillian Norvell, feature writer and former radio commentator, has shifted to the advertising department of WWL, New Orleans.

Jimmy Shouse, manager for station KMOX, St. Louis, is back from a business trip to New York.

Peggy Duncan, first lady of the swing at KWK, St. Louis, is recuperating from a recent appendectomy.

Charles Stookey, announcer for KWK, must remain in St. John's Hospital for another two weeks, while his fractured right arm and leg recover from the effects of an automobile crash. Tom Dailey, a brother announcer, and James Burke, chief engineer for KWK, injured in the same crash, have been released from the hospital.

Additions to the KWK staff in St. Louis are Billy Mills and Norman Paule, vocalists, and Clarke Morgan, who accompanies Paule on the recently installed Hammond organ.

Supervising New Network

Odes Robinson, former chief engineer of station WIRE, Indianapolis, is the technical supervisor of the new West Virginia network that was started recently. The network will have for its key station WCHS of Charleston, W. Va. Robinson will have a crew of 20 radio technicians under his direct supervision.

New Series on WNEW

A new program consisting of a series of six broadcasts, featuring Larry Miers, cable editor of International News Service premieres Thursday, 8:45, over WNEW. Miers will pick a different country each week and interview a student from that country residing in the U. S. The Inter-collegiate branch of the YMCA is behind the series.

To Scranton for Benefit

A troupe of radio headliners en-train for Scranton tomorrow to give an annual benefit performance in that city the same night. Among the artists making the trip are Arline Harris, Rex Chandler, Jack and Loretta Clemens, Willie Morris, Nick Lucas, Edith Holder, and Rielly Gray, who will emcee the show.

Ivan R. Head at WBAP

Ivan R. Head, for many years manager of Station KGFG, in Oklahoma City, is now on the announcing staff of WBAP, 50,000 watter in Fort Worth.

Arthur Godfrey, CBS announcer, will appear with Prof. Quiz when the Kelvinator-Nash series begins on CBS, March 9, 8:30-9 p.m. Geyer, Cornell & Newell, the agency, also is negotiating for an NBC spot.

George P. Marshall, sportsman who will have charge of the entertainment program for the Greater Texas and Pan-American Exposition, Dallas, next summer, arrives in Dallas on Monday to begin making plans.

With plans for a radio program involving Gertrude Berg and Bobby Breen still distant, Sol Lesser yesterday signed Miss Berg to write an original story for Bobby's next venture in the films, tentatively titled "Happy Go Lucky."

Cupid spends a lot of time around WSOC, Charlotte, N. C. Among those for whom wedding bells have chimed in the last several months are Bomar Lowrance, sports reporter; Paul Norris, program director; Charles Glenn Hicks, Jr., assistant program director, who wed Virginia Presnell, former office-manager of WPTF, Raleigh, and Dick Faulkner, newscaster and special events announcer.

Radio Legal Department

Fitelson & Mayers, law firm with considerable activity in the motion picture and music industries, on March 1 will extend its practice to include a department specializing in the radio field.

Decisions on radio matters in every state in the country, as well as abroad, will be obtained by the office.

Orlando Joins Souvaine

Nic Orlando has joined the staff of Henry Souvaine, where he will work on some new musical and script ideas. Orlando for 18 years, was musical director of the Plaza Hotel.

Fickett on Sick List

Homer Fickett, co-director of "March of Time", is on the sick list with throat trouble.

Pederson to Manage KOL

West Coast Bureau, THE RADIO DAILY Los Angeles—Elmer D. Pederson, national sales manager for KNX, Columbia key, returned from his coast trip last week-end and announce his resignation here to manage Seattle's KOL, starting March 15.

"Movie Man" on WINS

"The Movie Man," dispensing film gossip and replies to dialers' questions, makes his radio debut tomorrow at 9:45 a. m. over WINS and the N. Y. State Broadcasting System. Program will be on Tuesdays, Thursdays and Saturdays.



PHIL GROGAN, control room engineer, and Frank Martin, announcer, from WKY, Oklahoma City, have formed a songwriting team and their first efforts are to be published soon by Exclusive Music. Martin is at present a senior in the Law school of the University of Oklahoma, while Grogan is in New York, having been heard on the CBS Tuesday Jamboree playing a swing ulelele. Titles of the new tunes coming out are: "My Date Book's Closed for the Season" and "Gazin' Into Space".

Grogan, on the music, and Martin, on the lyrics, are now collaborating via airmail.

Bert Block and His Orchestra, at the Hotel Syracuse, Syracuse, N. Y., have had their engagement extended to six months. Block now gets six shots weekly, instead of four, over WSYR, and his bell-music is making quite a hit in Central New York.

The Landt trio have opened a song publishing office which will be operated in addition to the trio's regular radio work. In honor of the fourth member of the team who recently died, the new firm will be known as the Landt-White, Inc.

Carl Ravell and ork, making merry in The Blue Room of the Roosevelt, New Orleans, are airwaved via WWL.

Tony Almerico, trumpeteering comic, waves the baton nightly at Prima's Shim Sham in New Orleans. He takes the ether over WDSU.

Domenico Savino, arranger, composer and conductor, has returned from Italy, where he scored and directed an Italian film starring Tito Schipa.

Vernon H. Fribble, manager of WTAM and anti-theme song crusader, will ask WTAM ork leaders playing non-commercials to shelve theme songs. This will apply to Cleveland bands WTAM picks up for NBC spots.

Multi-Lingual

Foreign tongues are being used to plug a brand of beer on KSTP, St. Paul, Twin Cities station. The cast opens with a foreigner, spilling in his native tongue, the merits of the beer. Then the announcer chimes in with "That's what everybody in America is saying, too. Ole (Oscar, Herman, Sin Loo, or whatever the case may be). One man was found who could talk the language of native head-hunters of Africa, but sponsors turned him down, fearing that head-hunters didn't care much for beer, anyhow.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MOST gregarious scribe in radio... Jane West... claims she's had more collaborators than any other purveyor of scripts to the ether gentry... She's "Mrs. Bailey" of "The O'Neills" program authored by her... likes to have her audience crystal-gaze... then tell her what they think the Famille O'Neill should do next... Super-cargo on the "Showboat" Thursday: Ruth Chatterton, 14-year-old violinist Marjorie Edwards and 16-year-old Mary Small... Cornelia Otis Skinner, lone wolf of the drah-ma, is knee-deep in "you-alls" again... having resumed her Southern tour... She's adding to her Mason Dixoniana on account of she'll do folk sketches on her soon-to-be series over NBC... Seven-year-old Dorothy Warner tells who buys whose lollypops in the youngest set for the Rappahannock Times... She'll describe her infant Winchell activities for "We, The People" next Sunday... Greta Palmer, femme Fourth Estater, now Bermudding, returns in time to say this and that about things to wear March 1... "Heinz Magazine of the Air".

▼ ▼
May Singhi Breen and Peter De Rose will fete radio's pioneer newspaper critic when, as and if they find him... he'll guesst on their program... Soon-to-be-sponsored: lark Helen Gleason of "Frederika"... and Virginia Pemberton, versifying vocalist of Nick Kenny's last week's broadcast... Adolescent addenda... 14-year-old Gloria Perkins and her violin to be aired March 4... via Bamberger Symphony... 14-year-old pianoforte prodigy Sylvia Dikler to do likewise tomorrow... Betty (The Women) Lawford's chat with Larry Gray... WOR Thursday a.m. will be frothy... she'll discuss the high-compression foam bath she takes in the Max Gordon opera... Kathleen Norris, Lucrezia Bori, Dorothy Thompson and Mrs. Herbert Hoover to help the Girl Scouts airwave their 25th birthday in the "land of the free" jollification, March 12.

▼ ▼
Agnes Davis is the songbird Nordica... another gal talks in the "Cavalcade of America" version of the diva's life... Thursday morning will see arrival of Mary Livingstone aboard the Century for her Eastern vacation... Another screen-gal to guest artist is Carole Lombard... via "Hit Parade", March 6th.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 4 of a Series.

WOW -- Omaha

5,000 Watts—590 K.C.
Woodmen of the World

WILLIAM RUESS, Dir.

JOHN T. GILLIN, JR., Mgr.

ON April 2, 1923, an empty office was cleaned out on the nineteenth floor of the Woodmen of the World Life Insurance Association Building in Omaha and WOW went on the air for the first time with a chorus of 75 voices. \$25,000 had been spent in construction. The call letters had been taken from a ship which had been shelled. Not until December 15, 1926, were the present call letters, initials of the owners, forthcoming.

BUT that one room studio is no longer in existence. WOW immediately proceeded to go places. Under the guidance of the Woodmen, the station effected a tie-up with the NBC-Red network on October 1, 1927. Followed a series of special event, stunt and general broadcasts that soon built up an enviable reputation. Technical progress was not overlooked, and on December 8, 1935, WOW opened their new studios which consisted of the entire second floor and combined the finest in construction, broadcasting facilities and modernization.

Theirs is not a staff to rest on past performances. The organization is composed of young men fresh from the leading colleges of the United States. They have made radio history by being able to completely adapt themselves to the ceaseless changes of pace that occur in radio. More than once they have placed their entire facilities at the disposal of their listeners by broadcasting flood warnings and appeals, dispatching trains during blizzards, civic movements and important political highlights.

THE station's new transmitter, together with their recent increase in power from 1,000 watts to 5,000 watts has lifted WOW to the top flight of independent stations and given it a dominant position in the Missouri Valley territory.

The Woodmen of the World, with cash assets of \$124,000,000, want to have the best radio station in the country.

**Advocate Copeland Bill
Governing Radio on Ships**

Commissioner Irvin Stewart and E. M. Webster, an engineer, speaking for the Federal Communications Commission, yesterday advocated approval by Congress of the Copeland bill to extend regulations governing the use of radio on American ships.

The two men, addressing the Senate Commerce Committee, advised that the legislation was needed to replace inadequate statutes and meet the government's obligations under the 1929 international convention for safety of life at sea. The Senate passed the measure last year but the House has failed to act thus far.

Great Lakes ships operators have voiced objections on the grounds that the bill fails to recognize the increasing use of radio telephone on inland waterways. Rep. Harter, of Ohio, suggested an amendment permitting use of the radio telephone.

Brokenshire With Agency

Norman Brokenshire, former radio announcer and master-of-ceremonies, has been retained to head the radio department of Jay Lewis Associates it was announced yesterday.

Canadian Electrical Meet

The Canadian Electrical Association will hold its 47th annual summer convention June 21 to 24 at Banff, Alberta. B. C. Fairchild, Montreal, is secretary.

**New FCC Headquarters
Being Readied in Dallas**

Dallas—Texas and Oklahoma will offer commodious quarters and greatly improved receiving facilities to their professional and amateur radio enthusiasts when headquarters of the new parcel-post building here are completed. Plans for the new set-up are under the supervision of Frank H. Kratokvil, chief of the Dallas bureau of the FCC.

Under Kratokvil's current plans, it will be possible to give examinations to 18 applicants simultaneously in the improved quarters.

Kratokvil's district includes all of Oklahoma and Texas, except Gulf Coast counties, which come under the jurisdiction of the Galveston bureau. The Dallas bureau last year gave examinations to 435 commercial radio operators and 500 amateurs and made 190 investigations.

Sixth Year for WROL

Knoxville—WROL, one of the outstanding low-powered stations of the South, is celebrating its sixth year of broadcasting this week. Starting with WLW, Cincinnati, the station has built up rebroadcast connections that now include several leading stations of the country, among them WSM, Nashville; WHAS, Louisville; WLS, Chicago; WJR, Detroit, WFAA, Dallas, and WBAP, Fort Worth, as well as special features from WWNC, Asheville.

The station will shortly put into operation shortwave relay rebroadcasting.

**SELLING THE
STATIONS**

Prize for Race Selections

THE Mutual network for the past five weeks has aired a series of one-hour broadcasts direct from the Hialeah race track in Miami every Saturday, 3:30-4:30 p.m. On each of these broadcasts a special offer was made to the person submitting the most accurate list of winners for the following Monday's races. The prize was to be a trip to Miami with all expenses paid by Mutual and the Miami Jockey Club. The contest closed last Monday night and the judges found a total of 46,639 entries, including 10,434 from women. Replies were noted from 43 states, Canada and the District of Columbia. Winner was announced late yesterday.

Announcer Popularity Contest

In a recent popularity contest held by Joe Villella, "Pittsburgh's recording expert", J. Herbert Angell, radio veteran of KQV, was voted the most popular with a total of 3,574 votes. Ernest Neff of the same station came in second. A total of 18,000 votes came in. The contest was broadcast daily for a month with listeners requested to send in their votes for their favorites. Announcers from any station in Pittsburgh were eligible. The Neff-Angell race for honors had a different ending last fall when local sponsor held auditions for announcer on network show with the Pittsburgh Symphony Orchestra. The finals rested between Neff and Angell, with Neff winning the place on program as announcer. Angell's popularity also realized by local sponsors who have given him largest commercial schedule of any Pittsburgh announcer.

Provident Loan on WOR

Provident Loan Society, New York (personal loans), will inaugurate its first radio campaign through WOR on March 16. Series will be heard Tuesdays, Thursdays, Saturdays, 7:30-7:45 p.m., and will feature the "Answer Man" who will attempt to answer all questions, other than personal and medical advice, submitted by listeners. McCann-Erickson, Inc., New York, placed the account.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network

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

★ ★ ★ F. C. C. ACTIVITIES ★ ★ ★

SET FOR HEARING

Press-Union Publishing Co., Atlantic City, CP for new station, 1200 kc., 100 watts, daytime.

Frank M. Stearns, Salisbury, Md., CP for new station, 1200 kc., 100 watts, daytime.

KTEM, Temple, Tex. CP to make changes in equipment and change power and hours of operation to 100 watts night, 250 watts, daytime, unlimited.

G. Kenneth Miller, Tulsa. CP for new station, 1310 kc., 100 watts, unlimited.

Summit Radio Corp., Akron. CP for special new station, 1530 kc., 1 Kw., unlimited.

Arlington Radio Service, Inc., Arlington, Va., CP for new station, 850 kc., 250 watts, daytime.

Clark-Standiford L. S. Coburn, Fremont, Neb., CP for new station, 1420 kc., 100 watts, unlimited.

George W. Young, St. Paul. 920 kc., 1 Kw. night, 5 Kw., day, unlimited. Directional antenna at night

John C. Hughes, Phoenix City, Ala. CP for new station, 1310 kc., 100 watts, daytime. Site to be determined.

KFXM, San Bernardino, Cal., CP to move transmitter locally, install new equipment and vertical radiator and increase day power from 100 watts to 250 watts.

KGJF, Los Angeles. CP to move transmitter. Install new equipment and antenna. Change frequency to 1170 kc.

Increase power from 100 watts to 250 watts night, 500 watts, day.

Philadelphia Broadcasting Co., Philadelphia. CP to erect new special station, 1570 kc., 1 Kw., unlimited.

Archie E. Everage, Andalusia, Ala. CP for new station, 1310 kc., 100 watts night, 250 watts day, unlimited.

WHK, Cleveland. Mod. of license to increase day power from 2½ Kw. to 5 Kw.

Paul B. McEvoy, Hobart, Okla. CP for new broadcast station, 1420 kc., 100 watts, daytime.

Walter H. McGenty, Rice Lake, Wis. CP for new broadcast station, 1210 kc., 250 watts, daytime.

KIT, Yakima, Wash. CP for change in frequency and power to 1250 kc., 250 watts night, 500 watts, day, unlimited.

KFPM, Greenville, Tex. CP for change in frequency and power to 1420 kc., 100 watts, daytime.

Times Publishing Co., St. Cloud, Minn. CP for new broadcast station, 1420 kc., 100 watts, unlimited.

Michael F. Murray, St. Cloud, Minn. CP for new broadcast station, 560 kc., 500 watts, daytime.

WOAL, San Antonio, Transfer of control of Corp.

Frontier Broadcasting Co., Cheyenne, Wyo. CP for new broadcast station, 1420 kc., 100 watts, 250 watts-LS, unlimited.

APPLICATIONS GRANTED

KBPS, Portland, Ore. CP to make changes in present equipment.

WBRC, Birmingham. CP to install new transmitter and vertical antenna and increase day power from 1 Kw. to 5 Kw.

KRRV, Sherman, Tex. Changes in composite equipment and increase power in day power from 100 watts to 250 watts.

KGKB, Tyler, Tex. Changes in present equipment and increase power and hours of operation from 100 watts, unlimited day, specified night to 100 watts night, 250 watts day, unlimited.

WTAG, Worcester. Move present transmitter sight erect directional antenna system and increase power from 500 watts, unlimited to 1 Kw., unlimited, employing directional antenna system for both day and night operation.

National Broadcasting Co., New York. Extension of authority to transmit programs to Canadian stations CFCF and CRCT and the Canadian Radio Broadcasting Commission.

KFSD, San Diego. Renewal of license for period March 1 to Sept. 1, 1937.

KSFO, San Francisco, Cal. Renewal of license for period March 1 to Sept. 1, 1937.

APPLICATIONS RECEIVED

WHP, Harrisburg, Pa. License to cover construction permit for new antenna and move of transmitter.

George W. Taylor Co., Inc., Williamson, W. Va. Construction of new station, 1370 kc., 100 watts, daytime.

Great Lakes Broadcasting Corp., Cleveland. Construction of new station, 1270 kc., 1 Kw. night, 5 Kw. daytime, unlimited. Use of directional antenna day and night.

WKOK, Sunbury, Pa. CP to make changes in equipment, install vertical antenna, increase power from 100 watts to 100 watts night, 250 watts daytime, move transmitter to site as yet unselected.

KPLC, Lake Charles, La. License to cover construction permit as modified, for new equipment, increase of day power and move transmitter.

KPLT, Paris, Tex. Construction permit to make changes in transmitting equipment and antenna and increase power to 250 watts.

Gallatin Radio Forum, Bozeman, Mon. CP for new station to operate on 1420 kc., 250 watts, daytime.

WKRC, Cincinnati. To make changes in equipment and increase power using directional antenna night.

Zenith Radio Corp., Chicago. CP for new television station to operate on 42,000-56,000-60,000-86,000 kc., 1 Kw., unlimited.

KMJ, Fresno, Cal. Authority to determine operating power by direct measurement of antenna.

KGMB, Honolulu. Mod. of license to change frequency from 1320 kc., to 580 kc.

R. W. Page, Corp., Phoenix City, Ala. New station to operate on 1240 kc., 250 watts, unlimited.

Richfield Broadcasting Co., Richfield, Utah. CP for new station to operate on 1370 kc., 100 watts, unlimited.

EXAMINER'S REPORTS

Albert Lea Broadcasting Corp., Albert Lea, Minn. Granted CP for new broadcast station to operate on 1200 kc., 100 watts daytime. Site to be determined subject to Commission's approval.

KHSL, Chico, Cal. Granted Mod. of license to change frequency from 950 kc. to 1260 kc. Change power from 250 watts day to 250 watts night and day and increase hours of operation from daytime to unlimited.

Winona Radio Service, Winona, Minn. CP for new broadcast station granted, 1200 kc., 100 watts daytime. Site to be determined subject to Commission's approval.

LICENSE RENEWALS

FCC has granted the following stations renewal of licenses for the regulation period: KEHE, Los Angeles; KFDY, Brookings, S. D.; KFNF, Shenandoah, Ia.; KFRC, San Francisco, and auxiliary; KFYZ, Bismark, N. Dak.; KHJ, Los Angeles; KHQ, Spokane; KLZ, Denver; KOMO, Seattle; KVI, Tacoma; WAAF, Chicago; WBAA, W. Lafayette, Ind.; WBEN, Buffalo; WCAO, Baltimore; WDBO, Orlando, Fla.; WEAN, Providence; WEEL, Boston; WFLA-WSUN, St. Petersburg, Fla.; WGBF, Evansville, Ind.; WGBI, Scranton; WGR, Buffalo; WGST, Atlanta; WIP, Philadelphia; WJAR, Providence; WKBN, Youngstown; WKY, Oklahoma City; WKZO, Kalamazoo; WMMN, Cedar Rapids; WOW, Omaha, WQAN, Scranton; WSPA, Spartanburg; WSYR-WSYU, Syracuse; WTAD, Quincy, Ill.; WTAG, Worcester; WTAR, Norfolk; WTMJ, Milwaukee, and WWNC, Asheville, N. C.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 12

NEW YORK, THURSDAY, FEBRUARY 25, 1937

FIVE CENTS

A. T. & T. Seeks Patent Control

P. & G. LAUNCHING NATIONWIDE CONTEST

Proctor & Gamble (Camay soap) will conduct a nationwide contest via radio, newspapers and magazines. P&G is currently sponsoring Pepper Young's Family, heard five times weekly, 3-3:15 p.m., over NBC-Red net and 10:30-10:45 a.m. over NBC-Blue net. Advertising campaign will emphasize the trailer vacation idea. There will be 25 awards consisting of a completely equipped 19-foot trailer, a 1937 Ford V-8 and 1000 gallons of Sinclair H-C gasoline. En-

(Continued on Page 2)

Jesse Kaufman Buying Sherman Recording Biz

Jesse L. Kaufman has consummated a deal to purchase the Sherman Recording Service, 22 West 48th Street, New York. Kaufman, formerly manager of Hearst Radio, left that organization to start The Jesse L. Kaufman, Inc., artist bureau handling radio accounts. He will continue his activities with this organization. R. L. Ferguson, for one and one half years manager of station WINS, will be associated with Kaufman, and F. Sumner Hall, former owner of Sherman will continue with new owners as a technical engineer.

Craig & Hollingbery Opening Fla. Branch

Craig & Hollingbery, Inc., radio station representatives, will open a new office in Jacksonville, Fla., March 1. Harry E. Cummings, who has been producing commercial programs over WJAX for the past six years, will be

(Continued on Page 2)

Re-Sign Stoop & Budd

General Foods Corp., New York (Minute tapioca), has re-signed the comedy team. Stoopnagle and Budd, as the stars of its current NBC-Blue network program. New contract runs through May 16 of this year. Program is heard Sundays, 5:30-6 p.m. Young & Rubicam, Inc., New York, has the account. Don Voorhees and his orchestra also are retained.

Benny Show East

Jack Benny leaves California following Sunday's broadcast and will come to New York. The entire cast of the Jell-O show will accompany him and will air three shows from Radio City before returning. Mary Livingstone, the comic's wife, arrives in New York today and will vacation from the air for two weeks.

VOCANEWS WILL AIR NEWS, CANNED MUSIC

A new organization, patterned after the Muzak, will shortly make its debut in various cities throughout the country. Employing A. T. & T. wires to effect its tie-ins, the new firm, called Vocanews, will air programs consisting of canned music and news reports over loudspeakers situated in public spots such as hotels, restaurants and stores.

Current plans call for headquarters in New York, Chicago, Pittsburgh, Philadelphia, Cincinnati, Buffalo, Boston, San Francisco, Washington and Cleveland.

Same company now operates Tele-

(Continued on Page 3)

Turn Houston Theater Into Broadcast Studio

Houston—KTRH is turning the Palace Theater, old vaudeville house seating 1,500, into a broadcasting studio. Broadcasts will be from the stage before an audience.

Elaborate Toscanini Plans Outlined by David Sarnoff

Rush Remodeling Work On WOWO-WGL Studios

Fort Wayne, Ind.—Remodeling work on the new WOWO-WGL studios in the Westinghouse Building is proceeding at a rapid rate. Under construction at an approximate cost of \$50,000, the studios, when finished, will be the most completely equipped in the state. The Westinghouse Building will house, beside the studios and the various offices, the Westinghouse storage and display rooms.

Rights to All Present and Future Communications Developments Sought by Phone Company

DON LEE IS ADDING FOUR COAST STATIONS

West Coast Bureau of THE RADIO DAILY

Los Angeles—Four new stations will be added to the Don Lee system within the week, extending the chain from Mexico to Canada, and increasing the number of the outlets on the web to 14, it was announced yesterday by Lewis L. Weiss, head of the Don Lee chain.

Stations are: KIRO, Seattle; KIEN, Eureka, Cal.; and Harold Smithson's Golden Empire outlets KUCO, Redding, and KHSL, Chico, Cal. The Don Lee chain is affiliated with Mutual Broadcasting System and it is presumed the new outlets will be available to MBS.

Voeller, Goetz Opening Talent Agency on Coast

W. H. Voeller and Charles Goetz are preparing to open a coast agency specializing in radio, television and film talent. Voeller will retain his position with Conquest-Alliance, but this firm will have no connection with the new agency. Voeller and Goetz are now on the coast looking for an office location, and Goetz will remain there to run the office.

All patents developed and to be developed by major film companies for the "electrical communication of intelligence," including radio, television, telephone and telegraph, would be made available to A. T. & T. and its licensees under the proposed new agreement between the film companies and Electrical Research Products, the A. T. & T. subsidiary. The Erpi group make this condition as a consideration for signing of the contract.

The present agreement between

(Continued on Page 3)

KELVINATOR TO USE 55 STATIONS ON CBS

Kelvinator Corp., Detroit (refrigerators), will use 55 CBS stations in its CBS network program featuring Prof. Quiz which makes its debut March 6, 8-8:30 p.m. Geyer, Cornell & Newell Inc., New York, has the account.

Second Cleveland Expo Will Use Radio Talent

Cleveland—Dissipating rumors that the second Great Lakes Exposition this summer would go without radio stars, Ralph Humphrey, who handled the expo's radio end last year, will be lining up network acts to appear here shortly.

WHK announces that United Broadcasting Co., which includes WHK and WJAY here, WHKC, Columbus, and WKBN, Youngstown, will have a day at the expo this summer and will assemble 100 acts to broadcast from the grounds.

Airing Want Ads

West Coast Bureau, RADIO DAILY

Los Angeles—"Voice of Opportunity", a new daily feature on KFVD, is used by unnamed "sponsor" as a substitute for the want ad columns of newspapers. The broadcast lists business opportunities, asking buyers or investors to phone station or write. Program is practically a want ad agency in itself.

(Continued on Page 3)



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

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11 Stations Are Picked For Wyandotte Campaign

Eleven stations have been selected by the J. B. Ford & Son Co., Wyandotte, Mich. (Wyandotte cleaner), for its CBS network program, Tuesdays, Thursdays, Saturdays, 2-2:15 p.m., starting March 2. More stations will be added to the web in April. Program will be a script show entitled "A Page from Your Life." N. W. Ayer & Son, Inc., New York, placed the account.

Defend Dickstein Bill

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Defense of the Dickstein Bill to curb foreign artists entering this country was provided at yesterday's hearing before the House Immigration Committee by Nikolai Sokoloff, orchestra conductor Anthony Pesci, opera singer; Stuart Beebe of the American Players Ass'n. and Herbert and Morton Minsky, burlesque operators.

Sokoloff declared that, with the exception of Arturo Toscanini, all foreign-born conductors could be replaced by Americans.

Brokenshire Returning to the Air

Norman Brokenshire, vet announcer and emcee, returns to the ether via WOR on Sunday, 3:45-4 p.m., on the "Serenade to American Women" program. Sponsor is Winkelman Shoe Co. Show will include Robert Brinn, singer, and an accordionist. Brokenshire will announce and act as master of ceremonies. Brinn, under the name of Leo Friedman, was heard on the Major Bowes hour recently.

BIG COAST OUTLAY IS DENIED BY LOHR

Returning to his desk after an absence of over a month during which time he covered practically the entire country, Major Lenox Riley Lohr, president of National Broadcasting Co., scoffed at the idea that NBC was planning to spend \$3,000,000 for improvements on Coast studios and facilities. Story got around while Lohr was on the Coast. Lohr also reiterated that cooperation and friendship existed between radio and movie interests and that there was certainly no ill feeling in so far as he could see.

Making the rounds of NBC owned and operated as well as affiliated stations, Lohr visited 22 outlets in 29 days. The NBC prexy gathered considerable info on conditions, talking to engineers and office help as well as managers and owners of the stations in question.

P. & G. Launching Nationwide Contest

(Continued from Page 1)

trants must submit a 25 word letter on "Why I Like Camay Better Than Any Other Beauty Soap," and evidence of purchase of three bars of Camay soap. In addition to the first 25 winners, 300 cash prizes will be awarded. Winners will be announced beginning June 21 on the radio program.

Pedlar & Ryan, Inc., is the agency.

Mary Garden Taken Ill; Is Off Kraft Program

West Coast Bureau of THE RADIO DAILY

Hollywood—Mary Garden, will not appear on the Kraft Phenix program with Bing Crosby tonight due to a sudden attack of the flu. J. Walter Thompson agency will substitute Josephine Tumina, San Francisco operatic soprano.

Globe Brewing on WMAL

Baltimore—Globe Brewing Co., (Arrow beer and ale) has signed a 13-week contract with WMAL, Washington, for a series of UP five-minute news reports, three times daily, six days a week, beginning March 1. Emerson Waldman and William McAndrews of the WMAL staff will be the news editors. Joseph Katz Advertising Co., Baltimore, placed the account.

SALES OF RADIO SETS INCREASED IN JANUARY

Washington Bureau of RADIO DAILY
Washington—Radio set and phonograph sales last month increased to \$683,578.06, a jump of \$82,433.38 compared with January, 1936, according to a report released yesterday by the Bureau of Internal Revenue. A rise in movie admissions also was reported.

Hearing Next Month On Probe Resolution

Washington Bureau of RADIO DAILY

Washington—Conference between Congressmen Connery and O'Connor yesterday resulted in setting the week of March 8 for hearing before O'Connor's rules committee on the merits of the Connery resolution to investigate radio monopoly.

Connery told RADIO DAILY last night that he had no doubt the resolution would be favorably reported by the rules committee to allow for favorable House action so that the committee of seven Representatives would be appointed by Speaker Bankhead to start the formal radio probe about the middle of March.

Off Cantor Show

West Coast Bureau of THE RADIO DAILY

Hollywood—Harry Savoy will not be on the Eddie Cantor Texaco show Sunday night. According to representative of the Hanff-Metzger agency, Savoy does not fit into the type comedy on the show and failure to engage him casts no reflection on the comedian's ability. Strong possibility that Savoy is off the program for good.

Film Score on Air

Entire score of the Republic musical film, "Hit Parade", will be played Friday night on the Hollywood Hotel hour, with Fred MacMurray as m.c. and Frances Langford as songstress.

Maybelline Terminating

Maybelline Co., Chicago (Mascara), will terminate its present series on the NBC-Red network, Sundays, 4-4:30 p.m., after the March 21 broadcast.

Fishface Recording

Senator Fishface (Elmore Vincent) yesterday made the first of the series of transcriptions Decca is recording for Norgo Corp., Detroit (refrigerators). Cramer-Krasselt Co., Milwaukee, has the account.

COMING and GOING

BEN BERNIE leaves Hollywood around the 16th to begin road tour.

NELSON EDDY arrives in Philly the 11th for song recital.

WILLIAM E. C. HAUSSLER, NBC photographer in Philly, displaying his candid camera shots.

NADINE CONNOR of the Nelson Eddy show is at the New Weston.

CORNELIA OTIS SKINNER left yesterday for Albany and Troy.

JOE HAYMES returned from southern tour.

LOUISE MASSEY and her "Westerners" return from Boston on Tuesday.

PICK AND PAT return to their show after two weeks in Georgia.

GENE STAFFORD, chief copy writer for Langlois and Wentworth, returns to his desk after skiing holiday in the Adirondacks.

BLAIR WALLISER, writer of "Backstage Wife", in New York from Chicago.

HERBERT L. PETTEY, associate director to Louis K. Sidney, left for Welaka, Fla., for a few weeks.

MIKE NIDORF, head of the One Nighter Department, at Rockwell-O'Keefe will attend the Bob Crosby opening in the Congress Hotel, Chicago, tomorrow.

ED EAST and RALPH DUMKE fly to Cleveland today with Jim Knox of Knox Gelatin to attend a grocers' convention. The two comes then proceed to Chicago to visit old friends.

STATION EXECUTIVES in New York today included A. L. Chilton of KGHI, Little Rock; W. H. Summerville, WGST, Atlanta; J. T. Ward, WLAC, Nashville; Sam Cook, WFBL, Syracuse.

GEORGE VOS, radio advertising executive for the Texas Co., is in Hollywood, supervising production on the CBS-Eddie Cantor program.

Craig & Hollingbery Opening Fla. Branch

(Continued from Page 1)

in charge. Agency has recently acquired three new stations, WBIG, WREN and WIOD. Other offices of the organization are located in Chicago, Detroit, New York and Kansas City.

Approve Alaska Aero

Washington Bureau of RADIO DAILY
Washington—Telegraph division of the F.C.C. yesterday approved application of Pacific Alaska Airways, Inc. for a new aero and 260-watt point-to-point station at Ketchikan, Alaska.

Compete for Prize

NBC Artist Service staff is on the job to cop the prize offered by George Engels, head of the bureau, for the one doing the largest gross booking. To date, Ruby Cowan is in the lead, having come to the front with a rush the past few days.

Leo Says
TONIGHT'S BEST BET:
N. Y. U. Forum of the Air
8:30 to 9 p.m.
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

FINANCIAL

(Wednesday, Feb. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	175 1/2	174 1/4	175 1/2	+ 1/4
Crosley Radio	25 3/4	25 1/8	25 1/4	+ 3/8
Gen. Electric	59 5/8	58 1/2	59 3/8	+ 1/8
North American	30 1/2	30	30 1/4	+ 1/8
RCA Common	11 7/8	11 1/2	11 3/4	+ 1/8
RCA First Pfd.	77	77	77
RCA \$5 Pfd. B	(100 Bid)			
Stewart Warner	19 3/4	19	19 1/8	- 1/8
Zenith Radio	37 3/4	36 3/4	37 1/2	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17 5/8	17 1/2	17 1/2	- 1/4
Majestic	4 5/8	4 1/2	4 3/8	+ 1/2
Nat. Union Radio	3 1/4	3 1/8	3 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	49	51
CBS B	48 1/2	50 1/2
Stromberg Carlson	18	19

SARNOFF OUTLINES TOSCANINI'S PLANS

(Continued from Page 1)

called a press conference of this nature. Sarnoff answered all questions and revealed whatever plans had been made to date.

Also present at the conference was NBC President Lohr, John Royal, program department head, and George Engels, manager of the Artists Service.

Sarnoff stated that Toscanini was signed only for 10 concerts to be started in December, with no definite time set for the exact starting date, the day nor time of day the concerts would be heard. Whatever time is arrived at, every effort would be made to avoid conflict with existing organization whether the New York Philharmonic Symphony, Boston, Philadelphia or any other orchestra then on the air.

Toscanini will receive \$4,000 net for each of the 10 broadcasts, with NBC also paying the income tax on the gross amount. (Maestro, however will pay on the amount NBC pays as his income tax.) This will entail additional costs of facilities, and payment of the musicians. The NBC Symphony Orchestra of 45 men will be augmented with the best available to either 78 or 88 all told. Possibilities of a choral group was also mentioned by Samuel Chotzinoff, music critic who closed the deal abroad for NBC. Otherwise no soloists have been provided for as yet. Total cost to NBC for the 10 concerts is figured to reach the \$125,000 mark, or more.

One concert a week is the schedule, strictly as an NBC sustaining. Two outside concerts at Carnegie Hall or some other spot may be played by Toscanini for the benefit of whatever organization the maestro chooses.

NBC concerts will be held in studio 8 H which holds 1,500 people, method of ticket distribution is undecided, but it is believed that music students and some schools will come in for a share. Prime interests, Sarnoff pointed out, is the vast radio audience, rather than the small studio gathering. All Toscanini doings during the 10 week period in question will be exclusively for NBC. While the maestro will not be sold commercially during these weeks, Sarnoff stated it was up to the maestro to decide whether he would commit himself to a commercially sponsored broadcast thereafter.

Other NBC and RCA officials present included: Clay Morgan, Wayne Randall, Frank Mullen, Tom Joyce, Vance Babb.

"Hit Parade" Additions

American Tobacco Co., New York (Lucky Strike cigarettes), adds WFEA on March 3 and WIRE on March 10 to its "Hit Parade" half-hour on the NBC-Red each Wednesday night.

★ ★ COMMENTS ★ ★ On Current Programs

FIBBER MCGEE, with Molly, Ted Weems' orchestra and others, had an unusually hilarious half-hour on Washington's Birthday over the NBC-Red Network. A visit by Uncle Ezra provided one of the highlights. Humor was snappy, spontaneous and side-splitting, and there was plenty of it.

THRILLING DETECTIVE DRAMAS, thrice-weekly night feature over WMCA, had a punchy melodrama, "Kick-Back," on Monday night. Based on the current racket probe, it dramatized the ruthless activities of gunmen and higher-ups who prey on little business men, exacting tribute for alleged protection.

DILL TOBACCO program, over WABC on Monday, had Tito Guizar and the Landt Trio doing entertainment honors, along with the Kreuger orchestra, while Pick and Pat vacation in Florida. The pinch-hitters did themselves credit. It is about time, though, that this program get rid of the hard-of-hearing guy who keeps asking, "Did you say ten cents?"

JACK PEARL had Morton Bower in for some pleasing vocalizing on his Monday night program over WJZ. The Baron Munchausen and his sidekick, Cliff Hall, wear very well on the air, and their show is always a

lively half-hour. A salute, too, to Tommy Dorsey's orchestra.

GRACE MOORE, making her first appearance on the air this year via the General Motors concert Sunday night, was in excellent voice, despite her recent illness. Miss Moore sang a program of two parts, opening with the "Louise" aria and "Musetta's Waltz" from "La Boheme." The second group included "Vissi d'arte" from Tosca, "The Old Refrain," and, as an encore, Jerome Kern's "Our Song." The diva's radio airing came simultaneously with the nation-wide release of her new motion picture, "When You're in Love."

JOHNNIE of the Phillip Morris program on WABC was home abed last Saturday night, so the show had to go on without him. The program's dramatic portion, labeled "Circumstantial Evidence," put on by Charles Martin, was a decided improvement over the previous week's initial offering. Both writing and staging were better.

QUESTION BEES are almost beginning to stumble over each other. Two of them followed each Saturday night, though on separate networks. Uncle Jim's Question Bee ran over WJZ, 7:30-8 p. m., while Prof. Quiz and Bob Trout went on at 8-8:30 over WABC. The latter formerly were an afternoon attraction. What's more, a deterioration is noted in the nature of the questions.

WAAB Show Steals Show

Boston — An innovation in auto salesmanship in the form of an actual radio broadcast starring well known radio artists stole the show at Boston's annual Washington's Birthday Open House for automobile dealers.

The C. E. Fay Co., Chrysler-Plymouth dealers, sponsor a regular Sunday show, "Fay-vorite Melodies," starring Danny Dennis, tenor; Perry Lipson, guitarist, and Milton Brody, pianist. For the Open House, the whole cast was transported to the C. E. Fay Co. show rooms at 730 Commonwealth Ave., from which point their regular program was presented to the air audience, through WAAB.

The public was invited to come in to watch the broadcast.

New Orleans Commercials

New Orleans—William B. Wisdom Inc., announces the following commercials placed:

Brown's Velvet Ice Cream, twice daily over WBNO, two 15-minute sports broadcasts with Jack Halliday splicing.

Eureka Homestead, United Homesteads and Honn Motors, spots daily over WSMB.

WMBH Joins Press Service

WMBH, Joplin, Mo., recently joined the United Press Radio News Service and is taking full advantage of the news reports. In addition, the station staff prepares three full length news periods on local happenings.

The news service has H. D. Roberts as editor, with Phil Hannum as night editor. The whole staff joins in when an opportunity comes to dramatize an event of particular interest to the city. Recently a story about a former Joplin man who is now a movie star enabled the staff to go into an impromptu dramatization that was well liked.

12 Years as Announcer

Boston — Carlton Dickerman, the oldest announcer from the point of service among local radio stations, celebrated his 12th year as an announcer yesterday. He is senior announcer at WEEL.

Edes Giving Radio Course

Boston—Arthur F. Edes, connected with radio for the past 14 years and at present program director for WEEL, is giving a course at Emerson College on "Radio Speech and the Technique of Broadcasting."

RIGHTS TO PATENTS ASKED BY A.T.&T.

(Continued from Page 1)

Erpi and the film companies provide that the latter give the phone company and its subsidiaries rights to any development within the sound picture field, the making of sound picture records and of reproducing apparatus.

After months of consideration by the legal staffs of the companies, the agreement is now before the executives for review. There is likelihood that the movie company heads will demand some changes before signing the agreements.

Vocanews Will Air News, Canned Music

(Continued from Page 1)

flash, a loudspeaker system designed to broadcast news and sport events with only occasional breaks for music. There is no sponsored time sold on the Teleflash set-up. Present headquarters in New York are located at 1770 Broadway.

Korb Shifted West

A. H. Korb, WGY (Schenectady) studio engineer, has been transferred to the NBC Hollywood studios, with P. F. Narkon being added to the WGY staff in his place. Narkon comes from Buffalo.



LEADS IN
**ROVING
REPORTERS**



SILVERWOODS, pioneer local men's store, has signed with KFI for a weekly half-hour live talent dramatic program, with cast headed by Lila Lee. Probable starting date is March 10. Production will be in charge of KFI's own staff. Account placed by Landsdale & Cruikshank agency.

Dan Thomas has checked in at the Bob Taplinger agency and started organizing the new motion picture branch of this organization which has heretofore been all radio.

Mutual Don Lee has signed, for immediate start, a Monday-Wednesday-Friday series of 15-minute live talent dramatic episodes for Sylmar Olives, through Swartz Agency. True Boardman will do the script, probably play some of the parts. Serial will be titled "Casandra" and will use episodes in early California history. Full 10 stations of the Don Lee group will carry it, with KHJ originating.

Through John Driscoll agency, Hilton Clothes has signed for hour and 15 minutes seven nights a week on KFVD, for all request record program.

March 4 announced as the new starting date for Eddie Peabody and his show on KFVB, with the opening show including Gus Edwards and gang as guest artists. The show will be participating sponsorship, and will have audiences.

Vera Marsh has been added to the Joe Penner cast to play the girl friend.

Paul McClure, assistant sales manager for CBS central division, is in Hollywood from Chicago for a short business stay.

Merion Talley, whose Ry Krisp option is expected to be taken up for another 13 weeks, has sold her Kansas City home and is moving her family west.

"Welcome Valley" for WABY

Household Finance Corp., Chicago (personal loans), on March 23 will add WABY, Albany, to its "Welcome Valley" program on NBC-Blue network, Tuesdays, 8:30-9 p. m.

Hillbillies to Record

Pappy, Zeke and Ezra, have been signed by Ralph Wentworth, head of Langlois and Wentworth, and will start at once on a recorded series which will become a part of the Lang-Worth planned program library.

RCA Gets Patent

Camden, N. J.—Patent for an automatic gain control circuit awarded to Winfield R. Kock of Camden has been assigned to Radio Corp. of America.

Would Bar Court Airings

Trenton, N. J.—News-camera men and broadcasting will be prohibited from court rooms in New Jersey if Senate 117 is enacted into law.



● ● ● George Jessel recalled from Florida jaunt to do a repeat airing for Woodbury's Sunday night... After clicking big at the F.D.R. Ball in Washington, Ann Lester has been booked into the Loew house there March 11... There's a "whispering campaign" going on at CBS to make Mark Warnow musical director of the chain, similar to Frank Black's job at NBC... Polly Moran comes east shortly to take a fling at radio... There are three production men working the John Held, Jr., Varsity Show; Paul White's ass't Jack Rocke, is one... Men set up colleges and wait three weeks for their turn to go on... Irving Reis, CBS staff director, having his scripts peddled to the movies... Budd Hulick of Col. Stoopnagle and Budd and Dorothy Jeffers on WMCA Monday night as guests... Fred Allen, Portland Hoffa, Jimmie Johnson and Reg. Gardiner in the Tavern last night.

● ● ● George M. Cohan in "Fulton of Oak Falls" may be on next week's Kate Smith show... Walter Hampden will do Ibsen's "An Enemy of the People" on Smith show tonight. "You Can't Take It With You" off because the male lead had "mike fright" and A. & P. wouldn't accept the understudy... That's right, Youngman's in again... Songwriter Lew Brown entertaining the Mad Ritz freres and Frances Carroll of the sister-act... Paul Whiteman will conduct the National Symphony ork of 100 men in Baltimore, March 17 and on the 18th do a repeat in Washington... "Vox Pop" will change their Tuesday night repeat show to Mondays from 12:30-1 a.m., beginning the 8th.

● ● ● Zeke Manners and his Gang (of Hillbillies) go on the Ford show within the next two or three weeks... Buddy Hasselt's audition clicked... He will etherize as a singer during the ball season... Joe Besser, the "Oh, You're Crazy" fellow from the vaude era, being peddled for radio... Curtis and Allen have acquired the radio dramatization rights for the Broadway stage success "Yes, My Darling Daughter", featuring Lucille Watson and Peggy Conklin... Jerry Blaine introduces "Music Publishers Mondays" at the Coconut Grove. Idea is to have the boys sing and play the numbers that they believe the public should be hearing... Miff Mole made a few recordings for Brunswick last week with his own band... Rodney McLennen being held over in Florida... James Melton has been signed to be the permanent m.c. of the Saturday Night Party... John S. Young returned to the Gold Medal hour after attending the funeral of his father, who passed away Monday in Springfield, Mass.

● ● ● Major Anthony Fianlo, the Arctic explorer, doing transcriptions for Edgeworth... Fields and Hall start Monday on a series of NBC Thesaurus recordings with hill-billy songs, to be called "Ol' Man of the Mountain"... WMCA will carry the presentation of the deed to the Will Rogers Memorial Hospital by Will H. Hays, Jesse H. Jones, Major L. E. Thompson of RKO and Harold Rodner of Warner Brothers... Program will come this afternoon from the Fox Movietone studios... NBC-Red web will carry "Income Tax Blankouts" tomorrow night... Prepared by Edmund Birnbryer, staff writer, program will feature the comedy and drama of income-tax filing... The characters who will discuss their tax problems will range from a man in the lowest income bracket to a multi-millionaire, and the dramatizations will include scenes from a country club where four wealthy men are teeing off... Backstage in a theater where chorus girls are dressing.



RUTH HANNA McCORMICK deal in which she hoped to reorganize Affiliated Broadcasting Co. (now dead) into a net of her own is now also dead.

Nelson Eddy still in Presbyterian Hospital waiting for throat to heal so he can resume concert tour with his next appearance scheduled for New York on Sunday.

WLS Barn Dance begins its sixth year next week.

Jerry Ellis, head local Columbia recording, to N. Y.

WHO, Des Moines, looking for half hour dramatic shows to play sustaining. Prefers dramatized biographies.

Cherry Preisser, dancing star of the Follies, will make her radio debut as songstress here Sunday. Cherry and her sister June will appear on "Melodies from the Skies" program over WGN and the Mutual net along with Harold Stokes and his ork and galaxy of regular performers featured each Sunday on this musical production.

New member of the WLS continuity staff is Vic Taylor, formerly director of the University of Wisconsin "College of the Air" on WHA, Madison.

John Baker of the WLS special events department is the father of a three-pound son.

Service Men Meet

Manchester, N. H.—A representative group of radio service men gathered here from this city, Nashua, Wilton and surrounding towns to form the Manchester chapter of the Institute of Radio Service Men, Inc.

Coming Events

Today: National Education Association Convention, Civic Auditorium, New Orleans.

Today: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 21-24: Seventh Credit Congress of Industry, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

ADD REGGIE SCHUEBEL, in charge of Blow radio department, to the roster of radio femme execs....She buys time for Bulova....her pet account....which makes her most consistent purchaser of time in radio....Reggie reverses the usual reactions....She adores the business phases of her job....says they're not routine or boring....but oh—those temperamental radio artists....Nadine Connor, Nelson Eddy's barbarous coast discovery—she's from California—is in town for at least a month which she'll devote to study. He's due here today or tomorrow....Newspaper sensation of yesteryear, Evelyn Nesbit Thaw, is aired today over WMCA in an interview with "The Roving Reporter"....Hollywood nymph Sally O'Neill will guest-star it on same program....

Rita Hudson will draw Nancy Hatch...figure stylist....out on the subject of woman's chief concern....and how to whittle it down....today.... Cast addenda....Doris Rich has joined "Rich Man's Darling" as "Rosa Davenport"....Jimmy Dean and Maura Martin added to "Modern Cinderella"....Elizabeth Reller, back from Horace Greelyland, relieving Sister Gretchen who subbed for her in "Betty and Bob"....A deer (quadruped) at the Sports Show liked Frances Adair....Russ Morgan soloist....so well he ruffled her coiffure....Quin-medico Dr. Dafoe still bedside broadcasting from Toronto General Hospital....Teddy Salzburg of WOR's program department is taking a winter vacation.... Eleanor Hennessy of the same organization....who's been less pleasantly occupied....having her appendix abrogated is getting better fast....

Tobe....waited back from foreign parts on the Queen Mary Monday will go psychic over the ether about what the gals will wear for Easter and the Coronation today....At the end of the broadcast several representative femmes will ask clothes questions and get expert answers....Estelle Taylor....who reneged last week....has been captured for "Varieties" this Sunday at 3....When Martha Raye finishes "Waikiki Wedding" for Paramount she'll rush right into "Mountain Music"....And now it seems Gracie Allen's initials were G. A. B. all the time....WOR's Winter Racing Season contest proved that gals gamble....10,434 of the 43,369 contestants were women....

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Working Up Kid Interest

ESPECIALLY designed to capture the interest of public school children and their parents, are the two series of regular weekly programs broadcast by WROK, the Rockford, Ill., radio station.

WROK officials, headed by Lloyd C. Thomas, veteran radio and newspaperman, are firm in their belief that the so-called younger generation is a vital factor in a radio listening audience, and accordingly have intensified their connection with the local public school system.

Early last winter an arrangement was made with the Rockford senior high school dramatic department, headed by Edna Youngquist, whereby students in her dramatic classes were to produce and present a series of 15-minute programs featuring thumbnail dramatic sketches of school life. Called "The Camera Catches Rockford High," the broadcasts were staged at 9 o'clock each Sunday evening and immediately proved a popular attraction with school students, their families, and relatives.

So successful has been the dramatic program venture, that a new series of broadcasts has been inaugurated, featuring the work of the various musical organizations and departments in the junior and senior high schools. The broadcasts are presented during a half-hour period at 7:30 p.m. every Wednesday under the direction of Miss Astrid Gustafson, public school music supervisor.

Nearly 800 students will participate in the Wednesday evening broadcasts, which are designed to demonstrate the variety of musical instruction available to students in the city schools. Boys and girls glee clubs, choral groups, quartets, orchestras, bands, and music students receiving private instruction will have their place on individual programs.

On the Sunday evening dramatic broadcasts, the 15-minute programs are each devoted to three sketches of true-to-life representations of actual happenings at the senior high school, with students doing all the work in connection with the presentation.

Typical of one program was an opening sketch depicting an unusual class room incident in which students displayed a remarkable initiative and interest in their work during the absence of their teacher. In the second sketch the senior class elections were portrayed. Listeners were taken to a portion of the senior class meeting as it had been held and were shown the manner in which votes were tabulated.

The closing incident dealt with a review of the season's sport activity and included an incident which occurred during a practice session of a game, the actual conversation of players during the course of a game, and a description of the event as seen by the spectators.

Various phases of student activity

in school shops, publications department, various curricular divisions, and extra curricular interests are dramatized during the programs.

WPTF Promotion Dep't

When a sponsor signs with WPTF, on Raleigh, for time on the air in order to present his message to the public, he is assured every possible assistance in exploiting his program before it is presented. WPTF maintains a Sales Promotion Department to contact local dealers in station territory, keep these dealers informed of programs in their interests, and make regular reports to the sponsor on the effect his program has on business. Then, WPTF's publicity efforts assure each sponsor of adequate news releases relative to his program. The station publishes its own News Bulletin each week, which it distributes to agencies and stations throughout the nation, and has agreements with other media of publicity for printing its news.

Promotional Series

KSTP, St. Paul and Minneapolis, has started a new promotional series of broadcasts which will include description of manufacturing processes in the plants of some of the station's advertisers. Station announcers will visit Twin Cities factories with a mobile short-wave transmitter. The short-wave signal will be picked up by the station and re-broadcast on the regular band (1460 kilocycles).

The story of crackers and cookies will be broadcast direct from the Griggs, Cooper plant, St. Paul, makers of "Minuet Wafers," at 3:05 p.m. (C.S.T.) Thursday, Feb. 25. A later broadcast will originate in the Ford Motor company's glass plant, St. Paul.

No charge will be made against the advertisers for these broadcasts, and trade names will not be used on the programs. The short-wave truck to be used in the series is the same machine which originated a flood broadcast from the Cairo, Ill., region Jan. 31 on the Magic Key program. The KSTP truck was in the flood area for about a week.

Time Not Expanding

Reports that Time Inc., New York (Time & Life magazines), was planning to extend its present "March of Time" series on CBS from a half-hour once weekly to a quarter-hour five times a week, were denied yesterday by Time's agency, Batten, Barton, Durstine & Osborn, Inc., New York.

Mona Pape on Vacation

Sheboygan, Wis.—Mona Pape, program director of WHBL, is on a vacation trip of several weeks through Central and South America. She is accompanied by Mrs. Peter Reiss of this city.

★ "Quotes" ★

DICK BALLOU: "Directing an orchestra and arranging for it is a haven of refuge for any aspiring bandleader. There can be no discrepancies with other bands who may, by a coincidence, have the same arrangement of the same tune handed to them. To my way of thinking, a man who can sing and whistle has that much more to offer a fickle public."

LENNIE HAYTON: "Broadcasting swing music is a menace to music publishing. If swing continues to feature counter melodic playing, and swinging out by soloists submerging the original melody, the public cannot recognize the song, and therefore does not buy it. Publishers spend huge sums to plug their songs, but swing music engulfs them in trick arrangements."

DON VORHEES: "Trying to make a band of more than 30 pieces sound intimate over the air is as impossible as attempting to hold a tete-tete in Grand Central station. Not long ago 16 pieces were all that a mike would assimilate. Today 30 is the limit, but there's not much sense in using all thirty. Eleven will sound almost as well unless a concert hall effect is desired."

ED WYNN: "Am I excited? My son, Keenan, opens in a Broadway play this spring, 'Hey, Diddle, Diddle,' and I'm more jittery than I've ever been in my entire professional career!"

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**Electrical
Lighting Equip-
ment of Any
Kind**

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LIGHTING AND
EQUIPMENT CORP.**

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New York
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NEW PATENTS

Radio & Television

Compiled by
JOHN B. BRADY, Attorney
Washington, D. C.

- 2,070,640. Means for and method of detection. Stuart Ballantine, Boonton, N. J., assignor, by mesne assignments, to RCA.
- 2,070,647. Crystal oscillator circuits. Arthur M. Braaten, Riverhead, N. Y., assignor to RCA.
- 2,070,651. Wireless direction finding system. Harry Melville Dowsett and Louis Edward Quintrell Walker, London, and Robert Cadzow, Argyllshire, England, assignors to Electric & Musical Industries, Ltd. of Great Britain.
- 2,070,666. Modulating system. Frederick B. Lewellyn, Montclair, N. J., assignor to Bell Telephone Laboratories.
- 2,070,681. Oscillatory circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.
- 2,070,691. Electron discharge device. Percy L. Spencer, Medford, Mass., assignor, by mesne assignments, to Raytheon Manufacturing Co.
- 2,070,772. Method of eliminating hum in push-pull circuits. Arthur C. Ansley, New York.
- 2,070,779. Radio tune-in control device. Charles R. Bowen and John M. Southwell. Los Angeles, assignors of 15 per cent to Harry Scheiner of New York.
- 2,070,816. Gas-filled discharge tube. Carl J. R. H. von Wedel, Newark, N. J., assignor to Electrons, Inc.
- 2,070,958. Frequency determining system. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.
- 2,070,968. Anode for electron discharge devices. Cabot Seaton Bull, Hillingdon, England, assignor to Electric & Musical Industries Ltd. of Great Britain.
- 2,071,057. Electronic relay. Sydney N. Baruch, New York, assignor, by mesne assignments, to Nartron Patents Corp.
- 2,071,113. Detection of frequency modulated signals. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.
- 2,071,227. Portable telecommunications system. William G. H. Finch, New York. Original application Feb. 26, 1936, Serial No. 65,869. Divided and this application May 18, 1936, Serial No. 80,313.
- 2,071,311. Micro-wave oscillator and detector. Ernest G. Linder, Camden, N. J., assignor to RCA.

WHBY Expansion

Chicago—WHBY, Rock Island, has moved into completely remodeled studios and is preparing a number of aggressive broadcasting changes and addition of several new radio features.

Ivan Streed, production manager, has added Roy Maypole and Bobbie Lee to the stations staff, with Maypole to produce and Lee, famous a decade ago in radio as a singer and uke player, as a stellar entertainer on the outlet.

WHBY is also organizing a dramatic stock company of professional actors and augmenting sales staff with two men to do sales promotion work for advertisers.

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

February 25

Greetings from Radio Daily
toAlpha Ellington
David H. Schatzow

Chatter

NEWSPAPERS and radio are now on the same basis in the press box as far as the unicameral legislature in Lincoln, Neb., is concerned. John Edwards, legislative radio commentator, got Senator Charles Dafoe, Tecumseh, to present a resolution okaying the ether links, and it prevailed.

"Shag" Shaughnessy, president of the International Baseball League, has resigned as sports announcer over CFCF, Montreal, due to heavy baseball duties, and is replaced by Frank Starr.

J. F. Whaley of NBC has been appointed a vice-chairman of the Advertising Media Group of the Seventh Credit Congress of Industry to be held in Chicago, June 21-24.

Fred Laws, advertising solicitor in radio for the past 11 years, has been appointed assistant sales manager of KSTP, St. Paul, Twin Cities independent station.

The Milwaukee Junior Chamber of Commerce has made Russ Winnie and John Olson, WTMJ announcers, honorary members in recognition of the work they have done on the organization's "Executive's Club" programs every Wednesday noon over the station.

A weekly "Question Bee" program has been inaugurated over WTMJ, with Larry Lawrence at the mike.

Louis K. Lear, president of KIRO, Seattle, is launching plans this Spring for a \$100,000 movie house in the Green Lake district of Seattle, where he is president of the Green Lake State Bank.

When Marian McDermott, soprano, parts from WICC, Bridgeport, in March, she sings a program of La Hays's new concert compositions as a parting compliment to Judson La Hays, program director.

The Rambling Cowboys, the newest and most popular feature on WOAI, San Antonio, who harmonize and make merry music daily at 7:30 a. m., are averaging around 450 letters a week, 75 per cent of them showing proof of purchase.

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

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

Theil Sharpe, control room operator of WOAI, recently opened a transcription studio in San Antonio, where he makes transcriptions for stations and advertisers throughout the Southwest.

WSMB, New Orleans, has completed its transmitter for a short wave mobile set to be mounted in a truck and to be used for moving broadcasts. The transmitter will send short wave to the station where it will be converted into long waves and sent out from the station. Equipment can also be moved aboard vessels if necessary.

William Robertson, formerly with WSBT, South Bend, Ind., operated by the South Bend Tribune, has joined the Carter, Jones & Taylor advertising agency of that city as an account executive.

Albert W. Marlin, manager of Station WMAS, Springfield, Mass., has been appointed chairman of the entertainment committee for the annual banquet of the Springfield Advertising Club.

Leona Bender, whose main job is taking care of the secretary work of Hugh A. L. Haff, WOAI general manager, also participates in several dramatic programs, dialogues and dramatized announcements each week. She has also helped with the news commenting and has sung in several roles on WOAI studio programs.

Lillian Malone, staff artist at WCAE, Pittsburgh, is now Mrs. Frank J. Lonergan. Lillian, who is best known to radio fans as "Polly" Malone, will continue her broadcasting work.

Charlie Hick, WSOC (Charlotte) program assistant, has been out for a few days with flu.

WMAS, Springfield, Mass., has added the Springfield National Bank as a commercial sponsor. Wednesday and Friday p. m.'s the bank broadcasts a program, "Your Financial Counsellor" a five-minute talk on banking.

Phil Alexander of KABC, San Antonio, is planning a trip to Dallas next month.

A. M. (Woody) Woodford, former operator for WBAP, Fort Worth, has been promoted to chief engineer, replacing R. C. (Super) Stinson, who is now technical supervisor for Carter Publications, of which WBAP is a part. Stinson has been in Oklahoma City for past month installing new equipment at Station KGFG.

FOREIGN

LONDON—Electrical Musical Industries-Marconi Co., whose television transmitting system has been officially adopted by the government-controlled British Broadcasting Co., has cut in the price of television sets from about \$450 to \$325.

SYDNEY—Recent figures issued by the government shows there are 860,000 radios throughout the Commonwealth, a ratio of 13 per 100 persons.

MELBOURNE—Two popular American hit programs recently introduced here are "Community Sing" and "Hit Parade."

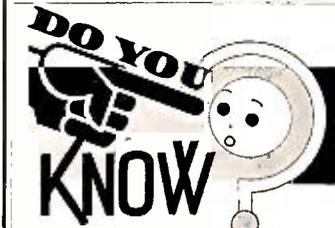
MELBOURNE—Kay Van Riper's "English Coronets" is latest American serial script to be used by 3XY. "Coronets" was on the air two years from KFWB.

NEW ZEALAND is now operating a new station, 2YA, which broadcasts on 60 Kw. making it the most powerful transmitting station in the Southern hemisphere. Station was officially opened on Jan. 25. The mast is 710 feet and it is located at Titahi Bay.

PRAGUE—Construction of the new antenna of the Praha station has now been completed and the station is operating on its regular schedule. Construction was under the Blair-Knox system.

Would Govern Libel Suits

Indianapolis—The Indiana Senate has approved a bill requiring three days' written notice before a party can file for libel or slander suit against radio or television station. A retraction within ten days by station prohibits recovery except for actual damage to character, business, or occupation. The measure now goes to the House for consideration.



According to the department of Commerce, Mexico now has 150,000 radio receivers, 10 per cent of which are operated with batteries. There are 75 commercial stations, eleven government-operated transmitters, two non-commercial cultural stations and 528 amateur transmitters.



TINY Town Revue, to be presented over WICC on Thursday afternoon, 5:15-5:45, starting March 4, will use young juvenile stars under the direction of various music-and-dancing school heads of Bridgeport. The program will be presented in the interests of Harolds, Inc., children's outfitters and clothiers.

Pepper Young's Family, NBC-Blue network script, will be heard over the WICC channel starting March 1 at 10:30 a. m. On the same date at 8:15 p. m. the station starts an Italian Civic Project series.

Don Bova is a new addition to Pittsburgh radio circles and will present two programs each week from KDKA studios. Don has had an extensive experience in network broadcasts, theater performances and night clubs. He is dark, handsome, plays the guitar and sings popular songs. In addition to announcing his own numbers, Bova injects bits of patter in his programs. His 15-minute spots on KDKA are at 5:15 p.m., Wednesdays, and 4:45 p.m., Fridays.

The leading skiers of the U. S. and Norway, who will compete Feb. 28 in the U. S. Western Amateur Skii Association meet at Denver, will be interviewed at the skiing course Saturday, 6-6:15 p.m., E.S.T., over the NBC-Red network.

"The Listeners Nightmare," new Sunday 3 p. m. program at WELI, New Haven, is Goluboff-conceived and written. With the aid of the WELI Players, it burlesques the big names in radio. Among the coming takeoffs will be Jack Benny, Stoopnagle and Budd, Walter Winchell, and "We, The People."

A new program dramatizing comics in The Omaha Sunday Bee-News has been started by KOIL, Omaha, as a weekly 9-9:30 a. m. Sunday feature. Don Kelly, staff announcer, takes the role of "Uncle Don," heading a cast directed by KOIL's dramatic director, Arthur Faust. Wolf Bros. Clothing Co. is sponsoring the program, which was arranged by Promotion Manager Bill Wiseman of The Bee-News.

Bozell & Jacobs, Omaha ad-

Communal Radio
 Berlin—German folk who do not own a radio set have the privilege of entering a neighbor's house to listen to speeches by Hitler, according to a decree by the ministry of propaganda.

RADIO PERSONALITIES

No. 7 in the Series of Who's Who in the Industry

LOUIS K. SIDNEY, Managing Director of WHN. Real showman in radio. Left school at 14 and got a job as water boy at the N. Y. Hippodrome. Opened his own motion picture theater in 1912, later going with Fox to manage a string of theaters. Made midwest sit up and take notice when he nursed sick houses back to paying box-offices. About 15 years ago he went to Pittsburgh for Loew's and gave the city its first stage presentations, also installing symphony orchestras. In 1929, Nick Schenck brought him to New York to supervise all Loew stage shows, including the Capitol theater. Late in 1934 he was placed in complete charge of the Loew-M-G-M subsidiary WHN, taking it on in addition to his other duties. He revolutionized the old outlet within a month, putting the station on a firm foundation after it had lapsed into a near state of coma, despite many pioneer features to its credit years ago. Major Bowes and his amateurs graduated from WHN during Sidney's regime and the duties handed by Bowes were added to his already full hands.



Nursed Sick Theaters Back to Health.....

vertising agency, has placed the "Northern Naturals" program on WOW at 3 p. m. Sundays. The half-hour program is sponsored by Northern Natural Gas Co. Program Manager Harry Burke of WOW arranged the presentation, which features an all-string ensemble conducted by Madge West, Harpist Louise Seidl and Eleanor Thatcher, formerly on the Kraft Music Hall.

With the conclusion of the "Friends O' Mine" series of programs starring Harriet Page, the Utah Power and Light Co. began a new three-a-week series of programs. "The Laugh Parade," heard at 10 p. m. MST on Tuesdays, Fridays and Sundays. Commercial are built around the mythical character, "Reddy Kilowatt" used in the Utah Power's newspaper and billboard advertising.

The tenth annual concert of the New England Music Festival Association, featuring the Festival Orchestra, Chorus and Band composed of high school students from the entire New England area, will be broadcast from Hyannis, Mass., over WAAB, Boston, and the Colonial network throughout

New England on March 13, 2-4 p. m. The program will originate through the facilities of WNBH, Colonial network station in New Bedford, Mass., and in addition to being broadcast to the New England audience will be fed to a coast-to-coast MBS hook-up.

Rea Hudiberg has joined the sales staff of WBT, Charlotte.

Clair Shadwell and Don Jarvis are featured in a new show over WBT, Charlotte, daily except Sunday. Shadwell is known as the "Old Shepherd." The spot features comedy chatter by Shadwell and singing and playing by Jarvis.

Corwin Riddell, announcer WOAI, San Antonio, is the father of a boy.

Ken McClure, news editor of WOAI, San Antonio, was recently elected vice-president of the organization formed in New York for commentators of radio stations and broadcasting networks. McClure flew to New York for the meeting.

★ ★ **SHORT WAVES** ★ ★

CALL LETTERS of "Broadcasting Caracas" have been changed from YVIRC to YV5RC. The South American station remains on its old frequency of 5.8 megacycles.

President Eamon De Valera of the Irish Free State will speak via short wave from Dublin over a coast to coast CBS hook-up on March 17. Speech will be dedicated to St. Patrick's day.

Broadcasting of programs by South and Central American countries for American listeners is on the increase. Full programs in English have been instituted lately by Argentina, Colombia, Costa Rico, Mexico, Venezuela and Guatemala. Haiti, Hon-

duras and the Dominican Republic have been making announcements in English for some time.

An "Overseas Program" will be broadcast at 12 midnight tomorrow (EST) from Tokyo, Japan, over JVH, Nazaki, 20.5 m., 14.6 meg.

From Vancouver, at 12 midnight tonight, will come "Ye Olde Medicine Show," under the direction of Harry Pryce, with the Hillbillyettes and Harry McKelvie. It goes over CJRO, 48.7 m., 6:15 meg.; CJRX, 25.5 m., 11.72 meg.

News in English and "Rome's Midnight Concert" will be broadcast at 6 p. m. (EST) Friday from Rome via 2RO, 31.1 m., 9.63 meg.



RAY SINATRA on Monday will celebrate his fifteenth year in radio and his third year as a conductor. His program goes over the CBS network at 1 p.m. that day.

Vincent Travers celebrated his second year as musical director of the French Casino by playing host to the music publishers at a luncheon in Leon & Eddies.

Fred Jaegel of the Met and Salzedo, noted harpist, will guestar Saturday March 6 for Ed Wynn.

Sweeney Prosser and his Hot Point Stream-lined Strings gave pre-hearing of program they will inaugurate for General Electric over WBT Charlotte, March 16, at a recent convention of General Electric dealers.

Homer Drye, 14-year-old singing sensation of WBT, will make a series of records for RCA.

General Motors goes musical in a big way with Muriel Dickson, Scottish soprano, Percy Grainger, Australian pianist-composer, the Schola Cantorum of New York, Erno Rapee and the 70-piece General Motors Symphony Orchestra combining on the General Motors Concerts hour Sunday over the nation-wide NBC-WEAF network.

The New York Philharmonic concerts, heard currently over the CBS network every Sunday from 3 to 5 p.m., will fade for the summer following the broadcast of April 18.

The first of "Did You Ever Wonder" programs by WSOC, Charlotte, will be broadcast from the Mountain Island power plant recently. It goes on the air every Tuesday at 2:45.

Sonny Kendis and his Stork Club Ork will be aired via WMCA, beginning next Monday evening. Program, sponsored by Ludidin eye lotion, will be heard Mondays, Wednesdays and Fridays at 6:45 p.m. Bobby Parks is the vocalist.

ONE MINUTE INTERVIEW
BUDDY ROGERS
 "Today's radio star has twice the opportunity of being heard that he had four years ago. Radios in autos, trailers, restaurants, etc., plus the new custom of having more than one set in the home, have tremendously increased the size of the radio audience. Then, too, the portable radio has been a great help."

GUEST-ING

LANNY ROSS will have Amelia Earhart on his Show Boat program March 4, 9-10 p. m., NBC-Red net.

CHARLES WINNINGER, Richard Arlen and Sally Eilers are booked for the March 1 Radio Theater show from Hollywood, 9-10 p. m. EST, over CBS.

GEORGE BURNS, Gracie Allen, Warden Lawes of Sing Sing, Victor McLaglen, June Lang and Peter Lorre are to be on the Hollywood Hotel program over CBS, March 5, 9-10 p. m. There will be scenes from the 20th Century-Fox film, "Nancy Steele Is Missing." Lawes will speak from New York.

MAURICE EVANS, noted English actor now appearing on Broadway, and Jessie Matthews, British stage and screen star, will be on Sunday's Magic Key program over NBC-Blue net, 2-3 p. m. Miss Matthews will be heard from London. Bidu Sayao, Brazilian soprano; Henri Deering, pianist, and Rufe Davis, comic, also will appear.

HOWARD BARNES, Herald-Tribune film critic, will be guest speaker on Saturday's WOR-Herald-Tribune Radio League, 10:15-10:30 a. m.

EARL HARPER's "Inquiring Mike" will present Alfred E. Smith and two M-G-M beauty contest winners from the top of the Empire State Building at 12:45 noon tomorrow.

Promotional House Organ

WOAI, San Antonio, has issued what it believes to be a new format for radio station promotional material by presenting the March issue of its house organ, WOAI Newscast, through a Roto-Gravure style. The new Newscast presents pictures of outstanding artists at WOAI as well as a complete list of 1936 advertisers and several testimonials. This Newscast has been sent to advertisers and agencies throughout the country.

So many requests have been received for copies of WOAI's 1936 booklet on its news department, which was proclaimed both colorful and unusual as well as authentic, that it will soon issue a new enlarged 1937 edition devoted to a complete description with many photographs of the News, Sports and Women's departments of WOAI.

Standard Market Data, a three-color promotional piece issued by WOAI and Edward Petry & Co. is available for distribution to agencies and advertisers. This brochure gives complete market data, personnel, and a new coverage map of WOAI.

Countess Albani Set

Countess Olga Albani, who returned to radio last Friday after a year's absence as guest in Rex Chandler's "Universal Rhythm" broadcast, will continue indefinitely with the NBC-Blue network show.

Varied Viewpoints

Owning Radio Station Helps Small Newspaper

OUR station, KRNR (K-Roseburg News-Review) has been operating 2 months. Although we elected to get it firmly established and with favorable public acceptance before attempting to make a systematic effort to sell radio advertising, we have made a modest profit with the station every month thus far.

We have received numerous inquiries from newspaper publishers. They seem to ask pretty much the same questions. They ask, in fact, the same things we would have liked to ask someone when we were contemplating the venture.

Question number one always seems to be: What does it cost to install a radio station? This is the toughest question to answer so it will be disposed of first. Apparently \$10,000 is minimum, at least at the present time, but this figure should not be accepted as one on which to base a decision. Where a station is installed, when it is installed, and how it is installed are factors that have a lot to do with cost. The Federal Communications Commission has been tightening up on equipment standards. The fact that someone who you may know built a station a few years ago for very low cost means nothing. It could not be done now.

"Does your radio station take advertising revenue that otherwise would go to the newspaper?" we are asked. No doubt a few of the dollars now going to the radio department would have found their way to the newspaper cash register, but not enough to be concerned about. Our newspaper advertisers now using radio too have not noticeably decreased their newspaper budgets. A substantial amount of the radio station business comes from accounts which never were newspaper advertising accounts.

Another question is: Do you sell newspaper and radio advertising on a combination rate? We do not. We endeavor to keep the radio station business entirely separate from the newspaper in every possible way. In fact there is a spirit of friendly competition between the News-Review advertising manager and the commercial manager of KRNR. We have found this policy to be entirely satisfactory and see no reason for changing it.

Some ask, "When you give news on the radio doesn't it take away from the importance of the News-Review?" We have not found it so. The point is that when news is broadcast on KRNR (and we give very liberal news broadcasts) it is always the News-Review giving the news. Furthermore listeners are always told that the News-Review carries the complete story. We feel if the station were independently owned and presented news broadcasts, though it would not seriously affect the business or circulation of the newspaper, it would take something from the prestige the News-Review enjoys as the only daily news medium in our area. When the News-Review gives

news on the radio it is a supplementary service rendered by the newspaper to its subscribers.

Does the radio station do the News-Review any good—that is, do you use it to promote the newspaper? That question is often asked. Our answer, borne out by our circulation records, is that the radio station is a decided aid in building circulation. Almost from the very moment we began using a consistent plan of circulation promotion on KRNR, and without using any other type of selling or promotion, our circulation began to climb. That was six months ago. In those six months our circulation has increased 20 per cent and is still climbing. This is the first time in 10 years that the circulation of the News-Review has climbed during the summer months. Usually temporary vacation stops offset the normal gain and the circulation curve remains about level. This summer it climbed at a sharp angle. Did the radio promotion do it? We think so because there is no other good reason for the increase.

One newspaper publisher wrote us, asking among other things, "What have been your headaches with the station, if any?" Naturally we have had some minor difficulties—about comparable to the troubles involved in beginning the operation of a new typesetting machine or a new press. But on the whole our experience with owning and operating a radio station thus far has been pleasant and satisfactory.

HARRIS ELLSWORTH, Publisher, News-Review, Roseburg, Ore., in Editor & Publisher.

Untrained Performers

Find Field in Radio

RADIO is one of the few major fields of endeavor which hold fame and success for the untrained performer.

Most of the "name" singers in radio never studied music and reached the top on the strength of natural gifts and the magic of personality. Consider Bing Crosby, Kate Smith (who trained to be a nurse), Morton Downey (who was a "news butcher" on trains), Virginia Verrill, Mary Small and Mildred Bailey, none of whom was trained for singing careers. To this day, Kate Smith cannot read a note and learns her songs by having the orchestra play it over and over until she knows it.

Helen Morgan worked as a candy-maker and manicurist. Ethel Merman and Ethel Waters, heard on the air from time to time in addition to their stage activities, never studied music. The latter still can't read a note, while Miss Merman started her business career as a typist.

It is encouraging to know that radio will reward natural talent and charm. A good example of this is Mary Small, who already has won fame with her lovely voice. With its doors wide open, radio is thus able to attract and develop inherently gifted performers.—**GEORGE HALL**

AGENCIES

LAURENCE WITTE, N. W. Ayer & Son, radio publicity man in the Philadelphia office, will air a sustaining show every Saturday over station WPG. Witte, a former newspaper columnist, will devote his fifteen minute periods to radio personalities.

HANFF-METZGER ad agency, Chicago, readying 15-minute transcription musicals to be used in an extensive spot campaign for ABC Washing Machine Co. To run once weekly for an indefinite period.

BOZELLE & JACOBS, Omaha radio agency, has announced the opening of a new radio department in its Chicago branch. Firm handles public utilities chiefly at present, with branches in Indianapolis, Cincinnati, Houston and headquarters in Omaha.

CLEVELAND

WGAR's latest showmanship bid is a Sunday evening series of half hours staged from the auditorium of Baldwin-Wallace College in Berea, O., near Cleveland. College puts on the shows, which include music and drama by both students and faculty before a visual audience.

Tom Waring is not with Brother Fred's outfit which recently played the Palace here. It's said Tom is now writing spirituals and giving recitals on his own. He may go to Hollywood, however, to appear in the Waring talkie which gets going in April.

WTAM has been offering a late show pointed at Canadian dialers across the lake. Wally Pooler, veteran broadcaster, who does "Joe Peno," only French-Canadian comic on radio, heads the broadcast. Program Director Hal Metzger is all warm over show's prospects, even believing he has another "One Man's Family." Fan letters will tell.

Ben Bernie's brother, Harry, is song-plugging in this territory. Harry once played a sax in the Bernie Band.

Jack Carstairs, one of the town's former broadcasters who did dramatic bits on radio shows out of New York for some time has returned to his merry England. Carstairs recently did a bit in a Marlene Dietrich picture there and expects BBC to use him as one of its coronation announcers.

Radio Chess

Fostoria, O.—An unusual long-range chess game will be played via short wave radio by Prof. C. A. Ward, Fostoria, and Victor Alderson, Mansfield, over W8-CVZ, Fostoria, and W8-JJM, Mansfield.

Both have played long-range games before, using the mails and sometimes taking six months to complete.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 13

NEW YORK, FRIDAY, FEBRUARY 26, 1937

FIVE CENTS

Bill Asks 5-Year License

CBS WORKSHOP OFFERS EXPERIMENTAL DRAMAS

Five novel radio dramas, conceived and executed in experimental radio technique employed on "Columbia Workshop" programs, are announced by Irving Reis, producer of the series. Beginning with the program on a WABC-CBS network March 7, 7-7:30 p.m., the presentations will range from a psychological tale to dramatizations of a music theme.

The psychological drama, first of the group, is entitled "Split Seconds," and was written by Reis himself five years ago, his first radio script. It deals with the racing thoughts of a

(Continued on Page 8)

5-Year Film Contract Signed by Phil Baker

Under contract just signed with Samuel Goldwyn, Phil Baker will make two pictures a year for the next five years, starting around September. His first will be the Goldwyn "Follies". Baker was represented by Louis Nizer, his attorney; Goldwyn's representative was James Mulvey.

Lord & Taylor Trying One-Time Shot on WJZ

Lord & Taylor, New York department store, will take a one-time shot on WJZ, March 1, 7:15-7:30 p.m., to broadcast a program about the new spring fashions. "Clothes Are Really Different This Spring" will be the title of the quarter-hour, with Dorothy Shaver, first vice-president of L. & T. and director of fashions for the store, conducting the program. James R. Flanagan, New York, placed the account.

School on Air

Boston—The Frank A. Day Junior High School in Newton, a suburb, claims the distinction of probably being the only public school in the United States to broadcast over the air regularly.

The complete program broadcast every Thursday afternoon for 15 minutes is the work of the school's Broadcasting Club.

Value!

George Logan Price, of Mertens & Price, Inc., Los Angeles radio feature service and advertising counsel, after reading the first few copies of RADIO DAILY, writes:

"Your daily is a real asset to the industry, and we get the full value of a year's subscription from every issue."

ADD EIGHT STATIONS FOR "VIC AND SADE"

Procter & Gamble Co., Cincinnati (Crisco), has added eight stations (WTAR, WJAX, WFLA, WSB, WAPI, WSMB, WIOD, WSM) to its "Vic and Sade" program on the NBC-Red, 3:30-3:45 p.m., and will add WMC on March 22 and WRVA when time is available. P. & G. (Ivory soap) has also enlarged the "Gospel Singer" NBC-Blue network by four stations WTAR, WRVA, WJAX, WIOD, with WFLA to be added when available. Compton Advertising, Inc., New York, has the accounts.

N. Y. Radio Executives Attending Wash'n Dinner

New York radio executives who expect to attend the White House Correspondents' Dinner in Washington this Saturday include John F. Royal, Alfred H. Morton, A. A. Schechter and Clay Morgan, all of NBC. Fred Willis, Donald Higgins, Paul White, Edward Murrow, of CBS; G. W. (Johnny) Johnstone of WOR.

3 Radio Citations Included In Annual Advertising Awards

Fur House Sponsoring 12 Live Shows Weekly

Des Moines—At a time when most fur houses drop active advertising because their season is over, the Cownie Fur Co. of Des Moines has just scheduled 12 live talent shows each week on Iowa network stations KSO and KRNT. The idea,

(Continued on Page 8)

Congressman Charles Anderson Introduces Measure for Longer Licensing of Broadcasting Stations

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—Strong indications that new radio station license legislation will be passed was revealed yesterday when Congressman Charles A. Anderson of Missouri, introduced his bill asking for a five-year license term for stations. Although the question has been raised before, this is the first actual bill to be put in the hopper this session proscribing licenses for broadcasting stations.

Question of license fees has been raised in the Senate by Senators

(Continued on Page 8)

IOWA NETWORK AIRING HEAVY NEWS SCHEDULE

Des Moines—Benedict Hardman has been named news editor of Iowa Network stations KSO and KRNT, and is adding four daily news periods to the KSO schedule, giving the Iowa Network one of the heaviest barages of news programs ever carried in the middle west. The news features added give KSO a total of seven periods daily, while KRNT and WMT carry five and six, respectively. In addition KRNT Hawkeye Dinner Time carries frequent news flashes, while IBS carries such off-trail and specialized news features as "Scotty Views the News" over KRNT-WMT; "Farming in the Day's News" over KRNT-WMT; "Oddities in the News," "Women in the News" and "Market News" over WMT.

Hudson River Day Line Signs for WEA F Series

Hudson River Day Line, New York, has contracted with NBC for a 13-week series of programs on WEA F, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., beginning May 17.

No talent has been set for the program as yet. Gordon Mills, who sold the account was once director of NBC's tours. Wendel P. Colton, New York, is the agency.

ASCAP COMMITTEE FORMALLY ELECTED

New Availability Committee elected by ASCAP include two newcomers in Jack Bregman and Max Dreyfus. Voting was done by mail, ballots being sent to the general membership.

Committee is as follows: Gustave Schirmer, Walter Fischer, Louis Bern-

(Continued on Page 8)

Commentators Sparkle At Ad Club Luncheon

Before a gathering that overflowed the main dining room and other nooks of the Advertising Club of New York, radio commentators had a field day yesterday when they attended a luncheon given by the club in their honor.

Lowell Thomas, who was respon-

(Continued on Page 8)

Sponsors Waiting

Des Moines—"Hawkeye Dinner Time", the hillbilly variety show emanating from KRNT, is sold up solid, with several sponsors on the waiting list for future availabilities, according to a statement from the Iowa Broadcasting System, operators of the station.

The program is a one-hour affair, presented on a daily schedule.

(Continued on Page 8)



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

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Two Sponsors Dickering For Braddock-Louis Bout

J. P. Muller and Co., New York, which holds the exclusive radio rights to the Braddock-Louis fight to be staged in Chicago on June 22, has two firms interested in the radio sponsorship of the bout but no papers had been signed up to late yesterday afternoon, according to Jack Adams, vice-president of the agency, Adams also said that there would be no legal difficulties in connection with the broadcast of the event.

Remodel Boston Studios

Boston—The Kasper-Gordon Studios, Inc., have enlarged and remodeled their studios at 140 Boylston St. In addition to private audition studios, the company offers complete transcription and air check recording service with comprehensive production facilities.

FINANCIAL

(Thursday, Feb. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	176	175 1/2	175 1/2	— 1/4
Crosley Radio	25 3/8	25 1/4	25 1/4	— 1/8
Gen. Electric	60	59 1/4	59 1/2	+ 1/8
North American	30 3/4	30 1/8	30 3/8	+ 1/8
RCA Common	11 1/2	11 1/2	11 1/2	— 1/8
RCA First Pfd.	78 1/4	78	78 1/4	+ 1/4
RCA \$5 Pfd. B.	(100 Bid)			
Stewart Warner	19 1/4	18 3/4	18 3/4	— 3/8
Zenith Radio	37 3/4	37 1/8	37 1/8	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17 1/4	17 1/8	17 1/8	— 3/8
Majestic	4 3/4	4 5/8	4 5/8	— 1/8
Nat. Union Radio	3 1/4	3 1/8	3 1/8	— 1/8

OVER THE COUNTER

CBS A	Bid 49 1/4	Asked 51 1/4
CBS B	Bid 48 3/4	Asked 50 3/4
Stromberg Carlson	Bid 18	Asked 19

The Public Says:
IT'S METROPOLITAN MANIA
SPONSORS SAY:
IT SELLS MERCHANDISE
MARTIN BLOCK'S
MAKE BELIEVE BALLROOM
WNEW FEATURE

Complete Station List In Wyandotte Campaign

The complete station line-up for the J. B. Ford & Son Co., Wyandotte, Mich. (Wyandotte cleaner), show which begins March 2 over the CBS was announced yesterday. The following stations will carry show beginning March 2: WCAU, WJAS, WHK, WJR, WKRC, WADC, WBNS, WHIO, WKBN, WCSH and WVVA. On March 13 the following will commence airing the show: WEEI, WPRO, WDRC, WORC and WMAS. Program will be a script entitled "A Page From Your Life," and will be heard Tuesday, Thursday, Saturday, 2-2:15 p. m. N. W. Ayer & Son is the agency.

A.A.U. Meet on NBC

The A. A. U. indoor track and field meet to be held in Madison Square Garden tomorrow will be aired on the NBC-Blue, 10-11 p. m. Bill Slater and George Hicks will do the announcing, with Glenn Morris interviewing the track stars before the microphone instead of meeting them in direct competition as in the past. Early this year Morris was awarded the Sullivan Memorial Trophy as the best all-around amateur athlete in 1936. John H. Hartley will supervise the broadcast.

Jack Kennedy Joins WMBH

Joplin, Mo. — Jack Kennedy has joined WMBH as staff announcer and entertainer. He was formerly a staff entertainer on KMBC at Kansas City. He has been in show business since he was three years old, in vaudeville, as orchestra leader, and master of ceremonies at different entertainment spots. His specialty has been ad lib announcing, previous to joining WMBH.

KTUL Sprucing Up

Tulsa, Okla.—Radio station KTUL is doing its spring remodeling early. The addition of another studio has necessitated the shifting of the United Press News quarters and the control room, all of which make for more efficiency.

An enlarged script department also has shifted Rod Cupp, program director, into other quarters with his assistant, Vivian Stern.

CBS Easter Program

West Coast Bureau of THE RADIO DAILY
Los Angeles—Otto Klemperer and the Los Angeles Philharmonic Orchestra, with Franca White of the Fred Astaire program as soloist, will do a one-hour Easter Sunrise broadcast from Forest Lawns. CBS will carry it coast-to-coast, over the Canadian net and short-wave the show to England.

Dr. Dafoe Resumes March 1

Dr. Allen Roy Dafoe will resume his Lehn & Fink (Lysol) broadcasts from his home in Callender, Ontario, March 1. Dr. Dafoe, ill in the Toronto General Hospital, has been reading his CBS programs direct from his bed for the past week.

Belgian Congo to Get American Radio Plays

American radio plays in Kikonga, the native tongue of the Belgian Congo, will be an innovation on the African West Coast this spring and summer, which will be fall and winter there, since the Congo lies south of the Equator.

Mary Bonar, head of the Bonza Manteke boarding school conducted by the Women's American Baptist Foreign Missions Society in the Belgian Congo, heard The Sunday Players Bible dramas over Ohio radio stations while home on leave this winter. As a result, she carries the original scripts of twelve of the Sunday Players Bible plays with her when she sails on the Berengaria next Wednesday, and upon reaching Bonza Manteke she will translate these into Kikonga for reproduction by an all-African cast of Sunday Players made up from her students.

The Sunday Players Bible dramas are already heard, it is said, over half the earth's surface each Sabbath, but the Belgian Congo is the farthest south to date. The Sunday Players are produced by Mertens & Price, Inc., Los Angeles.

Macfadden Adds KSTP

Macfadden Publications Inc., New York (True Story magazine), on April 2 will add KSTP, St. Paul, to its "True Story Court of Human Relations" program on the NBC-Red, Fridays, 9:30-10 p. m., with repeat 11:30 p. m. to 12 midnight. Arthur Kudner Inc., New York, has the account.

Million Sets for Canada

Toronto—Owners of radio receiving sets in Canada are likely to total in excess of a million this year. S. J. Ellis, inspector of radio for the federal government, announces 973,597 licenses to owners of radio sets were issued in Canada in 1936, as compared with 862,109 licenses in 1935. In Toronto alone, 116,721 licenses were issued during the past year.

Suggests Protection Bureau

That the FCC set up a department where radio scripts, ideas and non de plumes can be filed for protection of the originator, is suggested in a letter to the FCC by Allen Prescott, "Wifesaver" of the airwaves. Prescott says that, after working years to build himself up as "The Wifesaver", an imitator in Mexico has lifted his idea and is broadcasting to the southern part of the U. S.

Lord Suit Up in April

Action in which Phillips Lord of radio sues Pathe for breach of contract will go on trial before the New York State Supreme Court sometime in April. Lord's allegation is Pathe did not make all the promised pictures in connection with his round the world trip. He will ask \$100,000.

COMING and GOING

BERNIE FOYER is in Philadelphia, returning to New York on Monday.

MRS. GRACE WONDERS leaves for Atlantic City this afternoon. Will be away four days.

HARLAN EUGENE READ sails Tuesday for England. Will cover the Coronation for the nets.

JACK R. POPPELE, WOR chief engineer, leaves tonight for an 18-day trip on the Statendam to the West Indies and South America. He will be accompanied by MRS. POPPELE and their two daughters, JUNE and LORRAINE.

NELSON EDDY arrives in New York to do Sunday snow.

SAUL BORNSTEIN of Irving Berlin Music is back in town.

ARTHUR BORAN left yesterday for a vaudeville engagement in Philadelphia.

ALEXANDER GRAY has left for Miami.

JACK WHITE returning today from Florida vacation.

ARTHUR KASS of Kass-Tohrner leaves Monday for Chicago.

GEORGE RAFT is at the Warwick from Hollywood.

MARY LIVINGSTONE arrived in New York yesterday from Hollywood.

JACK BENNY leaves the coast Tuesday for New York and will do his Sunday airing here.

LOUIS SHURR, theatrical agent, leaves for Hollywood in two weeks to establish offices there.

GEORGE JESSEL returns tomorrow afternoon from Miami. He will do Woodbury show on Sunday from Radio City.

PHILLIPS H. LORD, author and director of the CBS "Gang Busters" series, is on his way West for a three-week vacation.

THOMPSON L. GUERNSEY of WLBZ, Bangor, is expected in town today.

NBC Staging Contest For Newsboy Barkers

NBC special events department on March 3 will stage a novel program over the NBC-Blue network, 11:30 p.m.-12 midnight, which will bring the best newsboy barkers from newspapers in Los Angeles, Boston, San Francisco, New York and Chicago to the microphone in a "Newsboys Hawking Contest."

A board of judges consisting of Pat Kelly, NBC chief announcer, James Barrett, Press-Radio editor, ANPA officials and other newspapermen will select the best newshawker and award the prize.

Each newspaper will be allotted about five minutes to prove that they employ the best newshawker. Papers which have already agreed to participate are Call-Bulletin, News, Chronicle, and Examiner in San Francisco; Times, Herald-Tribune, Sun, News, Mirror, in New York; Examiner, Evening News, Herald and Express in Los Angeles; Citizen-News in Hollywood. Boston and Chicago papers to be entered will be announced later.

Leo Says
TONIGHT'S BEST BET:
Venturi—Montanez Fight
From 9:45 p.m. to Finish

WHN DIAL 1010
AFFILIATED WITH M.C.M. & LOEW'S

COMMENTS

On Current Programs

JAZZ NOCTURNE, presented Wednesday nights at 10 over WOR, is one of the more distinctive interpretations of music. With Connie Miles as the deep-throated, rhythmic commentator, the program has the flavor of Beale Street and the mood of "St. Louis Blues," yet a lilting, fascinating style and tempo of its own. Those who like something different but solidly tuneful in their music undoubtedly enjoy this very much.

PROFESSIONAL PARADE, which Fred Niblo genially emcees over WJZ on Wednesday nights as a plea for support of stage shows, has good intentions in back of it, and some good talent. But you cannot appeal to the public to help keep stage shows alive without admitting in the same breath that the stage is dying—and nobody cares to string along with a dead one.

GLADYS SWARTHOUT and Frank Chapman, who duet vocally over the NBC-Red network on Wednesday nights, always bring a very pleasing program of varied numbers to the mike. Their voices blend harmoniously and in a half hour they manage to crowd in quite a diversity of concert, operatic and popular numbers. Unlike the screeching type of sopranos and the thundering baritones, the Swarthout-Chapman vocalizing is pleasantly soothing.

Tastyeast Off March 25

After a hectic existence, Tastyeast, Inc., Trenton (yeast candy), has signified its intention of signing off the NBC-Blue network with the March 25 broadcast. Program started out to feature James J. Braddock in a radio serial, but suddenly dropped the fighter and started the "Tastyeast Jesters" who are currently on the air. Earlier this month the sponsor signed a 39-week renewal with NBC which went into effect on March 2, and now comes the cancellation notice.

Review "Billy and Betty"

Sheffield Farms Co., New York (milk), on March 22 will renew the WEAF program, "Billy & Betty," Mondays through Fridays, 6:45-7 p.m. Renew is signed for 52 weeks and was placed through N. W. Ayer & Son, Inc., New York.

New Deanna Durbin Film

Deanna Durbin, singing star of the CBS Texaco Co. show, begins work on her second starring film immediately. Picture will be called "One Hundred and a Girl," and will feature, in addition to Miss Durbin, Leopold Stokowski.



"HAWAII MUSICAL SALUTE TO PRES. ROOSEVELT"

Special

NBC-Blue Network, Wed., Feb. 24, 10-10:30 p. m.

PLEASING NATIVE MUSIC AND SINGING COMBINED IN SPECIAL BROADCAST.

A fine salute to President Roosevelt was sent over the Pacific in this program employing the massed and individual bands of the Army, Navy, Marine Corps, and Royal Hawaiian musicians. Presented on the island in the afternoon and reaching the Atlantic seaboard at 10 p. m., the concert embraced such popular selections as "Aloha Oe," "Song of the Islands" and other well-known numbers, along with lesser known but enjoyable native pieces, some played and some also vocalized, with a generous interspersing of guitar work.

Shift "Marlin" Time

Procter & Gamble Co., Cincinnati (Ivory snow), has shifted the time period for its "Story of Mary Marlin," which begins March 29, on the NBC-Blue to the 5-5:15 p.m. period. Eight stations (WJZ, WBZ-WBZA, WBAL, WSYR, WHAM, WXYZ, WLW) comprises the network. Series will be heard Mondays through Fridays. Same program will start on the 31 NBC-Red stations on the same date, five days a week, 12:15-12:30 p.m. Compton Advertising Inc., New York, is the agency.

"Dude Ranch" Ends March 23

General Foods Corp., New York (Log Cabin syrup), on March 23 will broadcast the last program of the "Log Cabin Dude Ranch" series on the NBC-Blue, Tuesdays, 8-8:30 p.m., with repeat 11:30 p.m. to 12 midnight. Program stars "The Westerners". Sponsor is also using transcriptions on numerous stations in the South which will also sign off during the last week in March.

Job Clinic at KDYL

Salt Lake City—KDYL here has joined the list of radio stations conducting job clinics in cooperation with the National Re-Employment Service. Program, called "Wanted—a Job," will run for 15 minutes on Tuesdays at 6:30 p.m., offering eight applicants.

Sam Henry Laid Up

Sam Henry, WBS sales promotion manager, out of the office yesterday because of illness.

SELLING THE STATIONS

Consulting Listeners

ANOTHER in the series of talks in the form of "consultations with listeners," will be broadcast 9:30-10 p. m. Monday from WQXR by John V. L. Hogan, president of Interstate Broadcasting Co., operators of that station.

Hogan will tell the audience about some of the recent ideas which have been exchanged between the station and the listeners, on the question of the ideas and ideals which he and his associates are endeavoring to use in creating an improved radio service both in regard to advertising and entertainment.

As part of the program he will include certain sound tests to demonstrate the features of High-Fidelity broadcasting. His topic, "Building a Better Radio Service," covers the matter of broadcasting from the point of view of mechanics of radio transmission, as well as the program material itself.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

WHEN Margaret Sullivan failed to show for one-shot appearance on commercial the other day...gal called in to sub was Elizabeth Love...who did a swell job...Four years ago La Sullivan was her understudy...“Jane” of the recent Astaire broadcasts has Nancy Leach for her behind-the-mike moniker...she's so good she's expected to adorn the show for keeps...Charlotte Buchwald, “The Playgoer,” is working on script that has nothing to do with play-going...When Evelyn Laye sailed on Wednesday, Martin Starr gave her and husband Frank Lawton “Bon Voyage” via one of his “Gangplank Interviews”...“Roving Reporter” Frankie Basch attended the “Ladies’ Home Journal” tea-fight ‘o’ther afternoon, determined to probe rumors anent possibility of the First Lady’s entering next Presidential Sweepstakes...Frankie’s still mum on the subject....

Gretchen Davidson and Carlton Young...both of “Trouble House”...have gone roller-skate currazy... Songstress Benay Venuta will guestar for “Hammerstein’s Music Hall” March 9...25 girl scouts go choral on the same program...Pretty Kitty Kelly, premiering March 8 in place of Continental Baking Company’s “Renfrew of the Mounted” will have Arline Blackburn...who debuted at three in Barrymore’s “The Copperhead” in the name part... Authoring of script on “Kitchen Cavalcade”...sponsored by Mueller... is chore of Dorothy Neff...she’s with the Jean V. Grombach radio outfit...Crosby Gaige’s second featured drahma guest will be Irene Purcell...March 1. Niela Goodelle, vocalist and Alan Kent, announcer, sounding romantic note on radio row.

Marguerite Sedgewick, KONO Fashion Reporter, has the distinction of being sole femme announcer on that station... Medico Daloe resumes his tri-weekly broadcasts from his study in Callender March 1...with demon “flu” defeated...Elsie Hitz’s characterization of “Jean Page” in “Follow the Moon” caused an interesting reaction...According to recent fan letters to Elsie three new girl-babies have been named for “Jean”....

MAIN STREET OL' SCOOPS DAILY

● ● ● Changes anticipated in style of the “Show Boat” feature shortly...Sonny Kendis and his Stork Club ork replaces Stuff Smith on WMCA’s Lucidin show...Arthur Godfrey, the Washington word-slinger who created the recording-ad lib shows, called to N. Y. to be the announcer of Professor Quiz’s Kelvinator airing March 6...Ralph Wonders went to Miami from St. Petersburg to discuss another deal...Betty Finley goes with him to either job...Alexander Gray opens at the Miami-Biltmore Monday for 4 weeks...Arthur Kass of Kass-Tohrner jumps to Chi to interest auto sponsor in people...Benton & Bowles Agency and Young & Rubicam say production men and directors are scarce...Andre Baruch, the CBSlinger of commercial talk, weds Gertrude Aaronson, radio dramatress, next week...“When I Grow Up” a kiddie take-off of “We, The People” to be auditioned for a shoe sponsor...Small-Landau, Hollywood office, peddling Sid Gary to the talkies...Cal Tinney, the hillbilly columnist, talking over deal to write Zeke Manners’ scripts...Prexy Paley of CBS has his name on one door, while Walter Pierson of the Sound Dept. has the distinction of having his on three doors.

● ● ● Col. Jay C. Flippen will be toasted at a midnight party Sunday at Leon & Eddie’s...Those expected to honor the Colonel are Jimmy Durante, Billy Gaxton, Ethel Merman, Bert Lahr, Wini Shaw, Jack Pearl, Frank Parker, Henny Youngman, James Barton, Bea Lillie, Eddie Dowling and others...J. C. will introduce a game called “Kiss The Donkey”...Abe Lyman will try getting away from his farewell party at the New Yorker to attend...Jerry Lester follows Youngman into the Yacht Club...Publicity Associates signed Harlan Eugene Read, the aircaster to an exploitation and management contract.

● ● ● “Kitty Kelly”, which replaces “Renfrew of the Mounted” will switch time with Myrt & Marge after build-up...Last night Floyd Gibbons dramatized the story of a man who was believed dead and nearly embalmed. The sound effects man on the show was Jack Emerhine, who is an undertaker in his spare time...Kate Smith’s singing of Nick Kenny’s “Carelessly” was tops...Rudy Vallee manages the affairs of the Bernards and DuVals now at the Ritz-Carlton...“Death Takes a Holiday” with Philip Merivale and Gladys Cooper will be the Bandwagon feature Thursday with George M. Cohan following the week after.

● ● ● A. L. Alexander will do a repeat on Shell tomorrow with a human interest feature...Attempts are being made to spot the star permanently on this show...Teddy Mack, formerly maestro of the Roxy and who gave up this job to study radio, will audition for CBS...Ida Bailey Allen’s recipe for chocolate layer cake was easy for Lester Lee...Sunday he’ll try her short cake concoction...Jane Pickens is the first guestar on Thomas Atterbury McGinley’s NBC show tonite...He’s the wealthy Pittsburgh steel man who’s buying time so that he may play the organ.

● ● ● His Forest Hill neighbors complained that the radio in the apartment was too noisy, so sound effects man Bob Prescott brought in his effects machine and one night ran a “thunder” recording which had everyone running to shut windows...Another night he had a “plane crash” with the recording mimicking the sound of a plane going 400 m.p.h., crashing and then exploding...The police were called and Bob decided to quit his pranks...Along Radio Row they’re calling Mark Plant the “tease breaker” because he broke two for friends with his dynamic warbling.

PROGRAM ★ IDEAS ★

What Local Stations Are Doing

THE series of Public Forum programs just inaugurated by KDYL in Salt Lake City is expected to prove a highlight in Intermountain radio history. The idea is to offer in discussion form an interesting program which will deal with all phases of questions of community interest. It will be in the nature of a friendly argument referred by a well-known University of Utah professor. The program is broadcast at 7:45 p. m. on Wednesdays.

A new type radio program designed exclusively for women will be heard over station WBIG at 10:30 a. m. starting Monday. The program, “The Woman’s News Parade,” will be broadcast five times each week, Monday through Friday. “The Woman’s News Parade” is sponsored by the Carolina Baking Co., bakers of O Boy Vitamin D Bread.

New Tower for KOIL

Omaha—Contracts are to be let immediately by Central States Broadcasting Co., which controls KOIL, KFAB and KFOR, for a new 300-foot steel tower for KOIL. Located on the Missouri river bottom lands where the soil, engineers say, is the best in this vicinity for radio conductivity, the tower will increase the free-of-fading area for KOIL several fold.

KOIL recently was granted permission by the federal radio commission to increase daytim power from 2,500 to 5,000 watts.

Lions to See Ford Show

N. W. Ayer & Son, in co-operation with the Danbury Motors, Inc., Danbury, Conn., have arranged for the Lions club of that city to attend, en masse, the Ford broadcast next Tuesday. Every seat in the Columbia playhouse will be reserved for the 1100 members who are making a special trip to see the Al Pearce performance.

7-Week Lyman Contract

Abe Lyman, who replaces Bob Haring on the NBC Wednesday night American Tobacco (Lucky Strike cigarette) show, will have a seven-week contract with his sponsor. Mark Warnow will take over the Hit Parade show on CBS for a one-shot March 6, Hoff’s contract runs until March 20 and it is reported that Warnow will bow in the Saturday night spot the following week for a series of six broadcasts.

WAAW Buys Building

Omaha—Purchase for \$25,000 of an apartment building here has been announced by Chief Engineer Walter F. Myers of WAAW.

★ Chatter ★

HENRY M. NEELY (The Old Stager) is going in for candid camera work seriously. Current demand by mags for unusual shots also is making it a profitable pastime.

Nelson Eddy is billed for an engagement at the Municipal Auditorium, San Antonio, April 28.

Harfield Weddin, formerly of KABC, San Antonio, is now on the announcing staff of KTSA, Columbia outlet.

Dewey Long, sales manager of WBT, Charlotte, was recently officially inducted into the Lions Club. He has returned from a business trip to Atlanta.

Jay Coffey is the newest addition to the announcing staff of WELI, New Haven. He takes the place of Ed Lush, who resigned for another connection. Coffey was one of the original Radio Robins, said to be the first vaudeville act to use a public address system.

Bob Mayberry, heard many times on Seattle's KOMO-KJR programs, playing and singing his own compositions, which are of a satirical musical comedy nature, has displayed some more versatility. He has branched out as a writer. Mayberry has been added to the production department.

William Gavin, announcer at KOMO-KJR, Seattle, recently became the father of a girl, Sally Jane. The youngster boasts of having three great-grandmothers living.

Lewin S. Cassell has joined the commercial department of WIS as salesman. He was formerly affiliated with the display advertising department of the Columbia Record. Cassell replaces H. A. Deadwyler, who has accepted a position with the Nachman-Rhodes Advertising Agency of Augusta, Georgia.

S. S. Fox, president and general manager of KDYL, Salt Lake City, and John M. Baldwin, Chief Engineer of KDYL, have left for the Pacific Coast on a business trip.

Walt Lochman, KXBY sports announcer who for the third consecutive year will handle the Wheaties baseball broadcasts, is planning to leave Kansas City on March 14, for McAllen, Tex. to cover the spring training of the Kansas City Blues. In addition, he will follow the team on a tour of southern Texas and to Mexico City, broadcasting descriptions of exhibition games. During his absence Ivan Flanery will take over the mike for the nightly sports chat from this station.

M. Leonard Matt, WDAS news commentator, slated for the City Controller post in the next Philadelphia election.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations: No. 5 of a Series.

KDKA—Pittsburgh

50,000 Watts—980 K.C.

H. A. WOODMAN, Gen'l Mgr. W. E. JACKSON, Sales Mgr. JOHN GIBON, Program Director

KDKA, the oldest broadcasting station in the world, is owned and operated by the Westinghouse Electric & Manufacturing Co. Established in 1920, KDKA is today one of the most powerful stations in the country, servicing unestimatable millions daily. Their broadcasting day begins at 7 a.m. and continues until 1 a.m. the next morning.

* * *

KDKA is a basic station of the NBC-Blue network. Its studios are located in the Grant Building in Pittsburgh, and the transmitter is in Saxonburg, Pa. On Nov. 2, 1934, KDKA observed a two-fold celebration. New quarters were completed, at a cost of \$150,000, and the station began its fifteenth year of consecutive daily broadcasting. The new studios are patterned after those now in use by NBC in Radio City, N. Y. Matter of fact, KDKA's studios were designed and constructed under the supervision of NBC engineers.

* * *

THE station was the first to broadcast a complete presidential election report. Four years later, in 1924, every station then transmitting followed suit. In 1936, with Pittsburgh fighting a devastating flood, KDKA was the only station in that area to remain on the air with any degree of regularity. When normal power supply failed, an emergency plant was set up with batteries used to generate the power.

* * *

IN addition to the regular programs originating at the station, KDKA carries a majority of the leading commercial shows aired over the NBC-Blue net. Listeners are afforded an unusual bill-of-fare which includes Lowell Thomas, Beatrice Lillie, Magic Key, a variety of daytime dramatic programs, the Tastyest Jesters and many other shows of equal caliber. KDKA also maintains short-wave station W8XX. The master control board is equipped to feed a steady supply of programs constantly to both KDKA's and W8XX's transmitter at Saxonburg.

Varied Viewpoints

Radio—the New Deal
In the Public Service

RADIO naturally carries the burden of the pioneer, but radio can laugh at its critics, for radio has by service earned its place as the greatest of all public utilities, by serving in the interest, for the convenience, and as the necessity of our masters, the American public.

Public ownership of radio would defeat the very cause that it is so ably serving at present. Government control, or control by any organization with a particular axe to grind, would undoubtedly cause radio to lose the confidence of the American family in its neutrality, and in its sincerity, now guaranteed by the Federal Communications Commission.

When the members of the American family can buy for as small a sum as ten dollars a receiving set that enables them to listen to the President of the United States address them as "My Friends," and mean it, and take them into his confidence by discussing important governmental affairs, that is a new deal for the American citizens and a new opportunity for the Chief Executive.

Radio in its present set-up pro-

vides the safe-guard for the people, and the defense for sincere and honest officials. The day of the demagogue has gone, the selection by a group of men, in a smoke-filled room, in some convention city, of any man for high executive office has passed . . . unless that man has that necessary sincerity and honesty in his voice that carries to that radio in the American family living room.

It's the new deal . . . and like it or not . . . radio did it!

The humble broadcaster just cooperates. He is still a step-child to everybody. He comes down to his office and is afraid to take his hat off before he opens the mail, for he may find that some wild-eyed reformer, deformer, or what not, has applied for his license to educate the paralyzed Hottentots, or unwashed Siwash, or some other delirious dream of some impractical seeker of publicity.

He's the man for the new deal . . . but afraid of a mis-deal. Col. Edney Ridge, Director WBIG, Greensboro, N. C.

GUEST-ING

BOB PARRISH, who was to have appeared on Eddie Cantor's program last Sunday but was prevented by a throat illness, will be on that CBS 8:30-9 p.m. show this coming Sunday.

HELEN MORGAN will head the list of Hammerstein Music Hall guest stars over CBS at 8 p.m. Tuesday. Del Casino and Lucielle Browning also will be on the bill.

HUGH HERBERT and Judy Garland are scheduled for Jack Oakie's next Tuesday broadcast over CBS at 9:30-10:30 p.m.

MARIO CHAMLEE, Met opera star, is to guest-star on Your Hit Parade and Sweepstakes over CBS tomorrow, 10-10:45 p.m.

BERT LAHR goes on Leo Reisman's "Nine O'Clock Revue" over WOR at 9 p.m. Sunday.

ESTELLE TAYLOR will be heard on the Jeff Sparks "Varities" bill Sunday at 3 p.m. over WOR.

BUDD HULICK, of Stoopnagle and Budd, and Dorothy Jeffers, Coconut Grove dancer, will be guests of Jack Eigen on his WMCA "Broadway Newsreel" at 11:30 p.m. Monday.

RAY SCHINDLER, president of the Adventurers' Club, is to be on the "Moments You Never Forget" show at 7:30 p.m. tomorrow via WOR.

Drama Broadcasts Set

The weekly broadcasts of the Front Page Drama will be aired over the following stations this week. Today: WGNV, WNEW, WCNW, WBRB, WFBG and WCAM. Tomorrow: WINS, WTEL, WVFV, WIP, WDAS, WMCA, WBAX, WATR, WTNJ, WWRL, WBNX, WCAP, and WFAS. On Sunday, show will be heard over WOV and WNLC. Broadcasts are aired simultaneously with the release of the drama nationally in a weekly syndicate.

WNBZ Being Sold

Syracuse, N. Y.—WNBZ at Saranac Lake, owned and operated by Earl J. Smith since 1927, will be sold to a Syracuse radio man, Smith announces. Smith refused to disclose the purchaser's name until the sale has been approved by the FCC, but did say that he is not connected with a Syracuse radio station. The station is a 100-watter.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays NBC Network

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



CBS ANNOUNCER COMMITMENTS

Assignments listed herewith include important current commercials originating in New York and Hollywood, plus a few from other points.

ANDRE BARUCH: "News of Youth"—(Ward Baking Co.) "Kate Smith's Band Wagon"—(A. & P.)

HUGH CONRAD: "Rubinoff and His Violin"—(Chevrolet Motor Co.) "March of Time"—(Time Inc.)

PAUL DOUGLAS: "Alexander Woollcott — Town Crier"—Granger — (Liggett & Myers Tobacco Co.)

RALPH EDWARDS: Horace Heidt Alemite show — (Stewart-Warner) George Rector—food talk—(Phillips Packing Co., Inc.)

DAN SEYMOUR: "Gillette Community Sing"—(Gillette Safety Razor Co.)

KEN NYLES "Hollywood Hotel"—(Campbell Soup Co.) Burns & Allen — (Campbell Soup Co.)

PAUL RICKENBACKER: Al Jolson show — Rinso-Lifebuoy soap—(Lever Bros. & Co.)

JACKSON WHEELER: Joe Penner—Coco Malt — (R. B. Davis Co.)

MELVILLE RUICK: "The Lux Radio Theater"—Lux toilet soap—(Lever Bros. Co.)

JIMMY WALLINGTON: "Texaco Fire Chief"—Eddie Cantor —(The Texas Co.)

BILL GOODWIN: "Jack Oakie's College"—Camels — (R. J. Reynolds Tobacco Co.)

PHIL STEWART: "Lady Esther Serenade"—Wayne King—(Lady Esther Co.)

TRUMAN BRADLEY: "Ford Sunday Eve. Hour"—(Ford Motor Co.)

DAVID ROSS: Chesterfield cigarette program —

Wednesday—(Liggett & Myers Tobacco Co.)

FRANK GALLOP: Dr. Allen Roy Dafoe—(Lehn & Fink, lysol) "The Pet Milky Way"—(Pet Milks Sales Corp.)

JOHN REED KING (Free-lance): "Magazine of the Air"—(H. J. Heinz Co.) Fels Naphtha Soap program—Jack Berch—(Fels & Co.)

JEAN PAUL KING (Free-lance): "Gang Busters"—Palmolive shaving cream — (Colgate-Palmolive-Peet Co.) "Myrt and Marge"—Supersuds — (Colgate-Palmolive-Peet Co.)

ART MILLET: "Gold Medal Feature Hour"—(General Mills, Inc.) "Rich Man's Darling"—(Affiliated Products) "Nash Speedshow"—Lopez-Gibbons —(Nash-Kelvinator Corp.)

HAL MOORE: "Pick & Pat"—(U. S. Tobacco Co.) "Home Maker's Exchange"—(National Ice Advertising, Inc.)

WILLIAM PERRY: "The Gumps"—Pebeco — (Lehn & Fink)

WILLIAM RANDALL: "Cook's Travelogue"—(Thos. Cook & Son, Ltd.)

JOHN ALLAN WOLFE: "Jack and Loretta"—Kirkman soap —(Colgate-Palmolive-Peet Co.)

KENNETH ROBERTS: "Between the Bookends"—Hind's Honey & Almond Cream—(Lehn & Fink)

"Johnnie Presents"—(Phillip Morris & Co., Ltd.) "News Thru a Woman's Eyes"—(Pontiac Motor Co.)

DEL SHARBUTT: "Broadway Varieties"—Bi-So-Dol—(The Bisodol Co.) Guy Lombardo — Bond bread — (General Baking Co.) "Ma and Pa"—(Atlantic Refining Co.)

"Cavalcade of America"—(E. I. Du Pont De Nemours)

FRED UTTAL: "Big Sister"—Rinso—(Lever Bros. Co.)

"Aunt Jennie's Real Life Stories"—Spry—(Lever Bros. Co.)



CAB CALLOWAY and the Cotton Clubbers have been booked by Mills Artists, Inc. for a 12-week theatre route, starting with RKO Memorial, Boston, on March 18, and winding up at the Orpheum, Minneapolis, June 18.

Duke Ellington and his boys, east-coast-bound from California to rehearse for the new Cotton Club Show, will play an all-Ellington Swing Festival for the Saturday Night Swing Club over WABC and the CBS network, March 13, at 6:45 p.m.

Dick Stabile, Ben Bernie alumnus, and ork will be "airwaved" from the Italian dining room and the Chatterbox of the Wm. Penn in Philly, over WCAE, effective March 4.

New Haven's maestro Eddie Weaver, heard with his band over WICC Tuesday and Friday evenings, will "etherize" a program of organ melodies Friday evenings, 8:45-9 p.m. direct from the Taft Grill, effective this Friday.

Guiseppe Bamboschek, for years Met conductor, owns one of three existing scores of opera composed by Jean Jacques Rousseau in 1752. He intends to produce it via radio at an early date.

Don Ferdi and his band take the ether from the Ross Room of the Stratford Hotel, Bridgeport, via WICC over the nationwide NBC Blue Network tonight in the first of a new series of evening dance broadcasts 12:30 to 1:00 a.m.

JOHN S. YOUNG: "Hammerstein Music Hall"—Kolyonos—(Kolyonos Sales Co.)

Ted Husing and Bob Trout, special announcers, are currently unassigned to commercials; working out of special events department.

LUD GLUSKIN, west coast musical director for CBS, wants a good looking young tenor who wants to go places in radio, and will start auditions this week to find him. Must be less than 25 years old, good looking, besides having a voice.

Burns and Allen will do two successive guest appearances on Hollywood hotel, first Friday, next the week following.

Abe Correnson has been made commercial manager for KMTR, and Tex Rickard moved up a notch to general management of the station. Hugh Brundage, from KEHE, has joined the KHJ Don Lee Mutual announcing staff.

Carroll O'Meara is writing an original satirical drama for KHJ, "Devil Grass in Paradise".

Doug Douglass, dean of Southern California's newscasters, this week celebrates his tenth year of airing the news. He began on old KHJ when it was the L. A. Times station; now gives it on KRKD.

Lucia Laska, stooge, and Norman Nielsen, singer, have been added to the permanent cast of Gilmore Oil's revival of Gilmore Circus.

KMTR starts a new program idea Sunday afternoon which it hopes to hand over to a sponsor if it clicks, called Hollywood Bureau of Missing Persons, offering time to relatives who want to get track of missing movie struck persons thought to have landed hereabouts.

Eddie Cantor wrote words and music for "Garbo Loves Taylor", which he will introduce Sunday, when he promises Bob Parrish positively will sing.

Eddie Peabody, who already has one audience show a week in the new KFWB radio theater, is expected to add a second one, taking over the time that has been used by Mac Quarrie's "Want to be an Actor", which now becomes exclusively Chase & Sanborn's coast-to-coaster.

Mischa Auer, Universal player, will be Bing Crosby's guest on the Kraft program March 4—immediately after which Auer will taxi to the Academy dinner at the Ambassador hotel—where it is expected he will receive the award as best supporting player for 1936.

ONE MINUTE INTERVIEW

JOHN F. ROYAL

"My only form of relaxation is the playing of handball. It is this game which permits me to think the ball is that so-and-so I had an argument with in the morning and I have a grand time knocking it all over the place."

DO YOU KNOW? Most spectacular gains in regional network advertising last year occurred in the retail field, which jumped twelve-fold: beverages, up 255 per cent, and toilet goods, up 169 per cent. The clothing, confectionery, household equipment and tobacco divisions declined.



KXBY is now using from 36 to 40 hours a week of remote control broadcasts of sports events, night spot entertainment, and various other types of local features of which twenty-five per cent is sponsored.

The two daily experimental television broadcasts made from experimental television station W9XAL, Kansas City, are synchronized and broadcast as a feature program by the allied radio station KXBY as a means of acquainting the radio audience with the work of the television school, which operates the station.

A news broadcast will be sponsored by F. W. Gray Co., Waverly Oil distributors, over KSL, Salt Lake City, starting March 7 and continuing on successive Sundays.

Independent Coal & Coke Co., Salt Lake City, has renewed a twice-weekly schedule with KSL.

The Sentinels, male quartet, heard from New Haven's WELI last summer will be on the air with a new series early next month. New to Sundays at Four-Thirty on the March 7 program will be a picked group of twelve male voices from the University Glee Club.

The WOWO (Fort Wayne) Farm Hour, heard daily, 6:45-8 a.m., CST, is piloted by the rustic comedy team, Sari n' Elmer, assisted by Fred Henry, the Farm Hand. In addition to comedy and human-interest features, the Farm Hour offers news comments, time service and general information of interest to rural audiences.

Along dramatic airlines, WOWO presents "The Little Theatre," Thursdays 9-9:30 p.m., CST. Radio plays of all types are interpolated on this program by the WOWO dramatic staff under the direction of Franklin A. Tooke, experienced thespian.

Lawrence Witte, a radio columnist for a syndicate of newspapers and magazine writer, now airs his "Static" via WPG, Atlantic City, every Saturday morning at 11:15 a.m.

Charlie Mitchell and his Mountaineers, introduced to the WIS (Columbia, S. C.) audience only three weeks ago, are rapidly becoming the biggest "mail-men" on the schedule. More than 500, letters and cards had been received up to early this week. The Mountaineers replaced the Dixie Reelers, long-time favorites of South Carolina listeners. The program is heard as a sustaining feature daily except Sunday.

New Vocal Trio

A new vocal trio consisting of Fred Astaire, first bass; Johnny Green, second bass, and Charley Butterworth, short-stop, will give its world premiere performance during the Astaire musical comedy hour from Hollywood with Conrad Thibault and Francia White over the NBC-Red network on Tuesday, 9:30 p.m., E.S.T.

Astaire, Butterworth and Green, whose voices are short of a barber shop quartet in number only—have been practicing their weird harmonies in the mountain recesses back of Hollywood.

Bernie Disbanding Band

Ben Bernie, currently airing for American Can (Beer cans), will disband his orchestra effective March 15, it was announced yesterday. Bernie, now in Hollywood completing a movie with Walter Winchell, will leave for his Miami Beach home next month and continue his broadcasts from there with a pick-up orchestra.

Mason and Dixon in P. M.

Mason and Dixon, southern singing duo who were heard on WHN in the mornings at 8:30 o'clock, are now broadcasting their ballads and original poetry via the WHN microphone from 12:30 to 12:45 p. m., on Mondays, Wednesdays and Fridays. The program is called "Pages From Our Old Song Book."

Emily Klein Improving

Emily Klein, mistress of ceremonies on WMCA's "Grandma's Night Out," is recovering from an illness that ran nearly four months. She will resume direction of her programs within another few weeks.

☆ "Quotes" ☆

PHIL DUEY: "I think I find myself in a position to be envied by other radio personalities. I feel that I am on the most interesting program on the air, what with Charles Martin and his 'Three Minute Thrills' to occupy my mind between solos. Only last week, I nearly missed my cue, so enrapt was my attention with the story."

RED NICHOLS: "The sameness of the majority of studio orchestras, which naturally eliminates originality, is due to the constant use by no less than seventeen regular air shows of the same featured instrumentalists, of whom there are about 20. These artists don't pay much attention to leaders because they're independent. They play the same with every performance. That's what makes the other orchestras outstanding, and the field is now wide open for new maestros with their own organizations."

★
**WHO READS
RADIO DAILY**

- ★
- STATIONS
 - SPONSORS
 - STARS
 - ADVERTISING AGENCIES
 - RADIO EDITORS
 - MUSIC PUBLISHERS
 - RADIO ENGINEERS
 - PROGRAM PRODUCERS
 - TALENT AGENCIES
 - MOTION PICTURE EXECUTIVES
 - EQUIPMENT MANUFACTURERS
 - SONG WRITERS
 - BAND LEADERS

★
EVERY DAY
★

3 RADIO CITATIONS IN ADVERTISING AWARDS

(Continued from Page 1)
vidual, who by contemporary service has added to the knowledge or technique of radio advertising."

Young & Rubicam, Inc., for "An advertiser, agency, broadcast facility, or individual for outstanding skill in program production." Special reference made to the Jack Benny-Jell-O program.

William J. Cameron, Ford Motor Co., on the Ford Sunday Evening Hour, for, "An advertiser, agency, broadcast facility or individual for excellence of commercial announcements." Ford account is handled by the N. W. Ayer & Son, Inc., agency.

Rest of the awards were for advertisers, agencies and individuals for outstanding merit in one branch or another in the advertising field.

CBS Workshop Offers Experimental Dramas

(Continued from Page 1)

man near exhaustion as he swims for aid for his friend clinging to an overturned boat drifting out to sea.

Further "Columbia Workshop" presentations will be:

March 14: Two 15-minute dramas written and directed by two recently-graduated college honor students. It is the first venture into this field for either of the writers.

March 21: A dramatic interpretation of St. Saens's musical fantasy, "Danse Macabre".

March 28: A dramatization of Keats' famous poem, "Eve of St. Agnes."

April 4: A musical aptitude test, in which the rhythmic, tonal and pitch sensitiveness of an individual may be tested to determine his potential qualifications as a musician. The period will be completed with a 15-minute sketch.

FCC ACTIVITIES

EXAMINER'S REPORT

Loyal K. King, Pasadena, Cal. CP for new station to operate on 1320 kc., 250 watts, daytime, be denied.

KWBG, The Nation's Center Broadcasting Co., Inc., Hutchinson, Kan. CP for change in frequency and power to 550 kc., 250 watts, unlimited, be denied.

WTJS, Jackson, Tenn. CP for change in frequency and power to 920 kc., 250 watts night, 500 watts LS, be denied.

WCOA, Pensacola, Fla. CP to change power from 500 watts to 1 Kw, be granted.

APPLICATIONS GRANTED

Albert Lea Broadcasting Corp., Albert Lea, Minn. CP for new broadcast station, 1200 kc., 100 watts, daytime.

Winona Radio Service, Winona, Minn. CP for new broadcast station, 1200 kc., 100 watts, daytime.

APPLICATION DENIED

Tri-State Broadcasting Co., El Paso, Tex. CP for new broadcast station, 1500 kc., 100 watts, unlimited.

Columbia Composers' Commission Reports on New Works for Radio

Deep in their plans and studies for compositions to be completed by June 1, members of the Columbia Composers' Commission, appointed last fall by CBS to write music specifically for the microphone, have just given a behind-the-scenes glimpse of their efforts in a series of "progress reports." William Grant Still, the Negro composer, has already submitted the first completed work, a program composition of 11 musical episodes for chorus, orchestra, and announcer entitled "Lenox Avenue."

The other members of the Commission include Aaron Copland, Louis Gruenberg, Howard Hansen, Roy Harris, and Walter Piston.

From Harvard University's Division of Music, Walter Piston tells of studies covering microphone technique, the grouping of instruments and other problems, and adds: "I have settled on a concerto for piano and small orchestra for my commissioned work. It is well under way, but I am unable to say how far on account of my method of working, in which I am prepared to throw aside quantities of material at any time."

From Chicago, Louis Gruenberg writes of his plans to experiment further in certain effects in Columbia's studios and concludes with: "I shall endeavor to write a short symphonic number which will fit radio purposes as well as concert uses."

From the Eastman School of Music in Rochester, Director Howard Hansen writes: "I had originally planned a full length four movement sym-

phony as my contribution to the Columbia Commission. Since getting started on the work, however, I am afraid that it might be perhaps too long for practical purposes and I am, therefore, seriously considering the idea of taking two movements from it under the title of Andante and Scherzo. These two movements, which are already in fairly complete sketch form will, I believe, be particularly suitable for radio performance. This work will take, I believe, in the neighborhood of fourteen minutes. Later, of course, I hope to expand it to a full length symphony."

In New York, Aaron Copland reports: "I've started work on the Columbia commission. I'm doing a short work, possibly 10 minutes, to be called 'Radio Serenade.' My idea is a simple one; in the old days a composer who wrote 'serenades' addressed them to his beloved, who sat on a balcony. Nowadays, thanks to radio, a composer has the opportunity of 'serenading' the entire country. This is an irresistible idea—therefore my 'Radio Serenade.'"

From Princeton, N. J., where he teaches at the Westminster Choir School, Roy Harris writes that he is well into the creation of his novel composition entitled "Time Suite for Radio" devised for a half-hour program. This work will be in six movements as follows: (1) Fanfare for Brass; Hymn—for strings, woodwinds, and horns; a gigue—with woodwinds and trumpets emphasized; a march for the entire orchestra; a chorale, and a double fugue for full orchestra.

Fur House Sponsoring 12 Live Shows Weekly

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worked out between Charles Cownie, president of the firm, Roy Flynn, president of the Lessing Advertising Agency, and Bill Ward, IBS salesman, is to plug the firm's 1937 Fur Coat Club, urging women to join the club now, paying small weekly or monthly dues. They select the coat now and it is stored free until next season by Cownie's.

To do the major portion of the selling to women, Dick Teela, high-voiced tenor, will be on KSO nine times a week, billed as a romantic personality to get the femme trade. He was formerly star of Chicago NBC's Breakfast Club. Hired with him on the programs are announcer Bill Spargrove and pianist Bill Baldwin. Three times a week Cownie's will use the hill-billy talent on the noon KRNT Hawkeye Dinner Time.

KRRV Tower Wrecked

Sherman, Tex.—A sudden gust of wind wrecked all but 20 feet of the 186-foot steel tower of Station KRRV, a few days ago.

Commentators Sparkle At Ad Club Luncheon

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sible for the event, acted as chairman. After telling a couple of lively anecdotes, he introduced a number of other leading lights, including Boake Carter, John B. Kennedy and H. V. Kaltenborn, describing each one as "America's foremost radio commentator, the man with the largest listening audience and the foremost moulder of public opinion." Each of the speakers made a brief and entertaining talk.

The new "Commentator Magazine," which was launched this month by Lowell Thomas and associates, came in for a good deal of mention by most of the speakers.

Golden Gloves Finals on WEF

The New York City finals of the Golden Gloves boxing tournament will be described by George Hicks and Gene Hamilton in a broadcast over WEF from 11:05-12 midnight on March 8. Champions later will meet those selected as the topnotchers in Chicago.

FIVE-YEAR LICENSE ASKED IN NEW BILL

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Green of Rhode Island and McAdoo of California, but FCC Chairman Prall, when approached, stated that such license fees, to be equitable, could only be collected upon the basis of income. Prall further assured Senator Byrnes, South Carolina, that the FCC would not authorize 500,000-watt superstations without most careful consideration.

In reporting on the new bill yesterday, the NAB Reports states: "There is no issue less controversial among our membership. Enactment of this bill would greatly increase the stability of the industry and would be in the public interest."

Anderson told RADIO DAILY he was confident his bill would go through. It is before the House Interstate and Foreign Commerce Committee.

ASCAP Committee Formally Elected

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stein, Jack Bregman, Walter Douglas, Saul Bornstein and Max Dreyfus.

Re-classification of their availability, sought by the Warner Bros., group of music houses, is still tabled at Warner request. Matter will be taken up again whenever the demand is made. ASCAP dividends of course are now based on the availability of the publisher member's catalog or works.

"Time" Skips March 4

March of Time will definitely be off the air March 4. Due to air at 10:30 p. m. over the CBS network, the show is being cancelled to allow President Roosevelt to speak to the Victory Dinners being held on that date throughout the nation. March 4 program was to have marked the completion of 6 years of broadcasting by the March of Time.

Coming Events

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

June 1-10: Radio-television exposition, Moscow.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 21-24: Seventh Credit Congress of Industry, Chicago.