



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 3

NEW YORK, WEDNESDAY, FEBRUARY 10, 1937

FIVE CENTS

No Radio-Film Scrap, Says Paley

50 STATIONS ATTEND CANADIAN CONVENTION

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

Dr. Frigon, assistant general man-
(Continued on Page 8)

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

Washington Bureau of THE RADIO DAILY

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

The Commission is sending two
(Continued on Page 8)

Tastyeast Settles Braddock Contract

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

Break was caused by the J. P. Mueller advertising agency allegedly
(Continued on Page 8)

Kel. Auditions

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

Many Thanks

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

JACK ALICOATE

Disk Manufacturers In Air On Musicians' Union Ban

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

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

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

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

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

No Further Hearings Planned on Television

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

Campaign on Paint Slated for Spring

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

Special Event Program Booked in Record Speed

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

Within two hours after the Connecticut House of Representatives and Democratic Senate, and the Maine
(Continued on Page 2)

Decca Recording Series For 80-Station Campaign

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

Sees Each Field Striving For Ground of Com- mon Interest

West Coast Bureau, THE RADIO DAILY

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

Movie stars are on the air to stay—as long as they can provide entertainment that the public wants, he said. "When the public wants a thing,
(Continued on Page 8)

ADVANCED FEATURES IN NEW KFVB PLANT

West Coast Bureau, THE RADIO DAILY

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

The new plant is located on the
(Continued on Page 2)

General Foods Starts 13-Station Spot Series

General Foods Corp., New York (Post 40% Bran flakes) through Benton & Bowles, Inc., New York, this week started a series of quarter-hour transcription programs featuring
(Continued on Page 8)

3rd Heater Sponsor

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



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

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, \$5; six months, \$3; three months, \$2; foreign, year, \$10.

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NBC to Have Exhibit At Educational Meet

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

Dunham will also address the convention on two occasions on "What Radio Can Do to Tell the Public About Their Schools" and "Radio as a Factor in the Education of Grown-ups."

Sponsor for Harlem Show

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

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

FINANCIAL

(Tuesday, Feb. 9)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North Am., Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic R. & T., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Special Event Program Booked in Record Speed

(Continued from Page 1)

legislature went on record yesterday as opposing President Roosevelt's Supreme Court reform plans, NBC had lined up a special events broadcast from Maine to Texas for the radio audience.

While a crew from WOAI was covering the eighty miles to Austin, Texas, in less than an hour, WCSH was sending its crew and equipment to Augusta, capital of Maine, a distance of 40 miles. In Washington NBC contacted Representative Maury Maverick, Democrat of Texas, and had him listen to the first part of the broadcast and answer the legislators who opposed the President's plan to increase the Supreme Court of 15 members.

Radio Clinic Revised

"Radio Clinic", medical information program recently cancelled by WBNX with the statement that its motives had been misconstrued, has been revised and presented to the medical profession for ratification.

Femme Stooze Makes Good

Joan Banks, 18-year-old blonde actress, selected from among scores auditioned by Colonel Lemuel Q. Stoopnagle and Budd, has won a berth as the comedians' first and only feminine stooze on their Sunday NBC broadcasts.

NBC Adding KOB

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

Get 1,700 Responses

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

Advanced Features In New KEWB Plant

(Continued from Page 1)

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

Harry Maizlish, manager, turned acoustical problems over to C. M. Mugler of Acoustical Engineering Co. Walls are "splayed" to overcome construction "headache". Wooden splaying is lined with four inches of absorption to check cavity resonances. Walls treated with acoustone, ceiling untreated, so sound waves travel in a triangle from point to ceiling and then down.

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

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

FCC Grants Permission

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

FCC Denies Motion

Washington Bureau of THE RADIO DAILY Washington - Winston-Salem Journal Company's petition for a rehearing on application to erect a new 250-watt broadcasting station at Winston-Salem, N. C., was denied by the Federal Communications Commission.

Lester Quits WHN

Gene Lester, WHN publicity department, resigns from the station on Saturday. He will fill contracts from various agencies in New York on candid camera assignments.

COMING and GOING

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

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

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

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

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

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

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

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

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

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

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

PHIL COHAN, NBC production man back from Bermuda.

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

Kofoed Leaving WHN

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

BIRTHDAYS calendar for February 1937 with grid of dates and a signature line for G. Stanley McAllister.



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



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

⌘ NATIONAL SCREEN SERVICE ⌘

AGENCIES

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

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

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

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

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

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

FCC Actions

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

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

Lipton Switches Web

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

Cut Off the Air

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

ONE MINUTE INTERVIEW

MILTON BERLE

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



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

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

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

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

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

FOREIGN

JAPAN stations JZH, JZI, JZK and JZL, operating on 6.095, 9.535, 11.80 and 15.16 meg. respectively will soon begin airing special short-wave broadcasts for listeners in the United States. Programs will be heard from 3 to 4 p.m. daily.

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

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

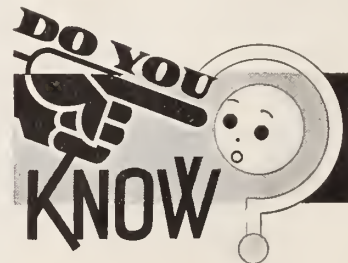
Every radio station in Germany must pay for the privilege of broadcasting recordings in the future following a decision handed down in the Reich's Judicial Court.

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

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

WIP Vocal School

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



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

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

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

J. E. BRULATOUR

☆ Chatter ☆

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

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

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

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

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

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

Mastercraft on WJZ

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

Mary Marlin Signing Off

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

For Adults Only

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

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

☆ WITH THE WOMEN ☆

By ADELE ALLERHAND

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

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

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

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

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

☆ STATION FLASHES ☆

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

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

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

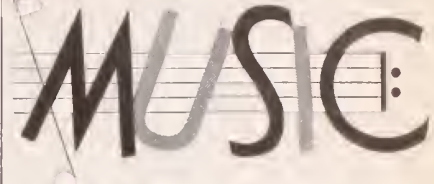
Arrow Beer Co., Baltimore, has inaugurated a news program over station WCAO, using four periods daily. C. D. Kenny Co., Baltimore, producers of Norwood coffee, has inaugurated a half-hour transcribed program on Sunday evenings over WBAL. The local program, "The Crime Clinic," conducted by Samuel Kling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

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

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

Defer "Court" Trial

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



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

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

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

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

Lucas Follows Jurgens In Chicago Mutual Spot

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

100th for Maj. Bowes

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

"ONE MAN'S OPINION"

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

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

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

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

Rogers Majestic Net Up

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

Charlotte Radio Shop Moves

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

Hedges Moving Family

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

"NEW SYMPHONY ORCHESTRA"

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

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

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

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

Charlotte G. E. Meeting

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

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

Would Ban Auto Radios

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

Oil Burner Program

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

Arriga Joins WBNX

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

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

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

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

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

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

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

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

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

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

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

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

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

Off to Coronation

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

No Radio-Film Fight Seen by Wm. Paley

(Continued from Page 1)

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

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

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

It will be two years before sets start selling.

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

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

General Foods Starts 13-Station Spot Series

(Continued from Page 1)

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

Fifty Stations Attend the Canadian Convention

(Continued from Page 1)

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

"Iron Master" Quitting

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

New Columbia Studio

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

★ ★ Showmanship ★ ★

Plugs Pile Up Biz

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

Newspaper Plugs Serial

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

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

(Continued from Page 1)

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

Agency Signs Ball Player

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

Cassel to Films

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

Carnation Milk Renew

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

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

Hats for New Jokes

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

Taxicab Tieup for KMBC

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

Tastyeast Settles Braddock Contract

(Continued from Page 1)

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

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

Red Cross Show Free For Stations at Large

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

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

GOOD LUCK TO YOU, JACK,

and to

"RADIO DAILY"

From

W. RAY JOHNSTON

and

MONOGRAM

PICTURES CORPORATION

