VOL. 1, NO. 5

NEW YORK, MONDAY, FEBRUARY 15, 1937

FIVE CENTS

NBC Biz at Record High

WOULD BAR NEWSPAPERS FROM OWNING STATIONS

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington — Senator Wheeler,
chairman of the Senate Interstate Commerce Committee, announces that he will introduce a bill to bar newspapers from owning radio broadcasting stations. The purpose is to prevent monopoly of the channels of public information, he says.

The Montana senator revealed data,

furnished him by FCC, showing that at present there are 150 stations owned or controlled by newspaper interests. Of these stations, 52 were acquired by newspaper interests in the past year, and there are more than 100 applications now pending

(Continued on Page 8)

Anti-Auto Radio Bill Causes Wide Concern

Boise, Idaho-Wide concern over Senate Bill No. 72, introduced by Senator R. E. Whitten, is indicated by numerous requests received from all parts of the country for permission to be heard in connection with the measure. Hearing has been set for Feb. 18.

Tax on Radio Shows Is Proposed in Ohio

Columbus-A tax of 10 per cent on commercial radio programs is proposed in a bill introduced in the Ohio legislature by Rep. Joseph Duf-fey of Cuyahoga County. The measure would require each station to obtain a franchise from the secretary of state before operating in Ohio.

Colonels Contrib.

To date \$4,529.40 has been turned over to the Red Cross by Louis K. Sidney, managing director of WHN, as the amount thus far collected by General Jack Alicoate, publisher of RADIO DAILY and FILM DAILY, and Sidney from contributions by Kentucky Colonels and radio listeners to aid the needy in the flood areas. Collections are still being solicited.

Time signals toll the knell of parting day; the networks swiftly span the land and sea, and soon the Lifejoy orchestra will play, and Blotz's yeast will stage a symphon-ee.

Let not ambition mock the sponsor's toil to give us entertainment that we crave, and tell about Ma Whortle's Salad Oil and Gimlet razor blades-and how they shave!

Far from the maddening crowd's ignoble strife we sit and fish for programs far away, or in our cool sequestered vale of life we hear what

Walter Wimple has to say.

The boast of heraldry, the pomp of power, the baritone whose golden voice exalts, await alike the ending of the hour when the announcer plugs for Fishbein's Salts.

Full many a quip or bit of humor clean, or a Joe Miller joke that's passing fair, is like a flower, born to blush unseen, when Minnie Mouse is singing on the air.-C. F.

MPPA Off-the-Air License Clarified by John G. Paine

John G. Paine, chairman of the ings off the air for the purpose of tective Association, is seeking to clarify the move of the MPPA in licensing the off-the-air recorders, especially since numerous agency, laboratory, broadcasting and other men in the trade have the erroneous opinion that it applies to the record-

Board of the Music Publishers Pro- playing the programs in local spots not covered by the original network show. These shows, such as Ed Wynn, "Personal Column of the Air," etc., are licensed for use of music through the usual channels.

It also appears that trade papers (Continued on Page 8)

New Calif. Studios Go Into Use March 1

Hollywood-California Radio System's new KEHE studios will go into use March 1, when the business and executive offices move out of their present overcrowded temporary quarters. The new chain has been operating since the end of December, with six California stations, KEHE, Los Angeles; KYA, San Francisco; KFBK, Sacramento; KWG, Stockton; KMJ, Fresno, and KERN, (Continued on Page 2)

Intercity System Adds Station WGAL

Donald Flamm, prexy of WMCA, key station of the Inter-City Broadcasting System, announced the association of WGAL, Lancaster, Pa.. to the net, before sailing for a ten-day cruise to Havana.

WGAL, operating full time, is owned and operated by KGAL, with an operating power of 250 watts days and 100 watts nights. Station is the only one city, with a population of (Continued on Page 8)

THE WEEK IN RADIO &

By M. H. SHAPIRO

OF COURSE, the most important ing for investigation of alleged ra-happening last week was the addio monopoly. vent of RADIO DAILY.

In Washington, Congressman William P. Connery, (Dem., Mass.) informed the RADIO DAILY that the House sub-committee of the Rules Committee would hold a hearing this month relative to his resolution call-

Foreign radio outlay by American radio advertisers was being increased some 300 per cent this year...one concern expecting an increase in business that corresponds to a similar percentage...Spot broadcasting

(Continued on Page 2)

\$3,541,999 January Billings Top Year Ago by 32 Per Cent

National Broadcasting Company gross billing for January reached the record-breaking total of \$3,541,999, an increase of 32 per cent over the same month a year ago, making it the highest January in NBC history. Breakdown as to webs gives the NBC-Red \$2,374,633, which compares with \$1,725,172 for the same web a year ago and shows an individual increase for this network of 37.6 per cent. The NBC-Blue contributed \$1,167,366, which is 22 per cent above the January, 1936, total of \$956,643. The NBC grand total in gross billings for January, 1936, were \$2,671,815.

NBC figures are based on the contract rate as listed above. Originally, through an error in the statistical

(Continued on Page 8)

TELEVISION CHANNELS UP TO THE PRESIDENT

President Roosevelt will be called upon to decide the number of channels to be allotted commercial television interests and his decision will play an important part in determining just how soon commercial television will get under way in the S., RADIO DAILY is advised.

The Army and Navy and other (Continued on Page 5)

"Prof. Quiz" Is Signed For Kelvingtor Program

Kelvinator Corp., Detroit (refrigerators), has signed the CBS sustaining program "Prof. Quiz" for its CBS program which is tentatively set to begin March 6 at 8-8:30 p. m. Walter (Continued on Page 5)

Radio Ed. Reforms

Harry Algus, assistant radio editor of the New York American, becomes a full-fledged attorney today when he is sworn in as a member of the New York Bar. Algus received his Bachelor of Law degree from St. Lawrence University and his Master of Law degree from St. John's University. He has been writing radio copy for the American for five years.



Vol. 1, No. 5 Mon., Feb. 15, 1937 Price 5 Cts.

IOHN 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 B. 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. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable Address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Copyright, 1937, by Radio Daily Corp. All

Copyright, 1937, by Radio Daily Corp. All rights reserved.

New Calif. Studios Go Into Use March 1

(Continued from Page 1) ld. The first two stations Bakersfield. are Hearst, the others owned by the McKlatchy newspaper chain. studios are located on North Vermont

Wonders to Vacation

Ralph J. Wonders, who resigned as manager of the Columbia Broadcasting System Artists' Bureau last week, leaves for Miami within the next day or so and will remain there on vacation for three weeks. Upon his return Wonders, who has under consideration several offers, will announce his future plans. He definounce his future plans. nitely stated, however, that he does not intend to take up any new duties whatsoever until after his Florida holiday.

At least two of the offers under consideration are of more than a year's standing, but CBS officials at the time persuaded Wonders to

FINANCIAL

(Saturday Feb. 13)

NEW YORK STOCK EXCHANGE

					Net
	High	Low	Close		Chg.
Am. 8ef. & Tel.	1821/2	1811/2	1821/2	_	1/2
Crosley Radio	261/2	253/4	261/2	+	3/4
Gen. Electric	621/8	613/4	611/8	_	1/8
North American	305/8	303/8	303/8	—	3/4
Stewart-Warner	201/2	201/4	201/4		1/4
Zenith Radio	37	361/2	37	+	1/4
NEW YORK	CURB	EXCH	ANGE		
Hazeltine Corp	181/4	181/4	181/4	+	7/8
Nat. Union Radio	3	27/8	3		

OVER THE COUNTER

Asked Prv. Bid Bid

CBS A CBS B Stromberg Carlson

THE WEEK IN DADIO

. . . Connery to Press Investigation By M. H. SHAPIRO

(Continued from Page 1)

NBC Thesaurus being ahead 68 per cent on its January business over the same month a year ago. The Music Publisher's Protective Association collected 100 per cent more in fees for the use of copyrighted music on ET's during the year of 1936 as compared to 1935. The 1935 total collections were \$110,000 as against the 1936 figure of \$220,000.

Local advertisers around the country began to take new interest in the possibilities of network shows which they could sponsor locally, three such shows being set on the Mutual web...Philco demonstrated "practical television" to an invited group, televising on 441 lines, which will be the standard from now on. or until further notice from the FCC Range for Philco waves is 10 miles.

CBS released figures giving it the best January in its history and NBC were about to come out with gross billing for January which would show a tremendous increase, but these were said to be based on the new card rate (which included a 10 per cent overall increase). Conference between execs of NBC and CBS sales promotion departments finally ironed it out...decision it is understood at this writing being to stick to the accounts individually and not card rate

Ralph J. Wonders, CBS Artists Bureau head resigned after more than six years at the job.. with Larry Lowman, vice-president in charge of operations taking over the reins for the next few months...Record size audience came to the Radio City Music Hall to attend a benefit show for the Red Cross, broadcast on NBC, CBS, MBS and indie outlets as well ...William Wrigley, Jr., Company received the privilege of sponsorship by donating \$30,000 to the R. C. for

was reaching an all-time high with the two-hour early morning broadcast of the performance... Everybody was to give their services free and they did, until the next morning when Local 802 of the American Federation of Musicians notified CBS that the men in the huge pit orchestra at the Music Hall would have to be paid the usual rates for such time as they put in rehearsals, etc. Bill was \$7,500 and explanation was that the event was a sponsored show. CBS got the bill because the contract with Wrigley's was cleared thru the web... Presumably CBS will get pro rata help from sister webs... presumably.

Hollywood continues to hold the limelight, with more shows scheduled to originate there and agency and nets increasing facilities there constantly. NBC President Lenox Riley Lohr and William S. Paley, CBS prexy, both stopped off at the talent mecca and issued statements anent radio and television. Mr. Paley reiterated that there was no bad blood between radio and films.

Foreign

In Canada, W. E. Gladstone Murray voiced the opinion that the Dominion should have more stations, especially in the more thickly populated areas, and that Canada passed up something vital when it agreed to present allotment of channels with the U.S. a few years ago...In Toronto between 45 and 50 stations were represented at the Canadian Association of Broadcasters' Convention held at the King Edward Hotel, Feb. 8 and 9. Canadian Broadcasting Corp. assured the radio men of the corporation's whole-hearted cooperation. New officers were elected, Harry Sedgwick of Toronto getting the presidency. Electrical transcription and other radio men from the states attended the convention.

WTAG Spends \$100,000 On Its New Transmitter

WTAG, newspaper-owned station at Worcester, Mass., affiliated with the NBC Red network and the Yankee Network, has doubled its power to operate on 1,000 watts. Broadcasting activities are now carried on at the new transmitter plant in Holden, Mass., five miles from Worcester, where studios and offices of the station continue to be located. The new transmitter plant was erected at a cost of \$100,000. Station is owned by Worcester Telegram and Gazette, morning and evening dailies, and is managed by John J. Storey.

Report is also current that the

other Worcester station, WORC, soon will remove studios and offices to new location.

Appprove First Episode In New Wrigley Program

West Coast Bureau, RADIO DAILY Hollywood—P. K. Wrigley and 41 members of his sales staff auditioned and expressed approval of the first episode in the dramatization of "Scattergood Bains," series which is expected to go nationwide as a substitute for the present Wrigley gum program. Script is being written by Hal Hudson and Rus Johnston. Dave Owens is producing, and the leads will be played by John (Windy) Hearn, Francis Trout, and Jess Pugh, who is changing his name to Bill Agency is Neisser-Meyerhoff. Davis.

Another femme on the Stoopnagle and Budd show Sundays via NBC-Blue. Gogo Delys signed to appear with the Colonel, Budd, Don Voorhee's band, and the recently acquired Joan Banks.

COMING and GOING

JACK LAVIN, Paul Whiteman's manager, back from St. Louis and Chi trip Saturday.

CHARLES E. GREEN and GUS C. ED-WARDS, pres. and gen. manager, respectively, of Consolidated Radio Artists, return the latter part of this week from mid-western

LOU IRWIN going and coming from leveland. Idea was to see the Ritz Brothers open there.

IRVING BRECKER, Milton Berle's sole gagster, leaving with the troupe for Holly

C. O. LANGLOIS, president of Langlois and Wentworth, production and transcription agency, returns today from Toronto. Attended the Canadian Association of Broadcasters' Convention.

EVERETT MARSHALL from Chi's Chez Paree to Florida's Hollywood Country

BUDDY MORRIS, Warner Bros. music head, returns from the coast Thursday.

FRED RAPHEL, WHN production dept. returns from a four-week Nassau vacation today.

HELEN JOHNSON, director of the CBS American School of the Air, left yesterday for New Orleans. Will attend National Educators confab.

HARRY BOYD BROWN, national merchandising manager of Philco Radio & Television, Philadelphia, went to Little Rock, Ark., last week to address a convention.

CECIL B. DeMILLE, after tonight's Lux Radio Theater broadcast from Hollywood, leaves the coast for New Orleans to shoot scenes for his new picture.

CORNELIA OTIS SKINNER back in New York after three-week tour of the south. BUDDY ROGERS, "Twin Star" ork leader, arrives in New York the 27th.

MILTON BERLE, "JOLLY GIL-LETTE," BEN BARTON, BERT GOR-DON, TOMMY MACK, JONES AND HARE, WENDELL HALL and ANDY HARE, WENDELL HALL and ANDY SANELLA leave today for the west coast via the Red Arrow.

JEAN SABLON, French singer, arrives tomorrow on the Ile de France to begin a radio series with NBC.

Weber & Fields for Air

Weber and Fields, famous veteran comedy team of the stage, and who already have had a couple of air series, are expected to be starred in a new radio show shorlty. Lew Fields is now in California, where he is handling negotiations, and Joe Weber will join him from New York.

Technicians to Meet

Hartford, Conn.-Annual banquet of Associated Radio Technicians of Conn. will be held Feb. 25 at the Hotel Bond. W. R. G. Baker of General Electric will speak on "Television," and there will be prizes. Jack Guetens, president of the association, is in charge of arrangements.



INITIAL broadcast in a series being presented by Mechanics & Farmers Bank of Durham, N. C., went over WDNC yesterday. Programs will be heard Sundays at 5:15 P.M. and Wednesdays at 7:45 P.M. The broadcasts will be known as "Your Friend", with Joseph Richardson Jones as philosopher.

What is said to be the first network program to originate from the campus of the University of North Carolina, Chapel Hill, N. C., came after midnight Friday when Tommy Dorsey's band was fed to the CBS network via WNDC, while Dorsey was playing the mid-winter dance of the German Club of the university.

Maurice Elfer, syndicate feature writer, started a series of three travel talks on the Creole country of Louisiana over WLS, Chicago, at 10:45 A.M. yesterday.

WAAF Community Theater, Dallas, will go on the air at 10 o'clock every Saturday night, it is announced by Ralph Nimmons, program director, following the recent debut of the group in "The Jewel Tree", an original radio playlet by Gladys Wagstaff Pinney, directed by Bill Hightower and Bill Ellis.

KDYL, Salt Lake City, is getting plenty of enthusiastic cooperation from civic leaders and educators for its "Public Forum" series, which began last Wednesday at 7:45 P.M. as a weekly.

Agnes Anderson, Youngstown ballad singer known to radio as Marian Nadea, has joined the staff of WTAM, Clevelend, where she will be featured on various programs in addition to network shows originating from the NBC Cleveland studios, including "Rhythm Parade" and Stuby Gordon's Orchestra.

Ed Lush is now on the staff of announcers at WELI, New Haven. Ralph Kanna resigned to join the ad dept. of Chase Brass Co., Waterbury.

Toscanini's Ticket

The National Broadcasting Co. has agreed to unusual conditions In order to secure the services of Arturo Toscanini for a series of sustaining broadcasts beginning next August. The conditions inweekly personal salary of \$10,000; all orchestra salaries and expenses to be paid by NBC; permission to maestro to assemble own orchestra with as many members as he desires; salaries to orchestra for all rehearsals: a contract allowing Toscanini to continue as long as he desires, but allowing him to withdraw whenever he so desires, with no time limit specified.



GLADYS SWARTHOUT

National Ice Advt., Inc. WEAF (NBC Red Network), Wed. 10:30-11 p.m.

Donahue & Coe, Inc.

Miss Swarthout returns to a radio commercial of her own coincidental with the release of her motion pic-"The Champagne Waltz." refrigerators co-op which last season sponsored Mary Pickford, gets away from the summertime idea of plugging refrigerators and expects to plant the potential buyer in advance as well as take cognizance of the fact that ice boxes are an all-year 'round proposition as to sales. As in the past, advantages of the new type of ice refrigerator are stressed, such as proper food protection, economy, "washed air," trial installation and easy terms. Copy, altho plentiful, should influence those who contemplate purchase of a refrigerator.

Miss Swarthout, recently suffering from a cold, offered a very creditable broadcast nevertheless and not knowing about it most likely never knew the difference. Her voice was good, if not at her best, and her selections widely diversified. Solos and duets included popular, standard and operatic tunes, the latter an aria from "Mignon," which the soprano does soon at the Metropolitan. Frank Chapman (the lesser half in private life) did fairly well with his baritone voice, joining in duets on occa-He was introduced by Miss Swarthout, who in turn received the benefit of continuity in the hands of Howard Claney, announcer. Robert Armbruster revealed an excellent orchestra and usual fine arrange-

Toward the close offer is made by Miss Swarthout to sing the favorite tunes listeners may have around the house or on the piano, new or old. These will be done if possible, and in any case autographed and immediately returned. This seems to be a novel idea along these lines. At least it may prove an index to the comparative number of listeners. Somewhat less continuity and just a little faster tempo would do no harm to the general impression of the program.

4-Hour Show Christens New Studios of KFWB

West Coast Bureau, RADIO DAILY

Hollywood — A four-hour show starting at 6 o'clock tonight will christen Warner's new KFWB 5000-watt transmitter studios on Fernwood Ave. Jack L. Warner announces Al Jolson, Dick Powell, Joan Blondell and other stars from the Warner lot will appear, along with Ben Bernie, Walter Winchell, Eddie Cantor, Eleanor Powell, Sid Silvers and others

"MARTINEZ BROTHERS"

Sustaining NBC (Blue Network), F

NBC (Blue Network), Feb. 12, 3:15 p.m.

PLEASINGLY TUNEFUL INSTRUMENTAL AND VOCAL MELANGE BY MEXICAN QUARTET.

Making their debut up north, this quartet of singing guitarists, signed by John F. Royal, NBC vice-prexy, on his visit to Mexico City last December, served a neat platter of smoothly enjoyable musical entertainment. Their ranchero melodies are something akin to the hillbilly music familiar in this country. In their native land, the boys have appeared over XEW for the past four years, always sponsored, and they bow in at NBC as a regular sustaining feature. Folks liking mild and sentimental Latin music will find the work of these boys to their taste.

Most Used Joke of the Week

STRAIGHT: Yesterday I was worth half a million. Today I'm a pauper.

COMIC: Congratulations! Boy or

Jesters Booked

The Tastyeast Jesters, veteran radio trio, will make a two-day vaudeville appearance at the New Plaza Theater, Milford, Del., on Feb. 26 and 27. The Jesters were booked for this engagement by Rubey Cowan of the NBC Artists Service. The Jesters are Wamp Carlson, baritone, and Guy Bonham and Dwight Latham, tenors.

Ford Adds Nick Lucas

Nick Lucas, guitar playing singer has been added to the regular cast of the Ford CBS show. Program now features Al Pearce and his gang. Lucas will remain on program for six weeks.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

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

RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-50 West 45th Street New York, N. Y. Telephone CHickering 4-2074-2075

New Accounts

Renewals

NBC

PROCTER & GAMBLE CO., Cincinnati—(Drene) thru H. W. Kastor & Sons Adv. Co. Inc., Chicago, starts Jimmy Fidler on 50 NBC-Red stations, Tuesdays, 10:30-10:45 p. m., on March 9.

PROCTER & GAMBLE CO., Cincinnati—(Ivory Snow) thru Compton Adv. Inc., New York, starts Life of Mary Marlin on 7 NBC-Blue stations (WJZ, WBZ-WBZA, WSYR, WHAM, WXYZ, WBAL), Mondays thru Fridays, 4-4:15 p. m. on March 29.

PROCTER & GAMBLE CO., Cincinnati—(Ivory soap) thru Compton Adv., Inc., New York, starts Life of Mary Marlin on 31 NBC-Red Stations, Mondays thru Fridays, 12:15-12:30 p.m., on March 29.

CBS

SINCLAIR REFINING CO., New York—Thru Federal Adv. Agency Inc., New York, starts an unannounced program on 59 CBS stations, Wednesdays, Fridays, 10:30-10:45 p. m., on April 7.

NBC

C. F. MUELLER CO., Jersey City—
(Macaroni) thru Kenyon & Eckhardt, Inc., New York, starts Crosby
Gaige on 7 NBC-Blue stations
(WJZ, WBZ-WBZA, WFIL, WSYR,
WHAM, KDKA), Mondays thru
Fridays, 10:45-11 a. m., on Feb. 22.

GENERAL FOODS CORP., New York—(Jell-O) thru Young & Rubicam Inc., New York, renews Jack Benny for 44 weeks on 55 NBC-Red stations, Sunday, 7-7-:30 p. m., effective Feb. 28.

AGENCIES

BLOUNT SLADE, formerly of Batten, Barton, Durstine & Osborne, Benton & Bowles and more recently the Maxon Advertising agency in Detroit, has been appointed to the staff of Brooke, Smith & French, Inc., New York and Detroit.

RUTH BENNETT has joined the New York office of Joseph Hershey McGillvra, advertising representatives for radio stations. Miss Bennett for several years was with the Chicago office of Delineator Magazine and for the past four years was associated both in New York and Chicago with Free & Peters, Inc.

W. A. BLEES has resigned as vicepresident and general manager of J. Sterling Getchell, Inc.

MAX GELLER has handed in his resignation as vice-president of Blackman Advertising, Inc., to join the Lawrence C. Gumbinner Advertising Agency, New York.



● ● By the time this reaches print, the week's Pilot Award may be in the hands of A. L. Alexander....His tribute to Lincoln on the Vallee show Thursday night was the swellest thing he's done—which includes the "Good Will Court"....Vallee left for Shay's Theater upstate after the airingWalter O'Keefe smuggled a line thru on the agency censor during this air performance. . . . George Vandell, WHN production man, left the station to free lance....Likelihood of "Popeye" going to another sponsor....Professor Quiz gets the Kelvinator spot March 8 via CBS....NBC spot for same sponsor may be Walter Huston and his wife, Nan Sunderland, who auditioned with a big cast before leaving for Haiti!

• • "Masque of Kings," Maxwell Anderson's Guild play, with Dudley Digges, Henry Hull, Pauline Frederick and Margo, will be aired on the Kate Smith show Thursday....Also Henny Youngman, the rave of the comedy class, will be a sixth repeater!....Henny auditions for three sponsors this week. Ted Collins is asking MONEY....Vic Knight, Smith show director, hasn't a contract with Collins—just an understanding! Vic will handle the Phillips Lord "We, the People" and "Gangbusters," but continues with the A & P hour....Lord will soon abdicate spot because of health....Wants to devote time to producing and writing....Martin Block, he of the Make-Believe-Ballroom, signed to a seven-year contract with WNEW....Station sold him to NBC for the Jerry Cooper show....George Burns and Gracie Allen celebrate their fifth year on the air Wednesday with a special program.

◆ Last night's "Community Sings" program, the last from New York, featured Berle's take-off on Phillips Lord's program, parodied "Gee, the People"....a wow!.....Coast orders call off the one-nighter at the Palace Theater in Chi, which the troupe planned on doing. They'll catch the "Chief" tonite....Milton's contract is with sponsor—and has 104 weeks to go—after Aug. 30!...Jack Denny booked into the French Casino with opening date not set!....Bob Crosby opens at the Congress Hotel in Chi, with Gus Arnheim following Leon Belasco into the New Yorker, when Abe Lyman leaves on the 10th...Ruby Newman will be at the Rainbow Room after the Casa Loma crew departs!...Doris Sharp, lovely CBs hostess of the 22nd floor, wearing patch over left eye! Had a repeat on an ulcer op...Jules Nassberg, Radio Row's favorite insurance broker, was sax-tooter for Meyer Davis and Vincent Lopez only eight years back!.... Al Simon, WHN ballyhoo-boy, suffering from teeth extractions!

◆ Thanks, Harry Hershfield, for all the nice things you said via WMCA about the newly-arrived baby, Radio Daily!...Manny Klein, hot trumpeteer, returns from Miami, the 20th. On July 7 he's booked passage on the China Clipper, for a round-tripper, making him the first musician doing the flight.....Sam Wigler, contact man for Harms, goes to work for Crawford...Leo Feist's Ned Miller's brother, Benny, will be 1. Wolfe Gilbert's Chi rep. Paul Jonas handling this end of the country!

• • Song pluggers' Paradise!...Zeke Manners and his Hill Billies via WMCA doing 108 songs weekly!...They're on for two sponsors!...
That delightful divinity of songs.—Vicki Joyce, with Jimmy Dorsey's band at Sebastian's Cotton Club in Hollywood...is Zeke's kid sister. The name is Manners and they come from Hollywood!...Richard Brooks, WNEW news commentator, in last Wednesday's broadcast rapped all spiritualists as frauds and fakers...So a delegation consisting of Dr. Shea and Dr. Carrington of the American Institute for Psychic Research...called on Brooks Friday afternoon in an attempt to disprove accusation...Beyond making predictions concerning Brooks' future, which were duly recorded, they gave no demonstration....Members of the press gave the decision to Brooks....

Short Waves

LOURENCO MARQUES, Australia, now constructing short wave station with 300-watt output. Station to have two transmitters, one on 48.88 meters and the other on 19 meters. Also plan to have another station operating by May. Latter to be 10,000 watter operating on 19, 25, 31 and 48 meters with directional aerials to South Africa and Portugal. Studios now under construction.

Viscount Hidemaro Konoye will broadcast a special symphonic program to Japan via shortwave at 6:40 a. m. tomorrow.

Owners of privately owned and unlicensed short wave radio sets at Yokohama, Port of Tokyo, last week removed them from their homes fearing arrest. J. S. Jordan, a Dane employed by the Standard Oil Company there, brought on the wave of fear when he was taken by police for questioning. At least 100 sets in Yokohama were operating illegally, it was reported. Japan grants licenses for such sets to government employees only. Jordan has been ordered to stay at home during the questioning. There have been no official charges of espionage over his unlicensed set.

New High Mark is Set In Recorded Programs

A new high mark was set the past month by Langlois and Wentworth in turning out their five-minute recorded programs. A total of 112 different programs were produced in January. Total number of advertisers now using L. & W. service has reached 155 in the U. S. Clients now use 697 recorded shows weekly in the U. S. and Canada.

100 Hours' Recording For Norsemen Group

The Norsemen, quartet now on NBC network four times weekly, have been signed for 100 hours of recording for National Ass'n of Broadcasters. On Feb. 23 they will do the Rexall-United Drug recordings, with Don Voorhees' orchestra, James Melton and Gogo DeLys also on the bill. The Norsemen recently made a Vitaphone short subject and will do another picture soon.

Coming Events

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

Feb. 25: Associated Radio Technicians of Connecticut annual banquet, Hotel Bond, Hartford, Conn.

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

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

By ADELE ALLERHAND -

PARADOX of the week Wednesday's "But Women Have Brains" proved the presence of feminine gray matter by producing a new radio personality...male...He's Eugen Bois-sevain...spouse of favored-by-thesevain....spouse of favored-by-the-muse Edna St. Vincent Millay....Believes the gals should stand on their own pedal extremities....not lean on masculine shoulders....and is scheduled for a big build-up by NBC....on account of he has charm of the mike Niela variety....Songbird Goodelle takes wing soon for Hollywood to do a few feature flickers...probably for Grand National....Cornelia Otis Skinner, thespian daughter of thespian Otis Skinner, cancelled her New Mexico broadto entrain for the big town to do a flood benefit....Ginger Rogers plays a new role as song composer...when Fred Astaire introduces "I Can't Understand"....Words and music of ditty by Ginger....in his broadcast with Charles Butterworth, Feb. 16....Charlotte Buchwald, the "Playgoer," is playgoing againshe's over her grippe....

 \mathbf{v} Princess Charming of the courts Helen Wills Moody goes radio and screenie pronto...She's been signed by Rock-well O'Keefe...Phil Spitalny's "Hour of Charm"-ers are conturiere-bound ... object: a collective costume It must become all the gals, from cello to sax. . . . They'll soon do several short subjects for the movie trade. . . .Rita Johnson of "March of Time" has been girl interning" since Agnes Moorehead deserted....Ida Bailey Allen, at home on the radio and in the kitchen, has on the radio and in the kitchen, this just published her 21st cookbook... There's food for thought!...."The O'Neills", Ivory commercial, will soon go screenie with four features a year ... Producing Company plan a home and family series ... Swing in the Muscovite manner....served hot by Polish Manya Roberti of the "Sweet and Hot" Robertis....on Yankee Fred Allen's "Town Hall Tonight" program... Just an Entente-we hope-Cordiale ... The Clan Wells is radioing.... with Kay, Billy K's little gal debuting to-morrow in the P.M. on Jay Flippen's broadcast over WHN...and son anthoring for Lux....

"It's a Woman's World" over at NBC .. A 15-minute spot program of that name premieres tomorrow over WEAFand every Tuesday and Thursday thereafter...with Celia Caroline Cole, Delineator ex-columnist telling about charm...Elizabeth femmes Churchill, society columnist, doing a Boswell to society's and moviedom's Johnson....and Grace Corson of King Features pouring forth pointers on how to deck the female form....According to Claudine Macdonald....of NBC women's activities....she planned and will supervise it....it's to be gossipy in the cockfails and canapes...not fishcakes and frying pan...manner.

PADIO PERSONALITIES

Who's Who in the Industry

UGENE P. O'FALLON, President of Denver's KFEL and the oldest consistent broadcaster in Colorado. Though his executive duties confine him somewhat, he still is considered the most energetic man in the field. Launched his business career in St. Louis—trading mules. Graduated



Turned Air Liability into an Asset.....

to a wild west show, then on to the St. Louis world's fair as a stunt rider. Suddenly tamed down to selling plumbing supplies. No glamour in the plumbing business so switched to the fire business. First heard of crystal sets in 1923. Started selling commercial time for KFEL. Before he knew what had happened, he found himself the sole owner of a liability -KFEL. Rolled up his sleeves and started turning his liability into an asset. Was one of the first members of the National Association of Broadcasters. Elected director of that organization for a three-year term in 1930. Polled highest vote recorded when re-elected to same office in 1936 at the NAB convention. Known as a prolific thinker, he scooped the west by inaugurating daily news services on the air. Thirteen years ago began radio auction for filling Christmas baskets for the poor. Likes plenty of action at all times.

Television Channels Up to the President

(Continued from Page 1)

Government departments have made requests for all the ultra high frequencies suitable for television. Commercial interests have also made application for assignment of various wave lengths.

The Army and Navy are not under control of the Federal Communications Commission, which has jurisdiction over commercial radio and television. Therefore, it is expected the President as commander-in-chief of the Army and Navy will be called upon to decide the controversy as between government and private requests for television wave lengths.

Jas. M. Skinner, chairman of the Radio Manufacturers Ass'n, said last week in Philadelphia that if the government agencies are successful in acquiring the frequencies they seek, television progress will be impeded. Philo officials said last week that the chief obstacle in the way of commencement of television service is government requests for television frequencies.

Benny Leads in Poll

Jack Benny leads the radio division in the poll being conducted by Chamberlain Brown over WINS to determine the public's favorites in radio, stage, opera and films. Robert Taylor tops the film list. Burgess Meredith heads the stage vote, and Maria Jeritza is the opera lead. Brown's program is heard every Friday at 330 P.M.

Victor Disking Cooper

Jerry Cooper, soloist on the Krueger Beer Musical Toast programs heard over NBC Monday nights, has been signed by Victor to make records exclusively for that firm.

"Prof. Quiz" Is Signed For Kelvinator Program

(Continued from Page 1)

Huston, and Fredric March, screen stars, were also auditioned on this program. "Prof. Quiz," as a sustaining program, has been bucking the Jack Benny program on the NBC-Blue for weeks and has had a very large response from the radio audience. Program had its original start at WJSV, Washington, under the sponsorship of G. Washington Coffee. Geyer, Cornell & Newell, Inc., New York, has the Kelvinator account.

Studebaker Champions Change Broadcast Time

Studebaker Corp., South Bend, on March 8 will take the 10-10:30 p. m. spot on the NBC-Blue for its Studebaker Champions broadcast featuring Richard Himber's orchestra. In the new time period no repeat broadcast for West Coast listeners is necessary, thereby saving additional talent costs. Into the repeat period now held by Studebaker on NBC-Red, Monday nights, 12:30-1 a. m., Cummer Products Co., Bedford (Molle shaving cream), will shift its "Vox Pop" program with Wallace Butterworth and Parks Johnson. Molle has only been able to clear a quarter-hour spot for its repeat broadcast and wants a half-hour the same the Eastern program. Stack-Goble Advertising Agency, Chicago, has the Molle account, with Roche, Williams & Cunnyngham, Inc., Chicago, handling Studebaker.

Income Tax Series On

First of a series of seven broadcasts on the income tax subject was given Friday evening over WNEW by Joseph D. Higgins, collector of internal revenue in New York, Programs go on at 8:15 P.M.

COMMENTS ON CURRENT SHOWS

HENNY YOUNGMAN, who recently joined the Kate Smith A. & P. program (CBS) as comedian, is keeping up the terrific laugh pace that he set at the start. His gags are mostly new, or handled in a good original style, and he delivers a generous portion. The comic is a big asset to the show.

CHAMBERLAIN BROWN presents a very entertaining half-hour theater-opera-film-radio program over WINS on Fridays at 3:30 p.m. The chatter, news and vocal material offered are knitted into a story by Brown, whose rich background in the show world enables him to inject wide interest. Program has excellent possibilities for commercial inserts and would entertain an evening audience very nicely. Last bill included Ted Hammerstein, Virginia Pemberton, Diana Croye, Mona Segal and others, with Louis Katzman's orchestra. Brown each week gives five pairs of seats for the five best reviews of current plays and films.

HOLLYWOOD HOTEL hasn't sounded quite the same since Dick Powell left it. With the exception of the memorable Friday before last, when Irving Berlin and his tunes featured the program, the program has not kept in the upper brackets very much. Perhaps Fred MacMurray, who replaced Powell as leader of the troupe, is too exhausted from film work to be very scintillating in his air stint. Anyway, he registers far less impressively to the ear than when he is seen as well as heard. Frances Langford continues to be a bright spot of the bill, and Igor Gorin always satisfies.

BUDDY ROGERS, who leaves for England shortly after conducting his orchestra as supplemental background for the Victor Moore-Helen Broderick comedy program over the CBS network on Friday nights at 9:30, has done a swell job. An agreeable chap, whether over the radio, on the screen or in person, dispensing the youth and enthusiasm that appeals to the world at large, Rogers is an ideal radio personality. Listeners could stand plenty more of him. And that isn't casting any reflection on the laugh-provoking efforts of the Moore-Broderick combination.

Bob King Joins Blaine

Bob King, vocalist from the West Coast, is the newest addition to Jerry Blaine's orchestra broadcasting over WEAF and WJZ from the Park Centra Hotel. He joins Blaine's entertainment staff which includes Phyllis Kenny, Eddie Ross and the Men of Manhatan.



RAYMOND R. MORGAN CO. has sent W. C. Ebersole on a sixweek national selling trip with a new record wrinkle—39 recordings of the Harry H. Balkin character analysis program. The Balkin program was put on in Los Angeles to sell White King Soap and brought in carton tops from 70 tons of soap. Too high priced for many sponsors with a local selling area, Morgan company got the idea of making 11 minute records, leaving four minutes for local plugs, and selling city or state rights to sponsors who would thus divide the talent cost.

Creation of a new job, that of traffic manager for its Hollywood studios, and selection of Russell Pierson to fill it, is announced at NBC. This is a part of NBC's promised expansion program which recently enlarged its production staff. Pierson has been with NBC in San Francisco.

Stanley Kops and Eddie Dean will do the scripts for the series of "School Days" programs which Gus Edwards will produce at KFWB. The show will be regular Edwards revue stuff, and will be sponsored by Gaffers & Sattler, stoves.

Teddy Bergman Signed For 26 Transcriptions

Bigelow-Sanford Carpet Co., Inc., through Newell-Emmett agency, has signed Teddy Bergman to star in a feature of 26 transcribed programs. Radio Events, Inc., will produce and transcribe programs and will handle the promotion. Program, formerly strictly a service feature, will combine Bergman's comedy with the service continuity in a test to see if show will sell sponsor's product. New show will be called Hollywood Room Recipes. If successful, will attempt national campaign in fall.

Records and commercials will be sent to approximately 450 dealers throughout the country for consideration. Will be aired in New York by WNEW, WOR, and WAAT, Jersey City. Special tie-ups made for program with movie concerns, and a contest will be held, in the communities where that is possible, allowing listeners to plan a home, offering valuable pieces of furniture as prizes.

Louis Bout on NBC

The Joe Louis-Natie Brown bout which will be staged in Kansas City on Feb. 17 will be heard over the coast to coast NBC-Blue network beginning at 11:10 P.M. Clem McCarthy, NBC announcer, will do the eyewitness description of the fight.

F. C. C. ACTIVITIES

■Washington Bureau of THE RADIO DAILY

Washington—The following actions are announced by the Federal Communications Commissions:

Harold F. Gross and Edmund C. Shields, Saginaw, Mich. CP for new broadcast station to operate on 950 kc., 500 watts, daytime. Site to be determined subject to commission's approval.

News Press Publishing Co., Santa Barbara, Cal. CP for new broadcast station to operate on 1220 kc., 500 watts, unlimited time. Site to be determined subject to commission's approval.

KICA, Western Broadcasters, Inc., Clovis, N. M. granted Mod. of license to change hours of operations from Specified to Unlimited. 1370 kc., 100 watts.

HEARINGS SET

KGFF, KGFF Broadcasting Co., Inc., Shawnee, Okla.: Application for Mod. of license to change freq. from 1420 kc to 1430 kc; increase power from 100 w. night, 250 watts day, unitd. to 250 watts unitd.

KHQ, Louis Wasmer, Inc., Spokane: Application for Mod. of license to increase night power from 1 KW to 5 KW. To be heard before the Broadcast Division.

KYOS, Merced Star Publishing Co., Inc., Merced, Cal.: Application for Mod. of license to change freq. from 1040 kc to 1260 kc; increase hours of operation to unlimited.

Earle Yates, Las Cruces, N. M.: Application for CP amended to request 930 kc, 500 watts daytime only; exact transmitter site to be determined with Commission approval.

APPLICATION DENIED

- J. D. Keating, Harvey Wells, L. J. Keating, Joe M. Meyer and L. C. Keating, d/b as Vancouver Broadcasting Co., Vancouver, Wash., construction permit for new 1500 kc 100 watts, daytime.
- J. R. Maddox and Dr. W. B. Hair $\rm d/b$ as Chattanooga Broadcasting Co, Chattanooga, Tenn., construction permit for new 590 kc. I kilowatt, unlimited time.
- K. K. Kidd and A. C. Kidd d/b as Kidd Brothers, Taft, California construction permit for new 140 kc, 100 watts, daytime operation.
- W. T. Knight, Jr. Savannah, Ga. construction permit for new station. 1310 kc., 100 watts, unlimited time.
- J. E. Brantley, Mrs. J. E. Brantley and J. E. Brantley, Jr. Savannah, Ga. station, 1200 kc., 100 watts night, 250 watts day, specified time.

Saginaw Broadcasting Co., Saginaw, Mich. construction permit of new station. 100 kc., 100 watts night, 250 watts day, specified time.

Niagara Fails Gazette Publishing Co., Niagara Falls, N. Y. construction permit of new station. 630 kc., 250 watts, daytime.

Power City Broadcasting Corp., Niagara Falls, N. Y. construction permit for new station, 630 kc., 250 watts, daytime.

Metro Broadcasting Co., Los Angeles, Cal. construction permit of new station. 820 kc., 250 watts, limited time with WHAS, Louisville, Ky.

EXAMINER'S RECOMMENDATIONS

That the application of Hildreth & Rogers Co., Lawrence, Mass., for construction permit be granted, subject to later approval of the exact transmitter site. 680 kc, 250 watts, daytime.

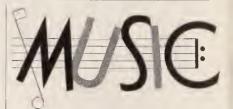
That the application of Old Colony Broadcasting Corp., Brockton, Mass., for construction permit be denied. 680 kc, 250 watts, daytime.

That the application of Bay State Broadcasting Co. for modification of license of station WAAB to permit the increase of daytime power of that station from 500 watts to one kilowatt be granted.

That the application of Owensboro Broadcasting Co. for construction permit be granted, subject to conditions requiring submission of details and specifications concerning the transmitter location and antenna for examination and approval before construction is begun.

That the recommedation of George Harm for a construction permit be denied

That if the application of Marysville-Yuba City Publishers, Inc., for a construction permit be denied, then the application of Golden Empire Broadcasting Co., Marysville, California, be granted. If first permit is granted, then it is recommended that latter be denied.



RSKINE HAWKINS and the "Bama State Collegians," both of "Uproar House," expect to be aired over a Columbia wire this week.

Cab Calloway and his Cotton Club Band will theater tour, effective March 18 at the R-K-O Theater, Boston.

Milt Britton and his musical madmen will cut capers at R-K-O theaters in Troy, beginning Feb. 19, and Schenectady, Feb. 25.

Upon completion of "Hit Parade" for Republic, starting Feb. 18, Duke Ellington and his boys return to New York. That will be about March 15 and Ethel Waters is vocalist.

Urges Newcomers Start In the Small Stations

Janet MacRorie, director of the continuity department of the National Broadcasting Co., stated before a meeting of "Job Clinics" that best way to secure a position with a large broadcasting network was to first acquire experience with a small local station.

"There is no room in the network ranks for inexperienced radio enthusiasts" she said. "The primary knowledge of radio terms, respect for the clock and enough sense not to talk into an open mike are a great asset to the newcomer."

Miss MacRorie stated that the business side of radio is divided into three fields: Engineering, program building and production and sale of time and facilities. Of these, the most productive of employment was program building and production.

Films After Connie

Connie Gates has just made a screen test for Universal Pictures and also has been offered a two-year contract by Educational. She is slated for a new radio show now in formation.

Mutual Program Folio

Mutual Broadcasting System will issue its first program folio on Feb. 22. Heretofore all program information was released by each member station.

La Franconi for Pix

Terri La Franconi, NBC romantic tenor, has been signed by Warner Vitaphone and starts work in about three weeks in a short subject at the Brooklyn studio.



. and a welcome change from profitless selling

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

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

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

DICTOGRAPH PRODUCTS CO., Inc.

Radio Division

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

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

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

Copyright 1936 Dictograph Prod. Co., Inc.

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

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

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



DICTOGRAPH PRODUCTS CO., INC. Radio Division, Dept. D-1 580 Fifth Ave., New York, N. Y.												
	nt the orized					4.5						
Your	name									 	 	
Firm	name									 	 	
Street										 	 	
City										 	 	
My d	listribu	tor is								 	 	

MPPA OFF-AIR LICENSE IS CLARIFIED BY PAINE

(Continued from Page 1)

of the bi-monthly type have not seen the proposition in the right light and Painc is informing these papers that the main object in licensing the offthe-air reference recordings are for the sole purpose now of establishing and maintaining property rights. In the event that the copyright owners continue to allow the recordings to be made without payment of any kind, within a year or two it will be difficult to convince a court that free use of such music is not a "trade custom." To this end, the MPPA is out to take a small fee just to cover itself and members. Fees to be received from such recordings are not expected to be anything but small inconsequential sums, according to Paine

I'ractice of taking down commercial programs during rehearsal and from the air is now a regular part of most big commercial shows. merous errors, weak spots in talk or music are definitely found, etc. some cases the agency, sponsor, artist or all three have them made for personal reference. Apart from the large recording outfits such as World Broadcasting System and RCA, and the networks, there are many independent concerns making such disks indiscriminately and there is no means of checking on them. License will enable the MPPA to keep its finger on the pulse of such practice. Text of the license agreement appears on this page.

Intercity System Adds Station WGAL

(Continued from Page 1)

60,000. City is site of Franklin and Marshall colleges and a rich agricultural district.

New link brings total up to nine stations in the Inter-City group, operating along the Atlantic Seaboard from Boston to Washington via permanent A. T. & T. wires. Others are WMCA, New York; WIP, Phila.; WCBM, Baltimore; WATR, Waterbury; WOL, Washington; WMEX. Boston; WPRO, Providence and WDEL, Wilmington.

Civil Liberties Series Starts Feb. 22 on WABC

"Let Freedom Ring", new series of weekly educational radio programs dramatizing the struggle of the human race to win civil liberties, will be presented by the Office of Education, U. S. Dept of the Interior, over the WABC-Columbia network starting Feb. 22 at 10:30 P.M. It will be a weekly affair, with 13 programs Radio script writers on the staff of the Educational Radio Project, are writing and editing the series.

Chatter

MARGIE ANN KNAPP, 12-year-old singing and dancing star, late of WGBF, Evansville, Ind., late of where she had a run of three years with a daily program sponsored for two-thirds of that time by Sears-Roebuck, has been auditioned for "Babes in Arms," forthcoming Broadway musical production. Margie, in York the past few months, attracted attention in appearances with Abe Lyman at the Hotel New Yorker, Vincent Lopez at the Hotel Astor, the Hollywood Restaurant and other Broadway spots. She also has done recording work and will shortly guest star on some of the major radio programs.

Kenneth Delmar, character actor heard on The March of Time, Columbia Workshop, and several other important network shows, replaces Ray Bramley in the character Bhutan on the Langlois and Wentworth Jungle Jun recorded series. This show is heard on more than 230 stations goes to Baitimore where a new stage production is opening.

Gene Stafford, copy chief for Langlois and Wentworth, is the author of an article, "How To Write nesday.

For Radio" in the current issue of Writer's monthly. Stafford writes "Front Page Drama," "Jungle Jim" and Columbia's recent "Treasure Adventures of Jack Masters" series.

Arthur Boran, CBS mimic, now playing vaude dates, is practicing make-up with an eye to television.

WMCA and Inter-City is going heavy on news, reviews and gossip of the film field. New schedule will be Monday, Wednesday and Friday at 8:15 F.M., and Sunday at 4 and 8:45 P.M., with Martin Starr as the commentator.

Robert Simmons, member of the Revelers Quartet, and Patti Pickens, of the NBC singing Pickens Sisters, have been receiving congratulations the past few days. They middle-aisled it last week in Newburgh, N.Y.

The baritone singing of Tom Thomas was so well liked when he weekly from coast to coast. Bramley was heard on the Beauty Box program with Jessica Dragonette last week that he has been requested to make a return appearance on that show. He will be heard with Miss Dragonette on the program for Wed-

Decca-Crumit Action Adjourned to Feb. 23

Supreme Court action instituted by Decca Record Co., whereby the concern seeks to intervene in the suit filed against WHN by Frank Crumit and the National Association of Recording Artists, has been adjourned until Feb. 23. Crumit action against WHN is one of many filed by members of the NAPA in effort to halt indiscriminate playing of phonograph disks on the air.

Decca intervened in the WHN suit on the ground that by virtue of its "own genius and creative work," the record is the property of Decca and Crumit as an artist, was merely an employee of Decca. Walter A. Socolow represents Crumit and Milton Diamond, Decca records.

Socony Signs Series

Syracuse, N. Y.—Socony-Vacuum Oil Co. has signed Nick Stemmler, WSYR sports reporter, for a new series of 15-minute news broadcasts starting tonight at 11 o'clock and running five nights a week.

At 11:30 p. m. Stemmler will be back on the air again, giving a quarter-hour of bowling scores. Syracuse newspapers have barred the use on sports pages of commercial names of sponsors of bowling teams. Stemmler gives these names in his program, which is broadcast under a rotating sponsorship of firms having teams on the alleys.

New Direction-Finder Demonstrated in Action

A new-type radio direction finder and static-proof loop antenna will be demonstrated in actual operation in a broadcast from a plane in flight to the WABC-Columbia network tomorrow from 4:30 to 5 P.M. Scene of the broadcast is the TWA "Sky Chief" flying over the Mojave desert about 150 miles from Los Angeles with a load of passengers, mail and express from New York. Two-way conversation between occupants of the plane and persons in the KNX studios will be carried on throughout the broadcast. The music of Maurice and his orchestra, playing at the Hotel Biltmore in Los Angeles, will be tuned in from KNX to determine the position of the plane.

"Flying Time" Returns

"Flying Time," the NBC sustaining program, returns to the NBC-Red network on Monday, Feb. 11, 6:45-7 p. m., on a five-a-week schedule. Program shifts its origination point back to Chicago and it is assumed Roscoe Turner will continue to play the lead. Network has no New York outlet, time being used by Sheffield Farms Co.

KDKA Commercial

Pittsburgh-KDKA started a twohour commercial Saturday night at 10. The show, known as "Cornfield Follies," features hillbilly talent piped direct from the stage of the Manos Theater in Ellwood City.

NBC JAN. BUSINESS AT RECORD HIGH MARK

department, or rather an oversight, the NBC gross was figured from the rate card. This would have included protected contracts on accounts running when the 10 per cent overall increase in rates went into effect. This oversight was caught by E. P. H. James, head of the sales promotion department, and consequently the NBC treasurer called for a recapitulation, which of course resulted in the figures being held up as originally tabulated.

Monthly figures on unfilled orders on steel tonnage has nothing on the fuss attending the monthly billing of the networks. Webs have felt for a long time that they would like to get their business from out of the proverbial gold fish bowl, but trade and public interest apparently

will not permit.

As already printed in these columns, CBS January gross revenue was \$2,360,740, an increase of 24.2 per cent over the same period a year Mutual Broadcasting figures for January, the first that include the Coast to Coast setup, were \$187,-363, a jump of 12.5 per cent.

Would Bar Newspapers From Owning Stations

(Continued from Page 1)
for licenses from persons affiliated

with newspapers.

Wheeler also made public an opinion written by Hampson Gary, FCC general counsel, stating that legislation of the kind proposed by the senator should meet the constitutional requirements.

The senator had asked an opinion from the commission on the constitutionality of legislation "denying the right of newspapers to obtain broadcasting licenses in the future and requiring them to divest themselves of existing rights within a reasonable length of time."

Gary's opinion states: "The question is not free from doubt, and therefore the inquiry does not permit a categorical answer. I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bear a reasonable relationship to, and have an effect on interstate commerce and, therefore, if the Congress enacted a law of the purport suggested it should meet the constitutional requirements.

Martinelli on Ford Hour

Giovanni Martinelli, world-famous tenor, will be guest soloist on the next Ford Sunday Evening Hour. The program, which will also feature music by the Ford Symphony Orchestra and Chorus under the direction of Victor Kolar, will be broad-cast from 9 to 10 p. m. over the CBS network.

NBC Building Up Singer

Carol Weyman, mezzo-soprano, has been signed by the NBC artist bureau and will receive a build-up via sustaining spots over the net.