



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

INTRODUCINGTHE 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 instructive. 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, edit 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 observer, 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 co-operation 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
(Continued on Page 6)

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 sub-committee 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
(Continued on Page 4)

Cantor Stooze Clicks
Harry Savoy, who replaced Parkyakarkus 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 stooge 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.

RADIO DAILY



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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	+ 3/8
Gen. Electric	62 7/8	62 1/4	62 5/8	+ 3/8
North Am.	30 3/4	30 3/8	30 1/2	+ 1/8
Stewart Warner	19 5/8	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 7/8	16 7/8
Majestic R. & T.	4 1/2	4 3/8	4 3/8	+ 1/8
Nat. Union Radio	2 5/8	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 5/8	20 5/8

★ 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 secrecy 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-Symphonic 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 prexy 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?) T'nite Jolson again bends the knee famous 'round the world, reviving Sonny Boy.... new Swarthmore 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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for

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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 Himber'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 Rocke, 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 WVVA, 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
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

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, WEA-F-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-suitor 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 W'MCA... 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 saw 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 Pharmacal 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 Railways 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

1000 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; A 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 S 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.

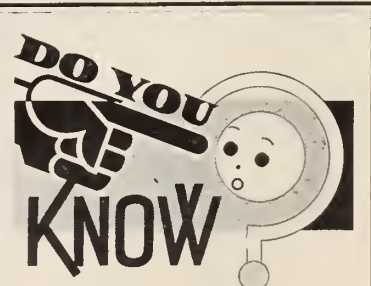
TIPG, San Jose, Costa Rica, has been heard recently sending special programs in English, Saturdays between 9 and 10 p.m. E.S.T. Barring code interference, station is heard well in this area via 6.41 megacycle channel.

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,
Loew's Theatres
and Radio Station
W H N"



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, thou-and-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 WBRY'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 feuding. 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 free lance 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 Blatteir (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".

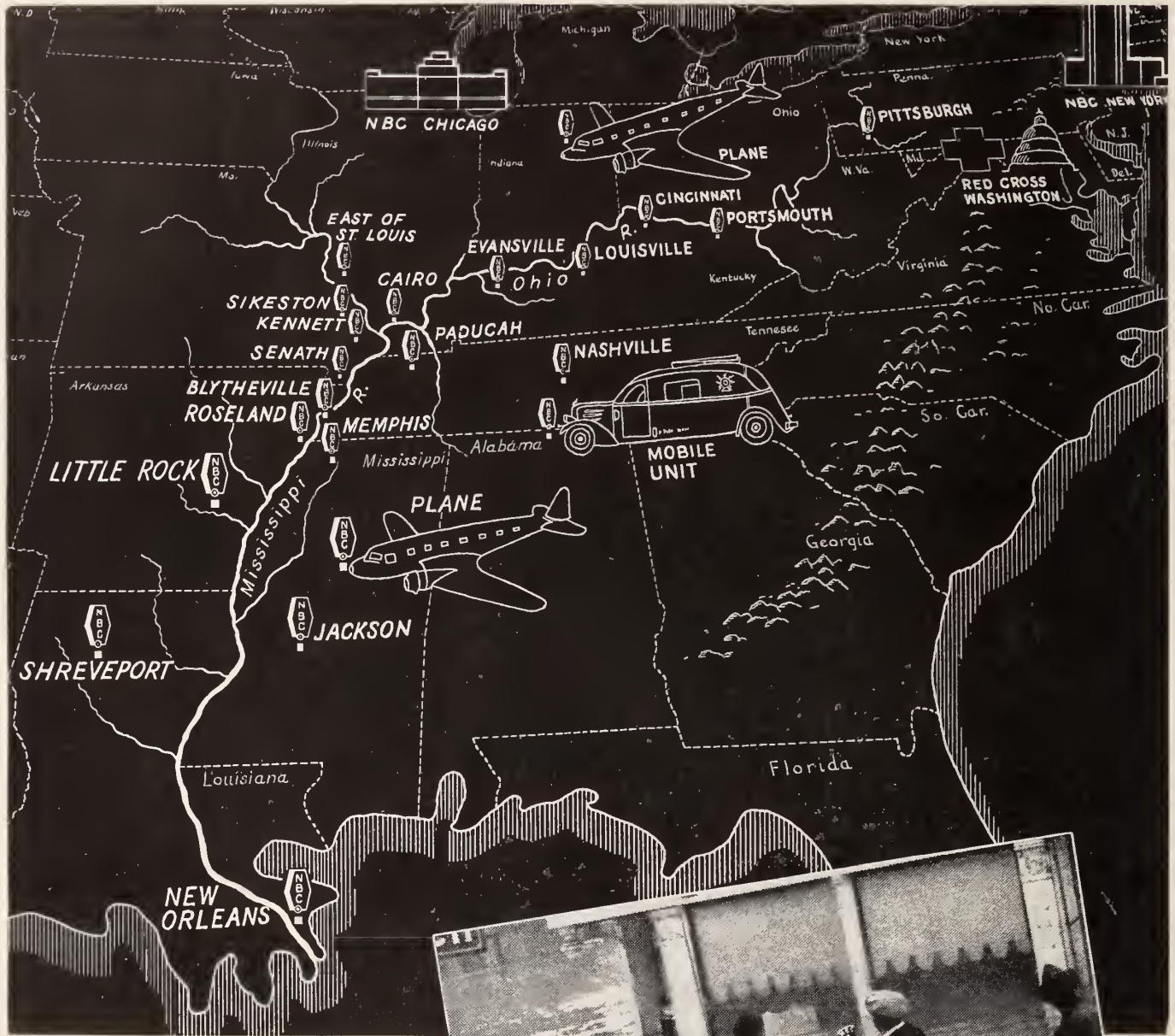
Jack Denny, Mr. & Mrs. Jesse Crawford and Maurice Spitalny are latest additions to the roster of Consolidated Radio Artists, Inc. WNEW music director, Max Pitt, is the contractor for the Hit Parade shows.

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



as
Everyone will
when they see
GB's newest
Jessie
MATTHEWS
Dance-Sing
musical



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



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.

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.

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. McQuiston, 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., Boston, 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.

Parakyarkus Honeymooning

Parakyarkus (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 cigarettes. 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.

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.

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.

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.

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 take.

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!

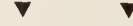


WITH THE WOMEN

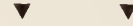


By ADELE ALLERHAND

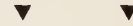
POSIES are being handed Poppy Cannon....at the Maxon Agency....for making people's mouths water....She's the copywriting lass who pens the commercials on the "Heinz Magazine of the Air" program....Commercials should be fun....not the price you pay for listening in....according to Poppy....She does it 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?



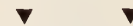
Pherbia Thomas Thornburg....she's sister to fast-talker Lowell Thomas....may soon take the ether with a series of lectures on Japan....from then on it'll be just....Nippon talk....begging your pardon....Shari Kaye's back with the Al Donohue outfit at the Boston "Normandie"....to be aired over the Mutual....she 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.



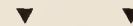
"Let's Visit....Sunday night intimate broadcast from actual homes of typical New Yorkers has unearthed a new fact....concerning the more voluble sex....Women answer questions more quickly than men....according to the two announcers....And ask them, too? Stoopnagle and Budd have taken unto themselves 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 screenie 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 WIKC....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 Greekland this summer....to commit....a "Follies"....for Goldwyn....The Mei'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 Kessler

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.....

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 Birmingham, 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: KVOD, 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.

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 one-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.

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 GOODELLE
•
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

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.

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

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.

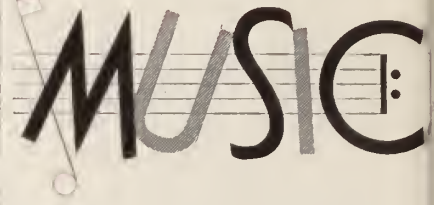
DRAMA OR OPERA? Take your choice on the NBC net Friday night. For the picky, this night should please. At 8 p. m. EST, *Cities Service* presents the Jewel Song from "Faust", to be sung by Lucille Manners with Rosario Bourdon's ork and the Revelers. At 10:00 p. m. EST, same evening, *Campana's First Nighter* 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 Rubinoof 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 bazoooka 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 has 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. HOPPE, 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 Patee.

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, Burridge D. Butler.

AGENCIES

AUBREY, MOORE AND WALLACE AGENCY, Chicago, has set up new quarters here in Carbide 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
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☆ 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, "lookonners," 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 . . . 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.

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. 1,019,80 and 1,630,028; other pats. pending.

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**. . . 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.

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New York City, 515 Madison Ave.

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