



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 7

NEW YORK, WEDNESDAY, FEBRUARY 17, 1937

FIVE CENTS

W. N. R. C. Awards On March 31

NBC PLANNING TO BUILD NEW STATION FACILITIES

WENR, NBC's 50,000-watt station in Chicago, has filed application with the FCC for permission to erect a new 400 foot vertical antenna. The new radiator will replace the present "T" type antenna which is located at Downer's Grove, Ill. Three other NBC affiliates also have plans for the construction of new vertical antennas which will be in operation before the close of the year. KOIL, Omaha, will shortly award a contract for the construction of a 300 foot radiator which it is planned will be in operation by Spring. WDAF, the Kansas

(Continued on Page 3)

J. B. Ford Programs Going Over CBS Chain

J. B. Ford & Son of Wyandotte, Mich., makers of Wyandotte Cleanser, inaugurate a new series of programs over WABC-CBS and a split network March 2. Program will originate in New York and will be heard every Tuesday, Thursday and Saturday from 2 to 2:15 p.m. Talent not set as yet. N. W. Ayer & Son is the agency.

New Device Will Enable Audience to "Talk Back"

A. M. Acheson, associate of Dr. Nevil Monroe Hopkins, inventor of a new radio audience tabulator, called radiovoter, announces that latest perfections in the device will enable the tuner-inner to "talk back" by sending an electric signal, signifying approval or disapproval of the programs, or recording a yes-or-no vote on questions of public interest.

The inventor is negotiating, through National Electric Ballots, Inc., with

(Continued on Page 3)

First Quote

Though born only last week, RADIO DAILY already is being quoted by other publications.

First instance coming to note occurred in The Cleveland Plain Dealer, in which Robert S. Stephan, radio editor, commented on RADIO DAILY'S interview with William Paley, who said there would be no radio-film war.

Fund Show, \$61,000

Net receipts of last week's mammoth benefit show put on at the Radio City Music Hall in behalf of the Red Cross flood fund were \$61,000. Of this amount, \$30,000 was paid by William Wrigley, Jr., as sponsor of the radio broadcast, which went over all the networks, while \$31,000 came from the sale of tickets at the theater.

WHAS OF LOUISVILLE BACK IN FULL SERVICE

"Louisville Marches On" is the title of a CBS program that will be keyed from CBS today, 3:30-4 p. m. via WHAS, Louisville. Program will mark the formal return of WHAS to the air after the flood. William Stoll, president of the Louisville Board of Trade will introduce the principal speaker, Ambassador Robert W. Bingham, owner of the Louisville Courier-Journal and Times, and WHAS.

Detective Mysteries On NBC from the Coast

Gallenkamp Stores Co., San Francisco (shoes), will begin a series of mystery programs taken from True Detective Mysteries Magazine, on March 5 over a split NBC-Red Pacific stations (KGO, KECA, KFBK, KERN, KWG, KMJ), Fridays, 7-7:30 p. m. (PST). Contract is signed for 52 weeks through Long Advertising Service, San Francisco.

Big Delegation is Gathering For Hearing on Dickstein Bill

19 Accounts Are Signed By Station KFEL, Denver

KFEL, Denver, on both Mutual and NBC networks, has inaugurated special trade news releases. Outlet has signed nineteen local and network accounts the past few weeks, the NBC web programs including the two RCA one-hour programs,

(Continued on Page 3)

Best Radio Selections to be Announced at Luncheon in Hotel St. Regis —Deal With Research Org.

ARBITRATION PLAN SEEN ON MUSICIAN-DISK BAN

Chicago—Majority of key stations throughout the country are understood to have signified their intention of stringing along with James C. Petrillo, head of the musicians' union here, in whatever decisive arbitration he can work out in connection with the control of disk recording by musicians, RADIO DAILY learns.

Petrillo is said to be trying for a royalty deal from the record makers, with receipts to be used as a general

(Continued on Page 8)

Hibbard Ayer Merges With Sears Company

Hibbard Ayer, New York, and The Sears Co., Chicago, station representatives, have merged. The new firm will be conducted under the name Sears & Ayer. Under the old set-up the Ayer firm had no Chicago office and the Sears Co. no New York office. The merger alleviates this condition. Burt Sears will continue to run the Chicago with Mr. Ayer remaining in New York. No personnel changes will be made it was announced.

Women's National Radio Committee, representing a host of affiliated women's organizations with a total membership running in the millions, will make known its annual awards on radio programs March 31 at a luncheon in the Hotel St. Regis. Mrs. William H. Corwith, radio chairman of the American Legion Auxiliary, has been made general chairman of the awards committee, and for the first time official recognition will be given the variety show.

Changes this year, as compared to last year, will find a straight award for the best radio program instead of the best commercial radio program,

(Continued on Page 8)

STUDIO AUDIENCES OUT FOR NELSON EDDY SHOWS

When Nelson Eddy does his airings from New York shortly, the studio will be closed to audiences. Reason given is that attendance at the broadcasts hurts attendance at his concerts.

One-Hour Drama Series Starting on NBC Sunday

"Thorns in Omar's Garden" has been selected as the first of a new series of one-hour dramas to be presented by NBC over the Blue network on Sundays from 8 to 9 p. m. Frank Black will conduct the musical score, with Philip Merivale heading a cast that includes Irene Hubbard, Gladys Hurlbut, Rosemary Decamp, Ned Wever and others. First show will be aired Sunday, February 21.

Static Mystery

Batavia, N. Y.—Radio dealers here are trying to find out the reason why 2,500 receiving sets in city have suddenly been rendered useless.

Static becomes noticeable half a mile from the city.

The Niagara, Lockport and Ontario Power Co. has special details out testing and repairing all wires in the vicinity.

Washington Bureau of THE RADIO DAILY

Washington—A large delegation of representatives from the radio and film fields began gathering here last night to present testimony today before the House Immigration Committee holding hearings on the Dickstein alien actors bill.

Dr. Walter Damrosch and Ira Hirshman are among those who will speak for the radio field, while J.

(Continued on Page 3)



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Jack Pearl Program Shifting to Fridays

Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), will shift the Jack Pearl show to the Friday, 10-10:30 p. m. spot on March 19. Program is now heard Mondays, 9:30-10 p. m. on the NBC-Blue network. Program will continue on the Blue in its new spot but there is a possibility that there will be changes in the list of stations now carrying the live network show and the RCA-Victor transcriptions. Reason for change in time was a result of several contributing factors, namely, the coming of daylight saving, the Lux Radio Theater on CBS, as opposition to the Monday night show, new time period hits the West Coast at a better time, and the Friday opposition—Philadelphia orchestra on CBS and "First Nighter" on NBC-Red is more diversified. Last program in present spot will be heard March 8. Batten, Barton, Durstine & Osborn, Inc., New York, has the account.

FINANCIAL

(Tuesday, Feb. 16)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180¾	180¼	180¼	- 1½
Crosley Radio	26½	26	26¾	+ ½
Gen. Electric	61½	60¼	60¾	+ ¾
North American	31	30¾	30¾	+ ¼
RCA Common	11¾	11½	11½	- ¼
RCA 1st Preferred	77¾	77¼	77¼	- ½
RCA \$5 Preferred B.	(102 Bid)			
Stewart Warner	19¾	19½	19½	- ¾
Zenith Radio	39¾	36½	39	+ 2½

NEW YORK CURB MARKET

Hazeltine Corp.	18	17¾	18	- ¼
Majestic R. & T.	4¼	4¼	4¼
Nat. Union Radio	3¾	3½	3½

OVER THE COUNTER

CBS A	49½	51
CBS B	49	51
Stromberg Carlson	19½	20½

In the Last Analysis

By ALLEN PRESCOTT ("Wifesaver")

"Are You Selling In December As You Were In May" should be the theme and title for any Radio program.

Let 'em laugh themselves sick at your highest priced comedian. Let 'em drip with a healthy dew of grateful tears as they listen to your expensive music. Still, if they don't buy, the sponsor will be too sick to laugh and he can deliver a rainstorm of tears at a moment's notice.

Contests? Go ahead and have a couple of contests. This will bring in a lot of mail. But never mind the mail. The trick is to try and balance the gross against the net receipts and unless Mr. and Mrs. America buy and buy, your sponsor will have to say "bye, bye" to his air activities.

What's all this talk about goodwill? I hope it's resting in the grave next to that speech about art in Radio. You know, Arty doesn't work here any more and good will (good old will) at a million bucks a year, isn't that good.

In other words, Kiddies, Radio is making forward strides, and it will, too, as long as it remain on the funny, not the phoney side. Furthermore, there'll be no bitter end as long as you leave the sponsor something to remember you by. In the cash box, I mean.

Radio-Television School Incorporated in Kans. City

Kansas City—Television Institute of America has been incorporated here to operate a television and radio school. G. L. Taylor who recently resigned as vice-president and head of the Training Division of First National Television, Inc., is president of the new organization. Directors include also Arthur B. Church, J. Leslie Fox, J. B. Woodbury and Wilfred Wimmell.

WBNX Flood Fund Show Is Bought by Piser & Co.

Piser & Co. has bought the Red Cross flood relief fund show to be put on by Dick Gilbert, chairman of the Broadway Flood Relief Committee, at the Consolidated Forum Theater, the Bronx, Friday midnight. Show will be broadcast over WBNX. Vaughn De Leath, Bob Hope, Rose Marie, Mitzi Green, Harry Hershfield, Billy Glason, Ben Nelson's orchestra, and others will appear.

Fire at WBJJ

New Orleans—Fire which destroyed the transformer of WBJJ forced the station off the air and will probably keep it off for the next two weeks. Meanwhile the station has transferred its commercial contracts to WBNO for broadcasting until the new transformer is set up. Southern Broadcasting Co. is the lessor and operator of the station. C. C. Carlston is owner.

Jolson Program Revised

Al Jolson's dramatization of "Sonny Boy" brought so favorable a reaction that the series has been revised to feature one of his song-dramas each week, on Tuesday at 8:30 p. m. over the WABC-CBS network.

Films Sign Lundigan

Syracuse, N. Y.—William Lundigan, senior announcer at WFBL here for the past four years, has been given a one-year contract by Universal Pictures. He leaves March 5 for Hollywood.

Radio Folk Will Assist Warm Springs Foundation

The Greater N. Y. Committee Warm Springs Foundation charity event to be held at the Polo Grounds Saturday, Sunday and Monday, with matinee and evening performances, has enlisted the support of Radio Row. Many artists have come forward to lend a helping hand to Gov. Lehman and Mayor La Guardia, who are trying to raise funds for the building of two free Therapeutic Pools for city hospitals to aid crippled children.

Monte Proser, local press agent, is executive director, with George Lottman and Irving Lehrer, public relations counsels, doing the press work.

Kate Smith, Harry Sosnick, George Hall, Dolly Dawn, Phil Spitalny, Mary Small and many others will entertain at the International Winter Sport Carnival. Arrangements are being made to broadcast the event. "Winter Carnival March," written by Sosnick, will open the proceedings officially.

Billy Glason Series

Billy Glason, for years a vaude headliner, will head a new series titled Billy Glason's Funfest to be broadcast over WMCA every Sunday from 6 to 6:30 p. m. In addition to Glason as m.c., the program will include Jerry Baker, tenor; Lorraine Barnett, contralto; Dick Porter, rhythm singer; Carl Fenton and his orchestra, and Howard Doyle, announcer and straight man.

WDSU Plans Expansion

New Orleans—WDSU has filed application with the Federal Communications Commission to erect a new station, 250 watts on 1500 kilocycles, to handle added commercials. Station's time is rather crowded and the new unit would take off added business for the city and vicinity.

McLaughlin Joins Bureau

John McLaughlin has resigned from the Sam Fox Co. to join Phillip Ponce, Inc., radio artist bureau.

COMING and GOING

JOE ISREALS II, member of Publicity Associates, leaves on the 25th for a six-week vacation to British Guiana.

TED HUSING in Florida for a vacation.

MRS. B. A. ROLFE sails this evening on the Aquitania for a 40-day South American cruise.

CHARLES L. HOGAN, president of the Lone Star Cement Co. and L. E. BLOCK, president of the Inland Steel Corporation will also sail for this cruise.

RAY HEATHERTON left yesterday for a short vacation in the Poconos. Will return in time for his Mutual airing and starts rehearsal in the Rodgers & Hart show, "Babes in Arms", in which he'll be spotted opposite Mitzi Green.

DAVE LIPTON is off for Chicago this afternoon. Will be gone a week.

ED GILLIS of CBS Washington press bureau is in town for a few days.

JIMMY SHOUSE, station manager of KMOX, leaves for St. Louis today.

JACK VAN CRONKHITE, heading WBBM's news program department, is in New York for awhile. Return to Windy City indefinite.

JOHNNY JOHNSTONE returns from Washington today, among other things having attended to details of MBS airing of the Jim Farley dinner.

BOB BRODER is back at his desk from two-week trip to the Coast.

DOROTHY KAY has returned from Cuba and is resuming her work at the Biow agency.

FRED SCHANG of Columbia Concert Bureau gets back today from Washington.

LOWELL THOMAS will be a speaker at the Penn. A. C. weekly lunch in Philadelphia tomorrow.

A. W. ROBERTSON, chairman of Westinghouse Electrical & Manufacturing Co., will be guest speaker with the Philadelphia Orchestra program at Philadelphia on Friday night over the CBS network.

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ment of Any
Kind**

**MOTION PICTURE
LIGHTING AND
EQUIPMENT CORP.**

244-5 W. 45th St. Tel.
New York

BIG DELEGATION FOR DICKSTEIN BILL HEARING

(Continued from Page 1)

Robert Rubin of M-G-M, Joseph Seidelman of Columbia Pictures, Charles C. Pettijohn of the Hays Office, and President Ed Kuykendall of the M.P.T.O.A. will represent the movie people.

Hearings are to begin at 10 a. m. in the old House office building.

New Device Will Enable Audience to "Talk Back"

(Continued from Page 1)

manufacturers for the installation of the device on new sets now in construction. Acheson stated that the price of the gadget is so small that it could be installed on new sets without effecting the retail price appreciably.

The present apparatus is on out-growth of several years' work by Dr. Hopkins. In 1934 he carried out some practical, but comparatively crude experiments with the aid of station WOR and the Public Service Corp. of New Jersey.

19 Accounts Are Signed By Station KFEL, Denver

(Continued from Page 1)

Ford Motors half-hour with Rex Chandler orchestra and the Standard Brands show with Ripley. From Mutual, the station is getting Father Coughlin, "Morning Matinee," Murine, Martin Bros. (coffee) and Lutheran Hour.

Air Song to be Published

"Melody Treasure Hunt," on the Mutual Broadcasting System, has brought to light another tune which is to be published. E. B. Marks is taking over "You're Precious," by Bert Pellish and Nat Brusiloff. Song was first heard on the program two weeks ago, and sung by Larry Taylor. Makes the fifth tune originally played on the program to be published.

Satterday Joins WOR

E. E. Scatterday has joined the engineering staff of station WOR. Scatterday for five years was with WCAE, Pittsburgh, also a similar length of time with the American Telephone & Telegraph Co., in that city. Also was with WFIL, Philadelphia.



● ● ● "You Can't Take It With You", George Kaufman's Broadway success, will be aired on the Kate Smith hour a week from tomorrow... Major Russell, famed crime detector, will be featured on this week's Phillip Morris show... Jerry Cooper down with the grippe after Monday's coast-to-coaster... Ben Gross, radio editor of the Daily News, in a plaster cast from his neck to his feet, after bathtub mishap... Fractured his arm and his shoulder in three places... Ed Reynolds, CBS copywriter, back at his desk after a five-week illness... So is Peggy Stone of the station relations office, after a grippe siege.

● ● ● Many changes planned at CBS... A battery of sound experts leave for the west coast to establish an effect dept, there... Also, producers will be called into the picture to stage shows... A vice-prexy will go west to handle details of these operations... Gilbert and Sullivan's "Patience" will be aired Sunday via CBS. Howard Barlow's band will be along... Next Monday's Jack Pearl etherizing, will feature the biggest lies yet conceived by the Baron... All because it's the birthday of Washington... Les Qualey, formerly with Ted Husing as ass't., and now with N. W. Ayer as contact man, in N. Y. for a few hours between cities.

● ● ● Union trouble is said to be the reason for the closing of Harold Stern's Merry-Go-Round in Brooklyn last week... Ed Herlihy is off the announcing job for Grossman's... Arnold Johnson goes to his Connecticut farm today to look over his turkey mob. Is bringing them to the incubators... Ward's program of "Scoop" Ward, will begin coming through in serial form shortly, instead of its present form of complete dramatizations... Billy K. Wells is grooming Frank Gaby in a new air technique... Gaby does a Vallee shot... James Melton returns to Sealtest Saturday Night Party... This is the first time a repeat took place on this show... John Gordon, Ruthrauff & Ryan radio production man, married Nan Goldsmith last week.

● ● ● Details in connection with the Pro-Ker (hair tonic) series of recordings, which the Biow agency will place, have not been fully completed... though the show will deal with exposing fraud rackets, the Better Business Bureau will not be affiliated... number of outlets, scripting and the recording firm are also to be determined... Buddy Cantor, WMCA pix reviewer, returns to that web next week... Arthur Cass of Cass-Tohrner will air the musical "Cross Word Puzzle" via a major net soon. It will be a thirty minute show... Ben Lipset has been made casting director for Pathescope, recording for screen slides company... Frank Black will air his new composition dedicated to Omar Khayyam this Sunday via NBC... Alan Kent, NBC announcer, back from a vaude date in Camden... Connie Gates will get a two-year contract with Educational filling in for Niela Goodelle, who goes west... Casa Loma crew goes to the Cocoanut Grove in Los Angeles on March 9.

● ● ● A song plugger wanted Dick Hember to hear a song, so a record was run off for him. He didn't like the tune—but thought the singer swell. He inquired and learned that she had sung on a small station out of town. Her name was Gibson. He sent for her, had her on his Studebaker show Monday... She clicked and will be billed as the "Gibson Girl" hereafter...

NBC PLANNING TO BUILD NEW STATION FACILITIES

(Continued from Page 1)

City Star station, has a 425 foot vertical antenna under construction with March 15 set as a completion date. In Detroit, WXYZ, is constructing its antenna on top of the Maccabee Bldg. The tower will be 474 feet above the street and 283 feet above the building. Antenna will be completed and in operation sometime next month. The vertical type of radiator reduces fading and gives an equivalent increase in power.

Healey, Dunham to Cover New Orleans Convention

Francis Healey, NBC press department, and Franklin Dunham, NBC educational director, left for New Orleans last night to cover the annual convention of the Department of Superintendence, a division of the National Education Association, which will be held from Feb. 17-25. Helen Johnson, CBS director of the American School of the Air, is already in New Orleans with Edward Murrow, CBS director of talks, scheduled to leave town tomorrow. Miss Judith Waller, NBC Chicago educational director, will also attend the conclave.

Both NBC and CBS will have several programs emanate from the convention site. RCA and NBC has a joint exhibition set-up meeting place.

WOR Sells Sunday Show

WOR has sold a new Sunday ayem show to Levitt & Sons, Long Island real estate company. Program will start next Sunday 11-11:15 a. m., with Bert Roggen, baritone and John Mundy's orchestra. Show to be billed as "Morning Serenade."

Dorsey vs. Dorsey

MBS network is playing both Dorsey brothers on its Coast to Coast sustainings. Jimmy is heard from Culver City night spot and Tommy from the Commodore Hotel. Later this week they will be on within 15 minutes of each other.

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

February 17
Greetings from Radio Daily
to

James F. Hanley
John McLaughlin

DO YOU KNOW

The Netherland Indies tax on radio sets vary according to their number. Current yearly tax is \$9.60 paid by an estimated 30,000 regular tuner-inners. Past year cost 18,000 listeners \$12 apiece, while in 1934 listeners paid \$14.40 to tune in to their favorite station.



LEO BOWEN, CBS technical chief, has put a big staff on the rush job of remodeling and perfecting acoustics in the Studio Playhouse, just acquired by CBS as an exclusive broadcast theater.

Marion Claire, operatic soprano whose good looks won her five movie contract offers within 24 hours after her first Hollywood radio appearance on the Bing Crosby show last week, made such a hit on the air that Crosby has signed her to repeat as guest star on tomorrow's show.

Oscar and Elmer, radio team which has been doing the P.D.Q. program for KFWB, left last week for a Utah location to start their first movie venture, a Republic picture.

Two stations at the extreme ends of the six-station California Radio System are starting an inter-station song contest, with the crack song writers of KEHE, Los Angeles and KFBK, Sacramento, "making them up as they go along." The stunt is to give extra listener interest, and breaks into two sponsored programs, the "Listen Ladies" in Sacramento and the "Midday Merrygoround", Los Angeles.

California Radio System has signed John Wald, from KTSP, St. Paul, and Charles Benson, from KHJ, Los Angeles, to start a new three-times-a-day news broadcast in which Wald will read headlines, Benson give the news. Program will originate in KEHE, go out over all six stations of the chain.

Plans for the contemplated WEA-F-NBC network show employing Paramount players and writers have been completed. Half-hour program starts next month and will be on the air at 12 o'clock noon, New York time. Borris Morros, Paramount musical director, is organizing a 30-piece orchestra for the program, which will be under his direction.

Remington-Rand has signed for half hour, three nights a week, on

ONE MINUTE INTERVIEW

MORTON DOWNEY

"Mark my word, radio will eventually have a refinement that will make everyone happy—shorter announcements about everything, commercials, songs, etc. This will mean a new and faster pace for all entertainment. When the day comes, tribute should be paid and declare it 'Radio's Judgment Day.'"

Chatter

VERNON CRAWFORD has resigned as an announcer at WMAS, Springfield, Mass., to become an announcer at WPRO, Providence. Aidan Fitzpatrick of station WNAC in Boston went to Springfield.

Peter Krug has been appointed business manager of Station WNBX, Springfield, Vt. Al Parker has been named program manager.

C. O. Langlois, president of Langlois and Wentworth, dropped business for a few hours recently and took a flyer at Tin Pan Alley. Result: His new fox trot, based on the old nursery rhythm, "Peter Peter Pumpkin Eater," and titled "Pumpkin Eater Blues" will soon be released. The swing tune has already been recorded by Bert Hirsch, and has been sent to all radio stations using Lang Worth planned program service.

John Holbrook, diction award winner, who announces all Langlois and Wentworth recorded programs, and whose voice is heard on many movie shorts, drops his announcing duties this week to play the role of a newspaper photographer in "Front Page Drama." His medal winning diction has finally won him the chance to portray a character who answers "Yep" to every question.

Charles Pooler, an ex-UP man, is doing the 1-9 a. m. stint in the CBS publicity department. This is an in-

KFAC, to conduct a typing class by air.

Frederick Stark conducts an all string orchestra in a new half hour sustaining program to go out from KHJ over the Don Lee network, starting at 7:15 PST, Sunday nights, and bumping into the competition for 15 minutes each on the Cantor and Benny shows.

Magnolia Lane, a homey family life serial, has begun on a 15-minute, three times a week schedule on KGFJ, with Joe Parker producing, Judith Whitney writing the script.

W. J. Sloan Co., high hat home furnishings, tried radio out with a series of spot plugs, liked it, and has signed for its first series of regular programs to go over KFAC, 15 minutes daily.

KABG, Southern California's first mobile unit for broadcasting, goes in service Friday when KGFJ, broadcasts the Annual Midwinter Yacht Regatta. Ben McGlashen, owner of KGFJ, is a yachting fan and has broadcast previous events from his yacht.

Paul Whiteman's movie double, Bud Averill, has bought time and will do his own singing in a half-hour nightly program to go out on KFVD, to plug Averill's Cafe.

novation recently introduced by John G. Gude, CBS publicity director.

Nelson Eddy, who is resting at the Congress Hotel, Chicago, will resume his coast-to-coast concert tour in a few days. He also will be back on the air Sunday after missing a broadcast.

Kenneth Kesterson, operator of the Radio Service & Supply Co., Pine Bluff, Ark., has moved his business from 109 Main to 613 Main.

Jack Hollister, sports announcer for KDKA, Pittsburgh, was named publicity director for Cleveland's Great Lake Exposition in the Smoky area.

WTIC, Hartford, has received an extension to Aug. 1 from the FCC, of its special permission to operate simultaneously with KRLD, Dallas, on the 1040 kilocycle band.

A recent change at WSPR, Springfield, Mass., is the addition of Lee Authier and "The WSPR Orchestra" to replace the Colonial Network Feature, "The Cosmopolitans." WSPR has changed its policy to signing off at 6:30 p. m. instead of six. Network programs take the extra half hour.

Edith Jolson, WICC, Bridgeport, singer, is vacationing in Miami and Havana. Marion McDermott and Robert Lemon are both back with the station after illness.

General Baking Renews

General Baking Co. New York (Eond bread) has renewed its WBS transcription series entitled "Terry & Ted" which is running on WJSV, Washington. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Rash on Housing Series

Bryson Rash, actor and announcer, will be commentator on the new weekly 15-minute series, "Your Home and Mine," starting Saturday at 10 a. m. from WJSV, Washington, and broadcast over the WABC-CBS network. The programs are being presented in cooperation with the Federal Housing Administration.

Substitutes for Dr. Dafoe

Dr. Roy Allen Dafoe, confined to the Toronto General hospital with influenza, has turned his Lysol broadcasts over to R. Gordon Moffatt, his secretary. Dr. Dafoe had already prepared a number of scripts in advance and these will be read by Moffatt from Callender, Ontario.

Radio Execs in New York

Radio executives in New York yesterday included Tom C. Gooch and John W. Runyon of KRLD; Edward E. Hill, WORC; J. Thomas Lyons, WCAO. Franklin M. Dolittle, WDRC, is expected in town today.



STEPIN FETCHIT, the colored movie comic, and Benny Leonard, former lightweight champion, will be on Joe Cook's Shell Show this Saturday at 9:30 p. m. over the NBC red network. Susanne Fisher, Met. opera singer, and the Cabin Kids also are to be on the bill.

Mrs. Rhoda Sue Garrett has started a new cooking school over KFXR, Oklahoma City, 9:15 to 9:30 a. m. with practicable kitchen demonstrations at Moody's Appliance Shop, on North Broadway, 2 to 4 p. m.

WICC presents the 90-piece Bridgeport Symphony Orchestra on Wednesdays at 2:15 and Thursday evenings at 8:30, with conductor Frank Foti commenting.

One of the vocalists on the last Major Bowes amateur bills called herself a "leaning soprano." Said she leans to the dramatic.

WTIC's oldest program, weekly talks arranged by the Hartford Medical and Tuberculosis societies, is celebrating its thirteenth anniversary.

Two-piano team of Dave Mann and Gene Irwin at WFIL, Philadelphia, make their bow over the Mutual net today for a twice weekly series.

New Haven Plectral Symphony Orchestra, heretofore heard only during the holiday season, started a regular schedule yesterday at WELI, New Haven.

Under the auspices of the Department of Health, and with Dr. Joseph I. Linde, City Health head directing, the New Haven studios, of WICC will broadcast a weekly health program by various leading authorities on Friday evenings at 6:45, beginning Feb. 19.

WBRY, New Haven, lists a new program of movie gossip from the U.P. service in movieland, beginning today at 11:15 a. m., and continuing Tuesdays and Thursdays. "Your Movie Reporter" is in charge.

Beatrice Wuesterfield's program "True Tales for Children" on WICC, New Haven, has been switched from Friday to Thursday at 2:15. Mrs. Wuesterfield, who is the wife of the Yale Professor of Economics, is assisted by her 8-year-old son.

Griffen to Minneapolis

Lloyd Griffen, announcer, is leaving the Chicago CBS studios to take a job in Minneapolis.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

THE National Association of Merchant Tailors.....whose choice of Beau Brummels filters over the NBC-Red network, Thursday...ought to be sending posies to Helen Guggenheim....NBC publicity gal...who's behind it all.... Fanny May Baldrige and Janet Lane of "Five Star Revue" will do a femme Amos 'n' Andy...just as soon as the Roger White office readies the show.... Mary Astor will talk to Elza Schallert on her Feb. 19 NBC broadcast....Nash Speed Show Feb. 20 will welcome the Met's Helen Jepson and Buck & Bubbles as guests...Belle Bart, who tells by the stars over the WOR-Mutual, could practice law...if she liked.



Margot Sloane.....who premiered Monday in a program called "Moments with Margot" over WNEW....goes commercial next week....With several sponsors....Says she's a saleswoman but will sing...play the piano...and deliver commercials...Beauteous Estelle Taylor of flickers and the air to do an interview with Jeff Sparks on Sunday.... Ramona will guest star in the "Nine O'clock Revue" Feb. 21. The Mannequin School...presided over by Marianna Smillie....awarded a gold plaque to Frances Langford....radio warbler.... For having the best figure in show business...Miss Smillie talks today over WINS on "The Career Woman and The Servant Problem"...Awards of Merit went to Marlene Dietrich, Kitty Carlisle, Eleanor Holm Jarrett, Gertrude Niesen, Lily Pons, Myrna Loy, Gracie Allen, Marion Davies and Ginger Rogers.



Mrs. B. A. Rolfe....wife of Heinz "Magazine of Air" ork leader goes South America-ward today....She'll peek at radio stations in Buenos Aires and Rio...Also will quiz South American gals as to radio preferences....Other femme commentators are forced to doff the bonnet to Ruth Moss, New England lass.... she's interviewed over 100 persons of stage, screen and air in the last half year...from Charles Francis Adams, former Sec of the Navy, to Ann Corio, burlesque gal...also 20 band leaders, Henry Hull, Edith Barrett, John Boles et al...With "demon flu" still hovering Kathryn Cravens does another bedside broadcast today...Game gal!

Station Flashes

STARTING March 2, KFEL of Denver will present 26 weeks of transcriptions for Colorado Ice & Cold Storage Co. (Olympic Ice Boxes), through Beans & Haney Advertising Agency. Programs go on at 6:15 p. m. Tuesdays, 7:25 p. m. Fridays and 6:45 p. m. Sundays.

WFBM, Indianapolis, has installed equipment at the Indiana University extension center to be used by students in two classes in radio work under Blanche Young of the Radio Department of the Indianapolis public schools.

En route to Hollywood via the Chief, the Gillette Community Sing cast including Milton Berle, Jones and Hare, Jolly Gillette, Andy Sanelles orchestra, etc., during the half-hour stop in Kansas City staged an impromptu broadcast over KMBC, the CBS station there.

Bill Beal, staff announcer on KDKA, Pittsburgh, joined the Fierst-McFall Productions in that city as promotion manager.

Carl Gensel has been added to the announcing staff of WXYZ. He has been announcer and production director in Portland, Seattle, Spokane and Walla Walla.

Mari Brattain has resigned from the staff of KOL after five years in the continuity department in order to become a staff writer for the Seattle office of Beaumont & Hohman, national advertising agency.

Sally Pestcoe, Philadelphia local gal who hit the nets as an opera find, gives her first home-town recital Feb. 23 at the Barclay.

Menuhins in Joint Recital

Yehudi and Hephzibah Menuhin, in their only joint recital this season anywhere in the world, will appear as guests on the Ford Sunday Evening Hour Feb. 28 over the Columbia network at 9 p. m. (EST). This joint recital in Detroit's Masonic Temple before a capacity crowd of 5,000 will mark the first time they have ever played together on the air.

New WEEI Transmitter

Boston—The new transmitter for WEEI will be ready in about two weeks, according to Louis Whitcomb, assistant manager of the station. Dedicatory exercises are being planned for the event. The old transmitter at Weymouth will be abandoned.

Coincident with the change the power during the day will be boosted from 1000 watts to 5000. The regular 1000 watts power will be continued during the evening hours for the present.

Robert M. Feldman (sales) and Warren Greenwood (announcing and publicity) at WMAS, Springfield, Mass., are drawing some favorable comment on their new program, "Sport Talks," 15 minutes Monday nights.

Hermann Walker, vice-president and treasurer of United American Bosch Co., Springfield Mass., reports that though the company is now in its dull period in radio manufacture, most departments are running at higher volume than in February, 1936.

Glenn Irving, singer, will make his first appearance on KDKA during the Strollers Matinee at 1:45 p. m. today. Bob Keller will give an Elmer and Elsie monolog and Val Varr will contribute popular songs. For the following Thursday, Bette Simley and Charles Grayson, vocalists, will feature the Strollers program.

Raoul Nadeau, concert baritone, will be featured on several WOR programs, including the operatic "Cesare Sodero Directs" series, beginning with the Mutual network show Friday from 8:30 to 9 p. m., EST. Nadeau succeeds Stuart Gracey on this series. He will also be heard on his own program, on which he will announce as well as sing, on Thursdays from 11:15 to 11:45 a. m., beginning Feb. 18. Nadeau will, in addition, be heard occasionally on the Ed Fitzgerald programs.

Staff of station WMAS, Springfield, Mass., gave a surprise party on the 15th for Keyes Perrin, announcer, on his birthday.

Ken Ellington at CBS

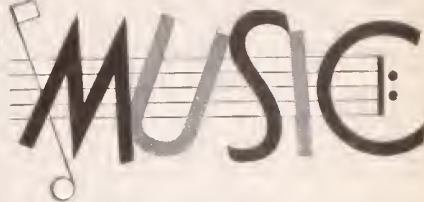
Indianapolis — Ken Ellington, WFBM announcer and newscaster, leaves the local station Feb. 21 to join the CBS announcers' staff in Chicago. His place here will be filled by Frederick G. Winter, former member of the Federal Players.

Sterling Offers Premiums

Sterling Products Inc., New York (Phillips Milk of Magnesia toothpaste) is offering one utility dish with each 25-cent tube of dental cream purchased this week. If customer buys a 50-cent tube, he receives two premiums.

Joins Cecil-Warwick-Legler

Preston H. Pumphrey, formerly radio director of Fuller, Smith & Ross Inc., New York, on Feb. 26 will become radio director of Cecil, Warwick & Legler Inc., New York, succeeding H. V. McKee, resigned.



GLLEN GRAY and his Casa Loma Orchestra yesterday made recordings of "Drifting Apart," with Gene Gifford arrangement, "You're Too Marvelous for Words" and "Sentimental and Melancholy" both from "Ready, Willing and Able," "Zig Zag," hot number, and "Whoa, Babe," with vocal chorus by Pee Wee Hunt.

Horace Heidt leaves the Biltmore Hotel and Mutual in April to tour. Returns to the roof in June.

Bernie Watson, band leader with the Joe Cook outfit, now has two spots on the program. He warbles two original modernized Mother Goose numbers.

Leo Erdody, musical director for World Broadcasting System, is none other than the world-famous concert violinist, Leo Wald. He chose a nom de radio in order to make good on his merit. And he has.

Ray Noble, who served notice on his entire orchestra last week, will round up a new set in California.

Peter De Rose is writing a lot of symphonic numbers, some of which are expected to be played by Paul Whiteman in his Carnegie Hall concerts.

Leo David and Don Redman of "The Duchess Had the Duke for Dinner" fame have been placed under contract by Irving Mills. They're among eight composers working on score of the new Cotton Club Revue.

Eddie Weaver and band, Hotel Taft, New Haven, made their air debut last week at WICC. Program will continue Wednesdays and Fridays, 11:50 P.M.

George Hall has been at the Taft Grill for as many weeks as there are days in the year, for commencing last Monday he started his 365th consecutive week at that hostelry. The maestro has played over 5,000 luncheon and dinner sessions and is starting on his eighth successive year at the Taft.

KNOW YOUR INDUSTRY

SIGNAL is the sound or message transmitted, or the effect thereof.
SIGNAL WAVE is a term which conveys a signal.
CARRIER WAVE is one modulated by a signal and which enables the signal to be transmitted.

☆ "Quotes" ☆

EVERY added potential listener adds to the responsibility which always follows the broadcaster—the responsibility of seeing that the program is worthy of its audience. The measure of the success or failure of a broadcaster in rendering a public service must be not how many people he reaches but the character of the program he offers to those whom he reaches." — FRANKLIN D. ROOSEVELT.

"Being personal, I'm sure that Neighbor Fitzgerald will audition for not less than a dozen sponsors, all of whom will agree he is 'not exactly what they had in mind.' He will be the principal commuter between Newark and New York. He will play approximately 125 benefits and will be on the carpet in the front office for something he said, or might have said. And through it all will still be hopeful for that elusive will-o-the-wisp, a break."—ED FITZGERALD.

"After a bit of calculating I found that between five and seven p.m. during the week, Monday thru Friday, there are 162 major programs on the air. Of this number only thirty-nine are musical and one hundred twenty-three are speeches, interviews, children's stories, wild west yarns and news bulletins. Of the thirty-nine musical items, there are only five orchestras, one of which is a classical ensemble. On Saturdays and Sundays, however, the programs are more evenly balanced . . . Why not less talk and more music during the dinner hours."—JACK ARTHUR.

"I've been all over the world. I've lived in Algeria, Sydney, the South Seas and Europe, yet the most thrilling, enthralling, romantic thing to do is act before the microphone."—DONALD DUDLEY.

Coming Events

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

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

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

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 9: Press Photographers' Ass'n Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

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

RADIO PERSONALITIES

No. 4 in the Series of Who's Who in the Industry

LENOX RILEY LOHR. President of National Broadcasting Co. An engineer of parts, he has distinguished himself also in military and journalistic fields. Born in Washington, D. C., August 15, 1891, he was NBC prez at 44, when appointed in January, 1936. Graduated in 1916 with



Salute for Major Who Rules NBC

honors from Cornell University with degree in Mechanical and Electrical Engineering, and later attended Claire College at Cambridge University, England. During the World War he attained the rank of Major in the U. S. Army and was cited for meritorious service in action. For seven years he was a member of the board of directors, executive secretary and editor of the journal of the Society of American Military Engineers. Also was a member of the Advisory Council of the Federal Board of Surveys and Maps. A Sigma Phi Sigma, he belongs to numerous clubs and societies and is the author of many technical papers. Recent highlight of career was selection as General Manager of the "Century of Progress" in Chicago. Final score on the station relations angle at NBC appears to be tops.

Varied Viewpoints

Peerce Craves Audience

To Add Ardor to Singing

VERY often radio and agency executives ask me if I think studio audiences are a necessary part of a broadcast. Well, as the old maid said when she kissed the cow, it's all a matter of one's own tastes. I'm all for studio audiences. It's easier for a singer to put his heart into a song when he has a visible audience than when he has just a cold, impassive (relentless is even the word) microphone. I like studio audiences because they give a program more warmth. Without them, broadcasts seem as uncertain and dubious as the dress rehearsal of a musical show, performed in an empty house. There's no way of telling whether things are going over or just going. Comedians whom I know tell me the same thing. Unless they can draw rich, full-blooded laughs, their lines pale and their gags go limp.

I don't know why it's a surprise to them. Just as much as a comedian, a singer has to strive to create a mood and wield a sort of spell over his listeners so that they fall into the same mood. He can judge their interest and reactions by studying their faces as he sings. When he notices a subtle ardor and response prevailing, he can sing all the better for it. On the other hand, there isn't much of a thrill in singing over the air if the only people around are the orchestra musicians, the announcer, the production manager, etc., all of whom are more interested in their own performance than in the artist's. I hate a studio to be cold in atmosphere. If I had my way, every one of them would be decorated with drapes, easy chairs and soft couches. . . .

JAN PEERCE, SHAFER'S COLUMN, Newark Ledger.

Visual Radio Reception Cinch For Next Year, Litt's Forecast

IT is my opinion that television will be declared open for commercial exploitation in 1938, and programs of film and live talent will be received over a distance of twenty miles to those owning sight-sound sets—costing from \$250 to \$500—in New York City, Philadelphia, Los Angeles, and a number of other large cities of the United States.

Quality, brilliancy, and color of pictures will be on a par with home-movies. Without projecting pictures from a television receiver to a wall screen or to a screen set in a separate cabinet which will house a loud-speaker at its base—unlikely to happen within the next year or two—it is assumed that the present 7½ by 10-inch image will be increased in size somewhat by experimenters in this country. Short waves of but twenty feet long will carry both sight and sound. Static is not present in the realm of these tiny waves and little trouble is evidenced from fading.

It appears to me as if the two transmitting systems of the Radio Corporation and the Farnsworth Co., both electronic systems—cathode ray—will be accepted in this country, with of course the other experimenters receiving licenses from the government to construct stations and transmitters of their own. As long as a sight-sound receiver is produced that will receive programs of all the experimenters, that is all that is wanted by the Federal Communication Commission and the public.

It seems to me that the Philco Radio & Television Company, having access to the patents of both the Farnsworth and Radio Corporation of America concerns, will be able to

Short Waves

RADIO listeners the world over are very much alike. A letter was received at WCAU, Philadelphia, from Capetown, South Africa, commenting on the reception of W3XAU, station's short-waver. Postscript asked for tickets to visit the studios when he comes to America this summer.

Daily broadcast of RAN, Moscow, has been extended from 7 to 9:15 p. m. EST. It formerly ran only an hour.

Columbia Broadcasting System, with the cooperation of the British Broadcasting Company and Oxford University, will broadcast a special transatlantic show on Saturday from 2 to 2:30 p. m. Viscount Halifax will be the featured speaker with three college glee clubs supplying the musical background.

produce a better sight-sound receiver.

A demonstration of the coaxial television cable will soon be made between New York City and Philadelphia. If the sight-sound stations of the future guarantee a sufficient revenue to the American Telephone and Telegraph Company, the use of the cable for linkage of cities is assured.

In a few years when color gains headway in the motion picture industry, and third dimension television is successfully demonstrated, followed shortly afterward by a similar adaptation of third dimension to motion pictures, then the television industry will take a further step forward and add color to sight-sound. Visualize for the future a new five-billion dollar industry and not far in the future, if I can judge the future by the past. . . .

LEON L. LITT.

Television No Bugaboo, Philco Engineer Thinks

WHEN commercial television eventually reaches the home it will in no way supplant regular sound broadcasting.

The next year will find television continuing in its field tests; ultra-high frequency waves will be further explored and their service areas more definitely determined. It is expected that leading experimenters will change their transmitting equipment to conform with the new standard 441 lines. Experimental receivers will be improved and simplified. Improvements in picture size and brilliancy may be expected, and research will continue in various laboratories with unabated vigor. As a result, an entirely new method of flashing pictures into the home might come about, but in the meantime, engineers and physicists will plod along the conventional lines. . . .

ALBERT F. MURRAY, Television Engineer, Philco Radio.

We KNEW That the

CURIOSITY Interest

In RADIO DAILY

Would Be HIGH But

We NEVER Expected

the Rising Tide of

Subscribers ★ THANKS

ARBITRATION PLAN SEEN ON MUSICIAN-DISK BAN

(Continued from Page 1)

benefit and indigent fund for musicians.

The union head will have another meeting with executives of recording firms in about ten days.

Ready for Flood Emergency

New Orleans—Tests of the short wave radio tieups to handle emergency flood directions in the lower Mississippi valley were successful. Joe Uhalt, director of the tieup announces. Inasmuch as there has been no flood emergency in the south end of the delta, the circuit has not been put into effect, but the north end in Arkansas and Memphis is handling communication, Uhalt said.

Philco Marketing Phone

Philadelphia—A new product, the Philco-Phone, providing two-way private communication in home, factory, office, store or other establishments, will be marketed by the Philco Radio & Television Corp. Built to serve as many as four remote stations connected with the master control unit and will operate over a distance of a quarter of a mile. Broadsides, folders, display and other dealer aids have been provided for an intensive drive to develop the market to the limit.

Comedy in Hebrew

Philadelphia—Jewish foreign language programs over WPEN-WRAX, heretofore all musical and dramatic, gets its first touch of comedy in show sponsored by W. M. Knatz, Inc., realtors. A weekly series on Fridays airing the crossfire between William Zigenloub and Louis Gross.

Rosenberg on Coast

Emanuel Rosenberg, executive vice-president of Transamerican Broadcasting & Television Corp., New York, is in Hollywood for a month's stay, and is attempting to close several deals now pending for the exclusive representation of movie talent by Transamerican.

Jules Alberti Moves

Jules Alberti has moved his business over to the Herman Bernie offices. Understood that he will retain personal direction of Benay Venuta, however.

Film-Testing Buddy Clark

Buddy Clark, CBS singer, will be movie-tested one day next week by 20th Century-Fox. Paul Ross of CBS artists bureau handling the arrangements.

Youngman Gets Program

Henny Youngman, comedian who has been scoring on the Kate Smith hour, will be starred in his own show with an orchestra Super Suds is the sponsor, and details are now being worked out.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SET

WCOP, Mass. Broadcasting Corp., Boston, application for Mod. of license, 1130 kc., 500 watts, limited until LS at KSL, Salt Lake City.

Louisville Times Co., Louisville, application for CP for new station to operate on 1210 kc., 100 watts, unlimited time.

Sharon Herald Broadcasting Co., Sharon, Pa., CP for new station to operate on 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O., CP for new station to operate on 780 kc., 1 kilowatt, daytime.

Frazier Reams, Mansfield, O., CP for new station to operate on 1370 kc., 100 watts, daytime.

Richard S. Gozzaldi d/b as Oak Cliff-Dallas County Broadcasting Co., Dallas, CP for new station to operate on 1500 kc., 100 watts, daytime.

A. L. Chilton, Dallas, CP for new station to operate on 990 kc., 1 kilowatt, daytime.

Bellingham Publishing Co., Bellingham, Wash., CP for new station to operate on 1420 kc., 100 watts, unlimited time.

Gomer Thomas, Bellingham, Wash., CP for new station to operate on 1420 kc., 100 watts, unlimited time.

WHAT, Independence Broadcasting Co., Inc., Philadelphia, application for CP for change of power and frequency to 1220 kc., 1 kilowatt, unlimited time.

APPLICATIONS RECEIVED

WMCA, Knickerbocker Broadcasting Co., N. Y., Mod. of license to increase power of auxiliary transmitter from 500 watts to 1 kilowatt.

WHK, Radio Air Service Corp., Cleveland, Mod. of license to increase night power from 1 kilowatt to 5 kilowatts.

KTSM, Tri-State Broadcasting Co., Inc., El Paso, Tex., license to cover construction permit for changes in equipment, increase in power, move of transmitter and authority to carry WDAH schedule over KTSM transmitter.

KTHI, Arkansas Broadcasting Co., Little Rock, Ark., Mod. of license to change power from 100 watts night, 250 watts daytime to 250 watts day and night.

Knickerbocker Broadcasting Co., Inc., Flushing, N. Y., CP for new high frequency broadcast station to be operated on 26550 kilocycles, 100 watts, unlimited time.

WNBF, Howitt-Wood Radio Co., Inc., Binghamton, N. Y., CP to make changes in present equipment and increase day power from 100 watts to 250 watts.

Charleston Broadcasting Co., Charleston, W. Va., CP for new relay station to be operated on 31100, 34600, 37600, 40600 kc., 5 watts, variable hours.

EXAMINER'S RECOMMENDATIONS

That the application of Dorrance D. Roderick, El Paso, Tex., to construct new broadcast station on frequency of 1500 kc., 100 watts, unlimited time, be granted.

Western Broadcasters, Inc., Clovis, N. Mex., granted Mod. of license to change hours of operation from specified to unlimited day, specified night hours, 1370 kc., 100 watts.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Free Trip to Coronation

A trip to Europe and front seats at the Coronation of King George VI of England will be offered through the medium of the Mutual network's "Coffee Club", program on the broadcast scheduled for Friday at 8 p.m. The series is on WOR locally.

First prize, which is augmented by 99 other unusually attractive awards, includes five exciting days in London and two days in Paris, with all travel, hotel and sight-seeing expenses paid. The winner and companion sail from New York on May 4 aboard the Berengaria and return from France May 19 on the Queen Mary.

Other prizes included will be a G. E. all-electric kitchen, complete

from dishwasher to refrigerator, a Studebaker four-door sedan, two 18-tube radio sets, glassware and Silcox coffee-makers.

The only thing contestants are required to do to compete for any of the many prizes is to write a short letter, 50 words or less, on the subject "Why I prefer coffee vacuum packed in glass." Each letter must be accompanied with the label of the coffee advertised on the air.

Winners will get the good news April 26 and their names will be announced on the Mutual air waves April 30.

"Coffee Club" features Richard Himber's smooth music, Gogo De Lys and Stuart Allen, vocalists, and Fred Utal, master of ceremonies.

WOMEN'S RADIO GROUP MAKES AWARDS MAR. 31

(Continued from Page 1)

also a definite award to a musical show. Last year the General Motors concert program received honorable mention, and the year before took the award. Reason for this was that the WNRC has based its award on a musical program built especially for radio and did not take into consideration an organization, for instance, as the New York Philharmonic-Symphony Orchestra.

Awards this year will total six instead of five. They are (best in each case): Musical Program, Dramatic Program, Variety, News, Children's Program and Adult's Educational Program.

Another new feature this year will be the appointment of two outside authorities to the awards committee, for each particular type of program. News program will invite two newspapermen of note, but none connected with radio interests. Well-known educators will be asked to help on the educational programs. Not all of those invited have had time to forward their acceptances as yet. It is felt that expert opinion could be had in this way as an aid to the regular committee and its ballots. In addition to the affiliated women's club votes, radio editors, as usual, will also receive a ballot on the six classifications and sub-classifications, etc., and thus allow for runners-up. Also, the use of men from news, dramatic or musical fields, will lend a more professional air to the awards committee.

No straight comedy award will be made this year due to the fact that no comedian on the air seems to be getting along without a guest star at one time or another and it is believed it will be covered under the variety heading.

As is the custom, radio and advertising agency executives have been invited to the luncheon, also Anning S. Prall, chairman of the Federal Communications Commission.

Mme. Yolanda Meto-Irion is chairman of the WNRC.

WNRC has also made a tie-up with Wadsworth & Wood Sales, Inc., whereby the concern has research privileges to poll members of affiliated clubs and in turn peddle the information to agencies, their clients and to stations. WNRC is said to be getting a cut on the proceeds. Research organization is headed by Nathan Wadsworth with offices at 551 Fifth Ave.

1,300,000 Letters for WLS

Chicago—Check of mail received by WLS the past year reveals a total of 1,300,000 letters, the station announces.