



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 4

NEW YORK, THURSDAY, FEBRUARY 11, 1937

FIVE CENTS

Webs In Billing Dilemma

RADIO COURSE ADDED AT INDIANA COLLEGE

Terre Haute, Ind.—The Indiana State Teachers' College here will offer a formal course in radio broadcasting technique under direction of Dr. Clarence Morgan, director of radio college programs, with the opening of the spring term in March. The school will equip a two-room radio broadcasting unit in Administration Hall, one room to serve as the studio for presentation of plays, musicals, lectures and other programs, and the second, constructed with an inclining floor, to provide space for spectators watching the broadcasting through glass-panel wall. The latter room students will use for class work.

Station WBOW in this city will provide the outlet for the programs. Omaha—A class in announcing is being taught at the Municipal University of Omaha by Bob Cunningham, KOIL program director.

WAAB "Marriage Clinic" Goes National on Mutual

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

Television Shows Seen Better for Advertisers

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

No Issue Tomorrow

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

RECORD SIZE AUDIENCE FOR FLOOD BROADCAST

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

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

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

KOB Joining NBC

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

Government Census of Manufacturers Shows a Big Increase in Radio Output

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

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

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

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

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

16 P. & G. SERIES ALL ON NBC CHAINS

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

Nat'l Biscuit Program Switching to Columbia

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

Keech in Partnership

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

TRADE AGREEMENTS WITH 15 COUNTRIES

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

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

Poll on Court Issue Being Aired Over NBC

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

Monopoly on Lincoln

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

Renew Rapee '37-38

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

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Guizar Pinch-Hitting For Pick and Pat

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

Start New WSMB Tower

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

Mueller Series on NBC

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

FINANCIAL

Thursday, Feb. 11

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

All WNEW Equipment Transferred to New York

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

Construction Started On New Calif. Station

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

Heinz 13-Weeks Spot

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

Melton for Sealtest

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

Warble for Farley

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

Cutting Up Eddy

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

Pinky Lee Renewed

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

Ramona Asks Release From Whiteman Pact

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

Utah Radio Products Files Registration

Wash. Bureau, RADIO DAILY

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

Thomas Troy Dead

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

Vera Van Back

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

Vicks Show from East

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

Cherniavsky Renewed

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

Uncle Sam Program

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

Roosevelt on 3 Webs

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

COMING and GOING

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

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

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

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

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

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

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

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

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

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

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

HARRIET HILLIARD leaves for picture work in Hollywood next week.

BERNICE CLAIRE leaves Feb. 19 for Miami.

Humphreys Renewing

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

Disks of Film Songs

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

Coming Events

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

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

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

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

WEBS IN DILEMMA ON BILLING METHOD

(Continued from Page 1)

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

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

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

Spots for New Departure

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

Helen Hayes Recess

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

tracts running at the time the rate card was upped.

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

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

Gov't Census Shows Rise in Radio Output

(Continued from Page 1)

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

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

Promotions at WXYZ

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

16 P. & G. SERIES ALL ON NBC CHAINS

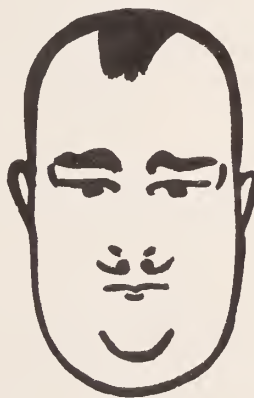
(Continued from Page 1)

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

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

Airing Texas Ball Games

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



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

AGENCIES

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

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

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

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

★ "Quotes" ★

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

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

Quiz 'Em at Home

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



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

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

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

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

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

★ STATION FLASHES ★

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

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

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

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

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

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

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

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

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

35-Year-Old Baby

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

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

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

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

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

'Extras' Get Break

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

Weather Hits "Popeye" Program

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

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

Account is handled by Rohrabough & Gibson agency.

Varied Viewpoints

Ousted Good Will Court Finds Friend in Flamm

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

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

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

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

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

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

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

DONALD FLAMM, WMCA Prexy.

ONE MINUTE INTERVIEW

GUY LOMBARDO

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

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

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

RADIO STATION! AUDITORIUM! DISPLAY!

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

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

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

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

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

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

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

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

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

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

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

APPLICATIONS GRANTED

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NBC, New York, Portable Mobile: Granted license for new exp. broadcast station; freqs. 1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000 and 401000 kc; 25 w.

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

HEARINGS SET

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

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

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

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

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

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

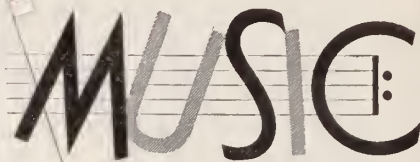
KJBS, Julius Brunton & Sons Co., San Francisco: Application for Mod. of license to change freq. from 1070 kc to 1080 kc.

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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



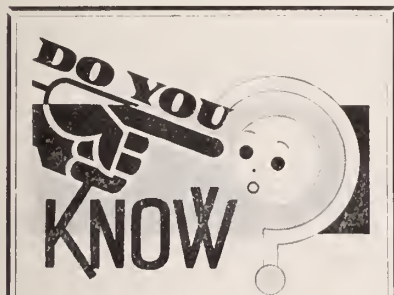
CHANGES in radio casts here puts June Meredith back in title role of NBC's Mary Marlin show. In replacing Joan Blaine, Meredith resumes part she originated in production. June also steps into "Wives Vs. Secretary" show and in the "Behind the Camera Lines" broadcast.

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

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

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

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



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

RADIO PERSONALITIES

Who's Who in the Industry

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



He never met a temperamental artist

Roth Agency Signs Up Six French Stations

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

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

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

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

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

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

Radio Toulouse, in Toulouse, covers city only.

Radio Conte D'Azur, continent coverage.

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

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



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

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

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

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

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

TRADE AGREEMENTS WITH 15 COUNTRIES

(Continued from Page 1)

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

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

Television Shows Seen Better for Advertisers

(Continued from Page 1)

radio cannot provide. RADIO DAILY is advised.

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

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

WAAB "Marriage Clinic" Goes National on Mutual

(Continued from Page 1)

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

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

KNOW YOUR INDUSTRY

A "CYCLE" is one complete set of recurrent values.

"FREQUENCY" is the number of cycles per second.

"KILOCYCLE" is a thousand cycles per second.

A "MEGACYCLO", is a million cycles per second.

Chatter

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

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

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

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

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

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

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

Poll on Court Issue Being Aired Over NBC

(Continued from Page 1)

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

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

Keech in Partnership

(Continued from Page 1)

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

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

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

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

Jan Peerce to make guest appearance in Pittsburgh March 17. Singer will entertain at YMHA convention.

Olivia De Havilland and Erroll Flynn to present radio version of Captain Blood on the Lux Radio Theater Monday, Feb. 22.

KFOR's gag program, the "Good House" series, has been resumed. On it are aired all the mistakes the Omaha station staff makes during the week.

Frank Sammons, formerly of WILL at Evanston, Ill., has joined the announcing staff of KOIL-KFAB, Central States Broadcasting Co. stations, Omaha.

D. Thomas Curtin, is writing the "Follow the Moon" scripts with Nick Dawson, which shows what the latter does with Elsie Hitz, for Woodbury on NBC.

RECORD SIZE AUDIENCE FOR FLOOD BROADCAST

(Continued from Page 1)

G. S. Eyssell; Treasurers, Arthur Clary and staff, Louis Lotito; Stage and production, John Shubert, Jr., Leon Leonidoff, Gilbert Miller, Henry Souvaine, Billy Rose; Music, Erno Rapee, Richard Rogers, Arthur Schwartz; Motion picture, Harry Charnas, D. F. Moore, Robert Wite-man, John Wright; Radio, Fred A. Willis, Phillips Carlin, Richard Fishell; Publicity and exploitation, Nat Dorfman, chairman, Ralph Lund, Hazel Flynn, Elias Sugarman, Mollie Steinberg, Rutgers Neilson, Henry Senber; For unions: Actors' Equity, Paul Dullzell; For I.A.T.S.E., James Brennan; For Local 802, A. F. of M., Jack Rosenberg; For American Federation of Actors, Ralph Whitehead. Radio sponsor is William Wrigley, president of Wrigley's Gum Co.

More "Quotes"

"On the whole, the average American citizen whom we try to bring to the microphones during these broadcasts is a very wide-awake, quick-witted and well-informed individual."
—PAUL WHITE.

"Time matzos on! But all the jokes you heard in 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935 and 1936 on the ether waves will be repeated again in 1937."
—BENNY RUBIN.

HERE'S THE MODERN VALENTINE

All packed in Cellophane boxes, attractively tied with red hearts and bows.

- CORSAGES: Roses, Sweet Peas, Violets.....\$1.50
- 2 Orchids or 2 Gardenias..... 2.50
- Box of assorted cut flowers..... 1.50

Or the Daily Flower Service, Fleur du Jour

- For Him—A Boutonniere\$2.00 a month
- For Her—A Petite Corsage 3.00 a month

Just telephone and let us tell you more about it.

GURNEY CHRYSLER

FLEUR DU JOUR

Murray Hill 4-8085