



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 8

NEW YORK, THURSDAY, FEBRUARY 18, 1937

FIVE CENTS

Clash On Dickstein Bill

Looking On

FADS ... AND LISTENING IN
THERE is probably nothing that can be done about it, but the urge to imitate is continually proving a quick death to many air programs which otherwise might hold public interest for considerable time.

Look what happened to the amateur shows.

The inquiring reporters, the quizzers, the spelling bees, the listener-speaks and several other fads likewise are going the same route.

It is not an exclusively radio problem, this parroting of the other fellow's idea, but the radio might have profited from the fatal results of such duplication in other fields of amusement.

By the way, whatever became of "swing music"?

AMITY BARRING indiscriminate expansion of studio audiences, there is no more reason for the movie theaters to fear radio competition than there was for the newspapers.

The daily press started to fight the radio, wound up by cooperating with it, and now both are better off for it.

Circulation and advertising income of the newspapers and magazines last year showed a percentage gain almost as big as the increase in radio listeners and revenue.

Lately there have been signs out in Hollywood that the film studios, instead of quarreling with the radio over the competition for talent, will embark on a policy of cooperation.

Fighting means tearing down on both sides.

Cooperation results in mutual benefits.

AMER. TOBACCO RENEWS OVER 70 NBC STATIONS

American Tobacco Co., New York (Lucky Strike cigarettes), has renewed "Your Hit Parade and Sweepstakes" for 13 weeks on 70 NBC-Red network stations, Wednesdays, 10-10:30 p. m., effective March 10. Lord & Thomas, New York, has the account.

PETE DE LIMA QUILTS CBS BUREAU ON COAST

West Coast Bureau, THE RADIO DAILY
Los Angeles—Pete De Lima, head of Columbia's artists' bureau on the Coast, resigned yesterday and en-trained for the East. Columbia had no statement to make in the matter.

Kentucky Derby Rights Are Acquired by NBC

The exclusive rights to broadcast the Kentucky Derby from Churchill Downs, Ky., on May 8 has been awarded to NBC, it was learned yesterday. It is also understood that the broadcast of the race will be sponsored by Brown & Williamson Tobacco Co., Louisville (Kool & Raleigh cigarettes), over NBC. Inasmuch as May 8 is outside the 90-day contract clause, no time period or network has been set. That Clem McCarthy will do the event is very probable.

CBS had the radio rights to the Derby last year with Brown & Williamson as sponsor. Arthur Pryor, vice-president of Batten, Barton, Durstine & Osborn, Inc., New York, B. & W.'s agents, personally supervised the broadcast last year.

Tibbett Appears For, and Damrosch Against, Measure to Curb Alien Talent

Honeymoon Influence

Lincoln — Reginald B. Martin, station manager of KFAB-KFOR, has started rebroadcasting the WLW (Cincinnati) "Moon River" period on KFOR. He heard it being done while on a recent New Orleans trip, honeymooning.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Arguments for and against the Dickstein bill were presented by Lawrence Tibbett and Walter Damrosch, respectively, at yesterday's hearing on the measure before the House Immigration Committee.

Tibbett, as president of the American Guild of Musical Artists, declared he favored the bill with modifications so that there would be a

(Continued on Page 6)

NELSON EDDY TO HEAD CHASE-SANBORN SHOW

Nelson Eddy, baritone, now featured on the Vick's Open House Program on CBS, which terminates March 21, has been signed by Standard Brands, Inc., (Chase & Sanborn coffee) for a new series of programs to begin next fall. The contract with Eddy was signed in Chicago last week.

It is reliably understood that the present program, "Do You Want to be An Actor," will not be renewed after the March 14 broadcast which completes the first 13 weeks of this show in the Sunday, 8-9 p. m. spot

(Continued on Page 8)

Socony Again Sponsors Yale Football Schedule

Socony-Vacuum has contracted for sponsorship of the Yankee Network broadcasts of Yale University Football Schedule for the 1937 season, starting over WICC, Bridgeport and

(Continued on Page 8)

NBC JAN. DAY BILLING INCREASES 94 PER CENT

National Broadcasting Company's daytime revenue for the month of January amounted to \$961,866, which represents an increase of 94 per cent over the same month last year and tops all previous January daytime figures.

Sunday daytime gross billing for January was \$297,577 an increase of 78 per cent over the same period a year ago.

Censorship and Tax Bill In State of Washington

Portland, Ore.—A bill has been introduced in the Washington state legislature calling for a state board of radio censors to pass upon radio programs originating in the state. The measure also provides for a 2 per cent tax on local business of radio stations.

President's Court Proposals Stir Record Debate on Radio

Big Gains Are Shown In Instant Recordings

Reflecting big gains in the use of instantaneous recordings among radio stations both here and abroad, busi-

(Continued on Page 8)

President Roosevelt's judiciary re-organization proposals have prompted more radio discussion than any single piece of legislation in the history of radio, according to a survey by National Broadcasting Co.

Within 16 days from the time the

(Continued on Page 8)

Rewarding Fibbers

Murine Co., Chicago (eye wash), is offering three Elgin wrist watches to the three listeners sending in the best lies of the week.

Lies are used on Mutual program as part of the "Burlington Liars' Club."

Program is heard from coast to coast on Tuesdays, from 8:30 to 9 in the evening.

Equal Rights

Lincoln—John Edwards, legislative commentator for KFAB here, succeeded in gaining for radio equal rights with the press in the press box during the present and all future sessions.

Senator Charles D'afoe introduced the resolution pertaining to "accredited newspapers" and added "accredited radio stations." The motion prevailed.



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Earnshaw Sets 2 Programs

Earnshaw Radio Productions of Hollywood, which recently opened a New York office with Charles Michelson in charge, has placed its "Chandu the Magician" in two more spots, one at WGY, Schenectady, and the other at WWSW, Pittsburgh.

"Big Brother" Plugs Film

The "Big Brother" program, broadcast over a coast-to-coast Mutual hookup, will present on three successive Sundays starting Feb. 21 dramatic excerpts from the Warner film, "Penrod and Sam." The program is broadcast at 11 a. m. under the supervision of "Big Brother" Bob Emery.

Duncan Sisters to New York

Chicago—Vivian and Rosetta Duncan wind up stage engagements after current week here to return to New York to devote full time to a new NBC radio show being prepared for them.

FINANCIAL

(Wednesday, Feb. 17)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180	178½	179	— 1¼
Crosley Radio	26¾	26¾	26¾	—
Gen. Electric	60¾	60¼	60¼	— ½
North American	31¾	30¾	30¾	—
RCA Common	12½	11½	12	+ ½
RCA 1st Preferred	78¼	77½	78	+ ¾
RCA \$5 Preferred B	(102½ Bid)			
Stewart Warner	19¾	19¼	19¼	— ¼
Zenith Radio	40¼	39	39½	+ ½

NEW YORK CURB MARKET

Hazeltine Corp.	17½	17½	17½	— ½
Majestic R. & T.	5½	4¼	5	+ ¾
Nat. Union Radio	3½	3½	3½

OVER THE COUNTER

	Bid	Asked
CBS A	49¾	51½
CBS B	49¾	51½
Stromberg-Carlson	19½	20½

Pebeco to Award a Weekly Trailer

Lehn & Fink, Corp. (Pebeco Toothpaste), will offer one trailer a week until further notice for the best letter of not more than 25 words on "Why I want a trailer." Included in the contest is a stipulation to offer a name for the mythical trailer currently being used in the script of the show. Program, "The Gumps," now being aired five times weekly, 12-12:15 p.m., over the CBS network. Lennen & Mitchell is the agency. This is the first trailer award on a national network.

Easter Egg Campaign Set for 37 Stations

Fred Fear & Co., Brooklyn (egg coloring), will launch its annual Easter egg coloring radio campaign on March 18 over 37 stations from Boston to Honolulu. Sponsor will use one-minute live announcements, once daily, for approximately four days. Schedule includes WMCA, WLS, WJR, WFIL, WNAC, WHK, WWL, WIRE, KOA, WHAS, KFI, KGO, WSB, WBAL, WKBW, WSOC, WDD, WCKY, KRLD, KFPW, KTRH, KMBC, WMC, KSTP, WNEW, WKY, WOW, WJAS, KOIN, WHAM, KDYL, KJR, KSD, WFLA, WOL, KFH, KGU. Menken Advertising, Inc., New York, placed the account.

Sues Owner of WJBW

New Orleans—Southern Broadcasting Co., lessors of WJBW, yesterday filed suit for \$12,000 damages and restraining orders in the Civil District court against Charles C. Carlson, owner of WJBW. The plaintiff charges Carlson with a list of alleged interferences which it is claimed seriously injured the station.

The defendant denied all charges and said there was no ground for suit and claimed that Southern's president was actually his employee. In a four-page bill of complaint, Southern Broadcasting Co. contends that Carlson, whom it claims to have paid \$200 plus royalties for the uninterrupted use of his station, forcibly took possession of the transmitter and ran the station to suit himself. Complaint also stated that defendant interfered with Southern's control men and announcers.

Hollinshead in New Post

K. J. Hollinshead, formerly assistant sales manager of Brennan-Cole Corp., has joined the staff of Roesler Howard, Inc., New York office, as contact man. Hollinshead was for a number of years circulation manager of "Association Men," a member of the firm of Stuart & Hollinshead Inc., direct mail specialists, and entered radio with the American Broadcasting Co. on the sales staff of WMCA. He is a brother of M. A. Hollinshead, vice-president of Campbell-Ewald Co.

Signed by Rockwell-O'Keefe

Bill Hogan, formerly at the Edgewater Beach Hotel, Chicago, has just signed with Rockwell-O'Keefe. The same agency has just signed Enric Madriguera and Mal Hallett and bands.

Philco-RCA Suit Argued In Wilmington Court

Wilmington, Del.—Suit brought by Philadelphia Storage Battery, a Philco affiliate, asking an injunction to prevent RCA from terminating an agreement giving license to P.S.B. to use basic patents of the radio industry, was argued before Chancellor Josiah O. Walcott yesterday.

RCA in a counter-suit claims it has the right to terminate the agreement because, it alleges, it is not being paid proper royalty. RCA claims it is due royalties on the price at which Philco sells radios, not the price at which the latter's subsidiary sells to Philco.

A decision in favor of RCA would greatly affect business of Philco. The hearing will continue today.

Borden With Uncle Don

Borden's Ice Cream has signed to sponsor the Uncle Don broadcast on Friday night over WOR. Show is heard from 6 to 6:30 p. m. daily and new sponsor brings total of bank-rollers to three. Ice Cream will be given spot announcements on the other week-day shows. Pedlar & Rand, Inc., is the agency.

NBC Books Dog Derby

The special events division of NBC has booked a broadcast of the running of the International Dog Sled Derby, covering some 90 miles of rough roads and breaking a hard trail, which will be heard over the NBC-Red network Feb. 20, 9-9:15 a. m. The competition is emblematic of the Continental Championship for which the Holt Renfrew trophy is the award. Program will be announced by J. A. DuPont and fed to NBC through the Canadian Radio Corp.

Renews "Fireside Recital"

American Radiator Co., New York (heating equipment), through Blaker Advertising Agency, Inc., New York, has signed a 13-week renewal for its "Fireside Recital" program on 21 NBC-Red network stations, Sundays, 7:30-7:45 p.m., effective March 14.

Lanny Ross Concert

Lanny Ross gave a concert in Carnegie Hall last night before an appreciative audience of more than 2,000. Ross's renditions consisted of French, Italian, German and English numbers.

Coughlin Over WMCA

Father Coughlin's Sunday afternoon address via the Mutual net, will come through WMCA in New York. Seems that WOR is unable to clear time.

COMING and GOING

WILLIAM HOPPE, WBS station relations manager, has left New York on a two-week trip through the South visiting World clients.

MRS. LOUIS K. SIDNEY, wife of the managing director of WHN, flew to the coast yesterday.

JACK ADAMS of the J. P. Muller agency, returns to New York from Detroit.

RALPH WONDERS leaves for Florida this afternoon.

A. L. CORMIER, general manager of WIP of the Inter-City net, is in New York for a few days.

DR. JOSEPH E. MADDY, director of NBC band instrumental lessons, leaves New York for a lecture tour.

Sponsoring Auditions

Springfield, Mass.—The Wales Clothing Store will inaugurate a new style of commercial program over WSPR beginning the 28th. Auditions will go over the air as a regular broadcast. Wayne H. Latham, program director, will listen to each person and accept or reject them as sustaining shows. Programs will be on every Sunday from 5:30 to 6 p. m.

Expanding Programs in East

Royal Lace Paper Works, New York (paper doilies), is currently testing spot programs on five large Eastern stations and will shortly add eight more stations to the schedule. It is expected that the list will be expanded to a larger number of stations before summer. Lawrence Gumbinner Advertising Agency, New York, has the account.

Hudson Coal Cancelling

Hudson Coal Co., Scranton, Pa., cancels its Sunday "Beneath the Surface" programs effective March 28. Program heard currently over NBC-Red network of 11 stations, 2-2:30 p. m., and features Landt Trio and Col. Jim Healy commentator.

Sidney's Son Stricken

George Sidney, son of Louis K., WHN managing director, was stricken with appendicitis out on the west coast the other day. Mrs. L. K. flew out to her boy's bedside, while Mr. Sidney kept close contact with her via short wave to the plane.

WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME. 3-1270 New York

MORE TIME LATITUDE URGED FOR SCRIPTERS

There would be a distinct improvement in the quality of radio scripts if writers were given more time and latitude, it was stated yesterday by Georgia Backus, radio actress, writer and one-time Columbia executive, in a RADIO DAILY interview. She believes that the pressure under which they work hampers them and exhausts their inventive powers.

Radio, with its present limitations, is the magazine not the theatre of the air, according to Miss Backus. She once believed it might have an art of its own, but now thinks it is merely pleasant entertainment. As a dramatic actress, she believes that audiences are out of place in radio theatres when a dramatic production is being aired. Reason being they seem to be more interested in mechanics of the broadcast than in the play, thus making the performers self-conscious. She states further it is her belief their true audience is the unseen listening one, which she says is intelligent and critical.

Miss Backus would like to see novels bought for radio before Hollywood grasps at them. She's convinced "Anthony Adverse" would have been bang-up radio material. Also the Dunsany plays, for which she has negotiated. She adds no one has agreed with her concerning the latter.

"Singing Waiters" on CBS

"Singing Waiters", long a feature of Los Angeles' Paris Inn Cafe, and who recently made their CBS debut, have been signed as a regular sustaining feature. Program will originate through the facilities of KNX, Hollywood, heard in the East at 5:45-6 p.m. every Saturday. Outfit specializes in colorful operatic and choral arrangements.

Leonard Kraft Joins NBC

Leonard Kraft, formerly of the Crowell Publishing Co., is the newest member of the NBC sales staff in Radio City.



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.



● ● ● Early this morning Mickey Alpert refused the "Youngman route" to fame via the Yacht Club... He was offered the distinction of following Henny, who goes coast-to-coast for Super-Suds in a half-hour show with a band and stooges shortly (Youngman was hired after recording auditions)... He opens at the Loew's State March 11 as m.c.... Belle Baker may be on the same bill... A year ago, they wouldn't have him for nothing... That's the value of radio prestige... The contract signing between Joe Louis and Jim Braddock, for their bout in Chi this June, will be aired tomorrow afternoon via NBC-Blue... Robert Lipson, CBS page boy, is the brother of the newly-discovered "Gibson Girl"... Roy Wilson of the Wilson, Powell & Hayward agency went to Chi for a few days. Business unaccounted for... Paul Ash leaves the French Casino next week with Denny following and Rudolph Friml, Jr., coming in after two weeks... "Castles of Romance", long an NBC sustainer with George Griffin and Alice Remsen, will be sponsored by an oil burner company after March 11... Ada May, just back from a European tour, will take an initial crack at the radio business.

● ● ● Tribute was paid a respected and efficient fellow-worker yesterday afternoon... The various execs at CBS threw a Dutch Treat farewell Party to Ralph Wonders at the Weylin... The proceedings opened with Col. Stoopnagle and Budd presenting Ralph with a fishing rod after a short address. At the end of the line was a dead fish the Col. smuggled into the hotel... Called upon to say something, Wonders cried and his voice cracked... Mark Warnow offered to pay for the drinks as a toast to Wonders... Budd yelled, "How many commercials you got, Mark?"... Space does not permit the listing of the assemblage, so we'll just mention a few... Fred Willis, ass't to Prexy Paley; Ken Reime, CBS attorney; the entire sales, program and artist's bureau staffs attended... Ralph leaves for Florida this afternoon for a rest.

● ● ● Vic Knight leaves Ted Collins, Kate Smith and A & P show after next week... It is a friendly departure. As reported, Knight will handle Phillips Lord shows... Smith show encountering difficulties with "You Can't Take It With You," Broadway play, which is scheduled for next week... Seems that the male lead is afraid of the mike and wants his understudy to sub... Ben Alley, doing great comeback via WCAU, Philly, now has six airings a week for a finance company... Leo Diston, song plugger at Chappell Music, handing out cigars. It's a boy... Radio Row turned out big for the preview of Grace Moore's "When You're In Love" at the Music Hall the other dawning... The howl was the mention of Irving Mills, Cab Calloway and Clarence Gaskill as the composers of "Minnie, the Moocher", which she did in Swing Time... Charles H. Furey, formerly radio director for Moser & Collins, now in the same spot with Artists Syndicate of America... Benny Fields on the Phil Baker show from Florida Sunday.

● ● ● Tip to small stations:... John Reber, J. Walter Thompson, radio executive, tunes to all outlets, in the hope of discovering new talent... Doris Sharp, the lovely CBS hostess, now doing a "Carbo" with smoked glasses after the bandage removal... Margaret Livingston Whiteman will join Paul in Miami... Hubbell Robinson, Young & Rubicam radio man, out of office due to bad cold... Jack Pearl and Cliff Hall return at 10 tonite from Cleveland via the United Airlines...

SUIT OVER CONTRACT IS LOST BY RAMONA

Plans of Ramona Davies, are slightly indefinite following the decision by Supreme Court Justice Joseph M. Callahan, who ruled that the Ramona contract with Paul Whiteman and the Artists Management Bureau, headed by Jack Lavin (Whiteman's manager), has to stand, and denied her application for an injunction restraining the maestro from enforcing the contract calling for her exclusive services.

Ramona's affidavits averred among other things that she received but \$150 a week even though she might be sold for much higher amounts. Practically no defense was submitted by Julian T. Abeles, attorney for Whiteman, who pointed out that Ramona earned \$17,000 net in 1935 and \$13,000 in 1936 under the aegis of the Artists Management Bureau, also that Ramona is guaranteed \$125 a week and that 20 per cent commission is collected only on her earnings (as booked through Whiteman) above \$150 a week. Lesser amount for 1936 is indicated, according to Abeles, because Ramona refused to fulfill contracts.

Meantime Ramona is contracted through Artists Syndicate of America to play at the Savoy-Plaza Hotel, also future commitments for the Paramount theater. Trial Board of Local 802, AFM, had deferred action on charges preferred by Whiteman until the courts passed on her suit. Offices of Noah L. Braunstein, attorney for Ramona, did not know yesterday whether an appeal would be taken to the Appellate Division. Ramona has also been booked to appear as guest artist on the Schaeffer beer, WOR program entitled "Nine O'Clock Revue."

Finding of Justice Callahan is as follows:

"The contract entered into by the plaintiff may be enforced against her at law at any future renewal periods. It may also be enforced against the plaintiff in equity during the present renewal period. Even assuming, however, that the contract is not enforceable against the plaintiff in a suit in equity it does not follow that the plaintiff may come into equity for affirmative relief to aid her in violating the terms of a contract enforceable at law. The motion for temporary injunction is denied..."

1	9	3	7			
SUN	MON	TUE	WED	THUR	FRI	SAT
4	5	6	7			
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

February 18
Greetings from Radio Daily
to
Vivian Brown
Jacques Fray
Jimmy Durante



UNION OIL COMPANY, which started "Thrills" on National's red network three weeks ago, is enlarging the list of stations to include KGU, Honolulu, starting this week.

Leon Rosebrook, first chorus master for Radio City Music Hall, former musical director for Union Theaters of Melbourne, Australia, musical director for the St. Louis Municipal Opera company, and veteran director, has been signed as musical director for KEHE, key station for the new California chain. He fills the place formerly held by Salvatore Santaella. Rosebrook takes charge next Monday.

James Seward, Columbia Broadcast's assistant treasurer, is here from New York for several weeks' stay.

Fred M. Jordan, manager of Hanff-Metzger's Los Angeles office, returned from a New York visit last week, took sick with the flu, and returned to his desk today.

Jack Benny will return Ben Bernie's call of Sunday night by appearing on the Maestro's program sometime in March.

Haven MacQuarrie's "Do You Want To Be An Actor?" broadcast for Chase & Sanborn, opened quick doors to a movie job for Ann Warren, dancer, who has been trying for years to get on as an actress. Maxwell Arnow, casting director, for Warner Bros., saw Sunday's broadcast, signed Miss Warren, and she started work Monday.

Mrs. Gertrude Berg, who is doing the special script tentatively titled "The Singing Kid" for Bobby Breen, just signed by the NBC Artists Service, will also assist on dialogue for Bobby's new RKO film, "Happy Go Lucky."

Basil Rathbone and Henry Stephenson are added members of the original cast of "Captain Blood," film, to be heard with Errol Flynn and Olivia De Havilland in the broadcast version on the Lux program Monday night.

Barbara Stanwyck and Joel McCrea will be the "Hollywood Hotel" guest stars Feb. 26, in a preview of their new pix, "Internes Can't Take Money."

For the Women

Oklahoma City—"How Did You Meet Your Husband" is the title of a new Sunday afternoon program sponsored by Approved Laundries of Oklahoma City over WKY. It's aimed for the feminine listeners, with prizes awarded to the women selected to tell their stories.

Chatter

TONY RUSSELL, NBC's romantic singer has a busy schedule these days with a thrice weekly air series heard over WBZ, Boston, and a regular spot on NBC-Blue Network once a week. He is heard locally over the Boston outlet on Mondays, Wednesdays and Fridays, and in between makes the New York visit on time for a Tuesday night broadcast at 6:35 p. m., EST. He recently completed a 30-week commercial program over WBZ.

Pat Stanton, WDAS station manager, is the latest Philadelphia radio man to turn newspaper columnist. He is doing a daily stint for the Irish Press. Boake Carter recently was signed to put his stuff in the Philly Ledger.

Robert Feldman, sports commentator at station WMAS, Springfield,

Mass., has inaugurated a new weekly program, "Up and Down Sports Lanes," that is making a big hit in local sporting circles.

Ethel B. Henin chief of the continuity department of station WMAS, Springfield, Mass., has been granted an indefinite leave of absence. She is being replaced by Victoria Holmes, who will also continue Miss Henin's program for women, "Morning Carnival."

Donald Keefe has been appointed sports commentator for Station WNBX, Springfield, Vt.

Pat Patterson, WCAE (Pittsburgh) publicity chief, resigned his post to accept an editorial position with the Washington Herald. Jimmy Murray, Hearst's globe trotter, succeeded Patterson.

3 New Bedford Stores Sign 1-Year Contracts

New Bedford, Mass.—Mason Furniture Co. has contracted for one year sponsorship of "New Bedford Speaks," side-walk interview directly in front of sponsor's store on Purchase St., principal local stem. Saturdays, 12:15 to 12:45 p. m., is broadcast time. Last Saturday's program featured introduction of young goat as mascot and animated "gong." When question is incorrectly answered, person gets the "goat" instead of the "gong," easily extracted by a gentle yank of the goat's tail. "Goat-naming" contest is in progress. Theater tickets for question "senders-inners." Sol Chain, WNBH production manager, doing the interviewing, assisted by Paul Alpert of the furniture firm.

Kaplan Bros. Furniture Stores have signed 26 week contract for weekly presentations of five-minute E.T.'s titled, "Dramas from Real Life."

Household Furniture Co. signed one-year contract sponsoring "The Movie Reporter" with two 15-minute spiels weekly. Movie News, photogive-away offers, theater-ticket contests and premium club incorporated in program which was recently relinquished by local shoe store after two consecutive years' sponsorship. Sol Chain, who handled program from inception, will continue as spieler, with "Russ" Baldwin of commercial department doing the credits.

Met Opera Auditions

Scheduled for the Sherwin-Williams-sponsored Metropolitan Opera Auditions of the Air next Sunday at 3-3:30 p. m. over WEA-F-NBC network are Robert Shanley, baritone; Louisa D'Angelo, 17-year-old soprano, and Floyd Townsley, tenor.

New Scripting Classes Opened at U. of Minn.

Minneapolis—Radio Script Writing classes at the University of Minnesota, now well established as a permanent course in the extension service, have opened a new semester of 17 weeks' duration.

Classes in progress included one for "advanced" students, the first to be offered on the campus. Writers of script for current local Minneapolis-Saint Paul programs are among those enrolled. A new class for novices, the fourth class to be offered on the campus, also opened last week.

The director of the University extension service is Dr. Richard R. Price, chairman of the radio committee of the University. The instructor is Luther Weaver, head of a Twin Cities advertising agency specializing in radio advertising.

Broadcast from Bermuda

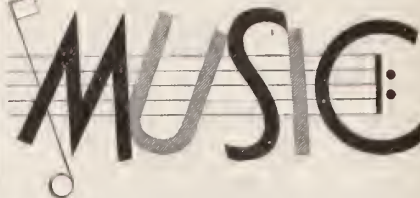
A Bermuda variety program, featuring the music of Chet Frost's orchestra and the First Battalion Sherwood Foresters Military Band will be broadcast over the NBC-Blue network on Saturday, 11:30-12:30 midnight, EST. The broadcast will originate from the Inverurie Hotel and Marine Terrace in Bermuda.

High School Radio Class

Norwalk, Conn.—A radio class has been opened nights in Norwalk High school with Arthur Wilbur as instructor. Beginners meet two nights a week and clubs and advanced pupils also are given two nights.

College Talent for Show

Thomas L. Stix of Souvain, co-producer of the Pontiac "Varsity Show," is lining up under-graduate talent for the Notre Dame broadcast, March 5. Joe Zwiers, captain-elect, second singing captain of the series, will be featured.



LOU KOSLOFF will direct the orchestra in place of Buddy Rogers on the Twin Star broadcast tonight at 9:30 p.m. over NBC-Red network. Rogers has dropped from the show in order to leave Hollywood for England to fulfill a movie commitment.

Jack Griffin, from the Little Rathskeller, and Frank Warren, Cocoanut Grove maestro, are the newest bands to join the WIP (Philadelphia) dance remotes roster. Ted Tinsley, whose torrid trumpet swings the band at the Moonlight Cabaret, is a newcomer on the WDAS list.

A WPA 11-piece orchestra has been added to the Federal Theater Varieties program from WBRY, New Haven, on Wednesdays at 4:00.

"Seventh Heaven," song number from the film of the same title, will be released for broadcasting March 1. Hollywood Songs is the publisher.

Vincent Lopez has announced the five winners of the collegian song-writing contest conducted on the Nash-Lafayette Speedshow. Although only one song was to have been published, the tunes were so promising that five will reach publication.

Stanley Worth is celebrating his fourth anniversary as featured vocalist with the Lopez Band.

Concert of the New York Symphony Orchestra will be broadcast by WQXR Tuesday, Feb. 23, 8:45-10:30 p.m., direct from the stage of Carnegie Hall. Conductor is Antonia Brico.

Jan Brunesco and Ork at Dempsey's will be aired via Mutual wire this week.

Mother, father and baby—the latter a few days old—are reported doing fine at an Omaha hospital. Lawrence Welk, Omaha ork leader whose band broadcasts frequently over Omaha stations on sustainers, was taken to the hospital ill with pneumonia two days after his wife went there. The daughter was born shortly after the father's arrival.

7 Years at Organ

Omaha—Seven years ago this week KOIL of Omaha started featuring organ concerts by Eddie Butler, then staff organist for a local theater. In celebration of the anniversary, Butler figured that: He has worked for three different owners of KOIL, he has broadcast by remote control from six different organs in six different locations, he has had his name announced 105,000 times, he has played more than 10,000 programs, 56,000 pieces of music, spent more than 5,000 hours on the air.

FOREIGN

NEW radio regulations will soon be enforced by the ministry of communications in Mexico. Concessions for a period of 20 years will be granted to Mexican citizens and organizations only. All programs will be under the jurisdiction of the ministry. Publicity shows will not be allowed to exceed two minutes and entertainment programs will be encouraged.

Official report from Sidney shows that on Nov. 30 there were 877,847 licensed listeners in Australia. This is an increase of 5,565 over October. In Sydney, proper, for the first 11 months of last year, 185,627 licenses for sets were issued compared with 157,794 in the corresponding period of 1935. Increase of 17.6 per cent for 1936 over previous year.

A new station, near Grenoble, France, will be constructed at the proximity of the Pyrennees mountain. With a power of 120 kw. Practically all of the radio stations in the various provinces of France have increased their power to 100 kw.

The French government has purchased the Radio-Paris station, and will replace same with larger station to operate on same wave length but situated in the middle of France. The Eiffel Tower Station will be transferred to a Paris suburb because of the coming exposition.

Commercial Broadcasting stations in Australia had a revenue of \$3,750,000 during the past year. About 250,000 receiving sets were sold in the first 11 months of 1936 at an average price of \$100 per set. Total sales amounted to \$25,000,000. Values spent for parts, service and home construction is estimated at \$13,500,000.

Crusaders on WOR

Crusaders to sponsor a one-shot tonight over WOR and Mutual network. Program will feature Fred G. Clark speaking on Supreme Court issue. To be aired from 7:15 to 7:30 p. m.

Amateur Stymie

Lincoln—Senator Gantz has a bill before the unicameral legislature here which will give power to village and town boards up to 25,000 population representation, to regulate radio interference by city ordinance. Need was made apparent, says Gantz, when the prevalence of short wave sets in many towns practically ruined reception of good programs. Broadcasting managers here are in favor of this amateur stymie, at least until after midnight.

Station Flashes

WAAW of Omaha has launched a new 2 p. m. weekday program, "Station IOU, the Powerful Little Five Watter," with Hiram Higsby as emcee. Higsby recently joined WAAW as entertainer and announcer from the Iowa Broadcasting System at Des Moines. Prior to that he was with NBC and WLS.

WICC, Bridgeport, has substituted national for local news on its 6 p. m. broadcast to leave the way clear for the new commercial account, "The County Courier," a local and county news broadcast.

Paul McLaughlin is new account executive at WBRY, New Haven. He was formerly Connecticut representative of Eastern Advertising Co. in Boston.

Ed Lush is the latest WELI (New Haven) announcer to resign. Following a permanent appointment ten days ago, Lush announces he will connect with the advertising department of Carrier Air Conditioning Co., Newark. Ralph Kanna, whom Lush replaced, also resigned after a short

period to go into advertising with Chase Brass & Copper Co.

"Junior Thrillers," Sears & Roebuck weekly show on KYW, Philadelphia, dramatizes important moments in the lives of junior heroes. Youngster having risked his life in saving the life of a human being or an animal becomes the subject of a script. After placing a half dozen or so on a pedestal, sponsor rounds up the heroes for further honors, presenting each with a certificate of valor and an engraved wrist watch. Ceremonies are aired and last presentation had the Mayor of Philadelphia microphoning the awards.

Work is progressing on the new studios for Station WNBX, Springfield, Vt., and it is expected they will be ready by March 15.

Jean Sablon, star of the French theater, makes his first personal appearance in America on the Rudy Vallee show tonight. Sablon will make series of appearances on various NBC programs during his stay here.

AIR PARADE IN REVIEW

"IT'S A WOMAN'S WORLD"

Sustaining

WEAF, Feb. 16, 2:30-2:45 p.m.

MUSIC AND TALK PROGRAM ALONG GENTEEL LINES APPEALING CHIEFLY TO WOMEN.

Aimed at a feminine following, this is a gently pleasing combination of musical numbers and chatter, with enough variety to maintain interest throughout. Claudine MacDonald is the director, and after a few introductory remarks the initial program got under way with Howard Price singing "You're Laughing At Me". Next came a brief talk by Caroline Cole, writer, then "Star Dust" sung by Price, and a batch of gossip by Elizabeth Churchill, columnist. The Levy Orchestra accompanied nicely.

Hawaiian Salute to F. D. R.

Hawaii will send a musical salute to President Roosevelt in a broadcast over the NBC-Blue network Feb. 24, 10-10:30 p. m. EST. All leading Hawaiian musical organizations, including the United States Army, Navy and Marine Bands stationed there, and the Royal Hawaiian band will take part in the program.

The salute was arranged by Lorrin P. Thurston, president of the Advertiser Publishing Company of Hawaii through the cooperation of NBC.

Too Many Wilsons

West Coast Bureau, THE RADIO DAILY

Los Angeles—J. Donald Wilson, narrator for "Drums," the voice in "Strange as it Seems" and new announcer for Gilmore Circus broadcast, is changing his name. In the future it will be Wilson Donald, to avoid confusion with Don Wilson of NBC's staff. Two years ago, when they were both Don Wilson, and the NBC ace wasn't so well known, they flipped coins to see who would change. "J. Donald" lost. Now, he's volunteering the second change.

Dramatizing Anthem

Events which inspired Francis Scott Key to write "The Star Spangled Banner" and the singing of the national anthem from the author's original manuscript will feature a special Washington's Birthday broadcast over the NBC Blue Network on Monday, 1:45-2 p.m. Carol Deis will be the vocalist.

Michael Bartlett Back

Michael Bartlett is slated for a radio comeback, probably airing from Hollywood. He will be both master of ceremonies and tenor soloist for Corn Products in a weekly series which is expected to bow March 15 via CBS. Bartlett, whose last radio stint was with the Jello show stooging and singing for Jack Benny last season, entrained for Hollywood this week after a brief reunion with his parents at North Oxford, Mass., en route to Hollywood from Europe where he just completed a movie role.

COMMENTS On Current Programs

JACK OAKIE sounded listless and slipshod in this week's Tuesday night Camel Cigarettes broadcast over CBS. A little fatigued, perhaps; and not so happily supplied with material, either. A bright spot of the show was George Givot with his amusing Greek chatter, and the ukelele crooning of Cliff Edwards also was welcome.

NICK LUCAS, who has long been tops in the crooning troubadour class, adds decided value to the nice platter of variety served by Al Pearce on Ford's CBS program, Tuesday nights. Pearce has built up a very entertaining show in general, with an array of lively talent, good tempo and neatly weaved-in commercial spot comments.

ED FITZGERALD is another variety show lad who deserves mention with the best of them. Though he has a daily stint to do over WOR, he manages to deliver a bright and breezy program every time.

GEORGE BURNS and GRACIE ALLEN in their fifth anniversary broadcast last night went in for a series of imitations, including Eddie Cantor, Walter Winchell, Singing Sam, Ben Bernie and others. The rest of the program was far better than the imitations. What with all the guest-starring that has been going on lately listeners are probably pretty well fed up as it is with the headline personalities, making the imitation of them not so digestible even when they are very good.

Landt Trio Lighten Up

Landt Trio drop from the Monday night Dill and Model tobacco show after the Feb. 22 broadcast. Edward Roecker, baritone, replaces. The trio has also dropped its morning sustaining shows formerly heard over NBC and is concentrating on its Ford and Hudson Coal programs.

In Reverse

West Coast Bureau, RADIO DAILY

Los Angeles—Bid for the screwiest radio announcements and advertising promotion was made this week in Frank W. Dillin Organization's "Two Dumb Detectives," which started a weekly quarter-hour program on KEHE, key station of California Radio System. Not only do the announcements pan the sponsor, but the newspaper ads in Los Angeles dailies call on public to dial KEHE if it wants to hear "the worst show on the air." Plugs warn "prospective customers" they won't like Dillin's service, and tell 'em products are "no good." Lockwood and Shackelford is agency.

SPOT ANNOUNCEMENTS ARE GROUPED BY WFIL

Philadelphia—WFIL found an out for most spot announcement accounts by grouping them four times daily as the "Classified News of the Air," musical transcriptions plugging the waits. Having now added 100 pairs of movie tickets on a contest giveaway, station has not only doubled mail response but also increased the number of participating sponsors as much. Total up to 14, newcomers include Dawn Do-Nuts placed thru Harkins agency; J. Frank & Co., ginger ale, thru E. A. Brickley Agency; Wanamaker & Brown, clothes, added thru Mathason Agency; Gallagher & Moyer placed J. Stromeyer & Co., and Square Deal Furniture Co.; and Frank Wellman Agency handle the Circus Gardens, skating rink, and Lichtey's, jewelers, accounts.

Arcadia, Trans-Lux, Europa, Fays, Carman and Nixon-Grand, indie pix palaces, get a reader on screen offering for the donation. Best sentences lauding product of a participating sponsor rates a treat on the house for lucky listeners.

San Francisco

Judy Richards, vocalist with Eddie Fitzpatrick's band, and Ted Bering of the same orchestra, married.

Herb Saman, leader of the Bal-Tabarin orchestra, will bring back Don Francisco and his tango music for a return engagement, also as an added attraction for the nightly broadcasts.

United States Advertising Corp. planted a staggered program of 14 one-minute announcements for Graham Paige Motors Corp. over KGO.

Debuts of two coast-to-coast programs over NBC are scheduled shortly. Programs will introduce Paul Martin and His Music, string orchestra, and Johnny O'Brien, harmonica player, with a five-piece band.

Leon Churchon, well known in radio circles as former producer on Station KYA, returns from Pittsburgh to take over his old post, replacing Watson Humphrey.

Junior News Parade, originating from KPO, takes its initial bow this week-end. Program features dramatization of news items written by western juniors, with the actual persons about whom the story centers, present in the studio whenever possible.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 3 of a Series.

WXYZ --- Detroit

1,000 Watts—1,240 K. C.

GEORGE W. TRENDLE, Pres. **JOHN H. KING, V. P., Treas.**
H. ALLEN CAMPBELL, Gen. Mgr. **HOWARD O. PIERCE, Secy.**

WXYZ, key-station of the Michigan Radio Network, is owned and operated by the King-Trendle Broadcasting Corporation. Established in 1925, WXYZ possesses a primary coverage of approximately forty miles from the Detroit city hall and covers a territory within which resides an estimated population of 2,314,632 people.

WXYZ is the local outlet of the NBC blue network. Its executive offices are located in the Madison Theatre Building and its studios are in the Maccabee Building. It recently installed a new vertical radiator-type antenna, towering 474 feet above street level, with ultra high frequency transmission, adding four times to the strength of its former coverage. Its primary and secondary coverage now includes all and parts of seven counties.

It has been said that no other local station in the country equals the personalized service to dealers afforded its clients by WXYZ as a part of its free merchandising plan, which is conducted under the supervision of H. S. Christian, merchandise-manager of both the station and the Michigan Network. Recently WXYZ's merchandising crew called on 342 druggists located in various sections of Detroit to ascertain which local station they preferred as an advertising medium. 42 per cent of those questioned stated that they preferred WXYZ.

WXYZ maintains one of the largest staffs of announcers, engineers and dramatic players of any station in Detroit. The announcing-staff includes: Brace Beemer, chief announcer; John Prosser, general announcer; Harold True, news broadcasts; Herbert Green, remotes; George Sutherland, sports announcer; Bromley House, announcer of symphonics.

Among the outstanding programs which have been aired over WXYZ are: "Man Hunters" and "Lone Ranger" dramas, both created by James Jewell of the station staff; the Frohme Sisters Quartette; sport program by Bud Shaver, sports-editor of the "Detroit Times"; the unique program of food and cooking hints broadcast under the title: "Mixing Spoon of the Air."

Varied Viewpoints

"Hams" Bridge the Gap Between Life and Death

AMATEUR radio operators, toward whom the feelings of radio listeners are not always kindly, have proved their worth in the current flood emergency.

Augmenting disrupted communications, the experimental facilities of amateurs have bridged many desperate gaps. Contact between the stricken districts and the outside world, direction of relief agencies and relaying of appeals from the centers of greatest distress are among the valuable services rendered.

It is interesting to know that of the 53,480 licensed radio stations in the United States 46,850 are of the amateur variety, largely in the short-wave field where the "nuisance element" is minimized.

Radio, as we know it today, was built in considerable degree upon the energetic investigations of amateurs, who had a million home-made receiving sets in operation before the commercial possibilities of the industry became apparent.

Amateur experimentation developed many of the basic principles of

radio. In all probability many of the secrets of future radio methods, including those of television, will be solved at the same source.

The flair of Young America for playing with the fascinating mysteries of science is unquestionably responsible for many new things and new ideas upon which vast benefits to the nation and the world are ultimately established.

The resourcefulness of youth is an asset to be encouraged by a nation well aware that its great engineers, scientists and teachers of the future are among the army of young people digging diligently among facts and theories still puzzling to more mature minds. . . .

CHARLES S. RYCKMAN,
N. Y. American.

No Television in '37 Says Philco Vice-Pres.

WHILE 441-line television is a great advance, there will be no television Christmas in 1937. Furthermore, television will not supersede sound broadcasting.

Numerous problems still confront the research men and the Federal

(Continued on Page 7)

DICKSTEIN MEASURE ARGUED AT HEARING

(Continued from Page 1)

reciprocal interchange of artists between nations. He recommended dropping the section of the measure calling for a quota on foreign artists in exchange for American artists. Tibbett pointed out, however, that should any country discriminate against American artists, a hearing could be held by the Secretary of Labor with cooperation of the State Department to determine whether such discrimination exists.

Damrosch, opposing the bill, said that foreign talent cannot be classed as cheap labor and that he saw no reason for protecting American artists any more than business men. He claimed the U. S. needs foreign artists more than they need American talent, and that artists should have the freedom of the world.

Charles Henry Freeman, Jr., of New York, who attended the hearing and expressed himself in favor of the Dickstein bill, said he intended to "expose the inner workings of musical activities in this country". He contended that the Columbia Concerts Corp., headed by Arthur Judson, and the National Broadcasting Co. Concerts Bureau, headed by George Engles, largely control the musical activities of the country.

New Facilities at WCSH

WCSH, Charlestown, W. Va., which joined CBS on Feb. 14, will shortly announce plans for the installation of a new studio and transmitter, it was learned yesterday. Station is owned by John A. Kennedy and operates on 580 kcs. with 1,000 watts daytime, 500 watts nighttime.

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.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

IN 1923 Georgia Backus said radio had no future....That's why she declined contract offered by Ed Smith of WGY.... Now in 1937—after more than ten years of radio writing, acting and managing... she believes it's crammed full of unexplored potentialities.... Yes, she's glad she was wrong.... Betty Howard, head of Blackman's talent department, has interviewed hundreds of aspiring young thespians.... from ventriloquists to vocalists.... in her three years at the agency.... Enterprising gal—Dorothy Worthington.... one-time assistant to Clark Gettis.... who corrals guests for the Heinz "Magazine of the Air" program.... is now agenting on her own.... Sponsor was so pleased with Willie Morris.... International Silver's "1847 girl".... he raised her pay.... in the 1937 manner.



Crosby Gaige, Broadway producer, about to do a "Kitchen Cavalcade" for Mueller's Spaghetti.... has for guest artist at the premiere Feb. 22.... Rosamond Pinchot, drama-girl of his own "Eternal Road".... "Behind Red Lights" sends Dorothy Hall to be put to the microphonic question by Bide Dudley, Friday at 1:15.... Irene Wicker, the "Singing Lady" who lullabies Shirley Temple.... and has a fan letter to prove it.... will interview Yehudi Menuhin.... of the musical child prodigy Menuhins.... Feb. 25.



Met songstress, Gladys Swarthout and her vocalizing husband Frank Chapman have both been included in best-dressed lists of the past year.... When Lucille Manners of City Service Concerts appears in Studio 8H she dons a gown of non-rustling taffeta.... on account of the mike is so sensitive.... International Day, observed in 24 lands with branches of International Federation of Business and Professional Women, will be celebrated by a tri-nation broadcast over a coast-to-coast Columbia network Friday.... Lena Madessin Phillips, prexy of International Women's group, will introduce femme leaders of three nations.



Mary Livingstone, who is East coast-bound for a two-week holiday, returns Hollywood-ward for the March 14 broadcast.... Tonia Lawton, who acts, starts today on the "Terry & Jerry" program.... Hazel O'Brien, stylist, will give the gals the lowdown on how to be the "grandest lady in the Easter Parade".... as Rita Hudson's guest today.... Lily Pons, who warbles in the grand manner, does a guest star on the "Metropolitan Auditions of the Air" come this Sunday.... She'll talk of differences in approach to operatic stardom in Europe and America.

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Boston Loves "Bredo"

The new Ce-Lect Bread program featuring the brand new radio game "Bredo", inaugurated on WNAC Jan. 27, has the local populace by the ears.... in the neighborhood of 4,800 replies after the first broadcast. The game is based on the Beano idea.... but "Bredo" cards are distributed by local dealers, without any obligation to buy. Each musical number played on the program is a clue to the final solution.

How does it work? The announcer says, "The third word of the name of the next selection, to be sung by Miss Alice O'Leary, begins with an 'R'.... Can You guess it?"

Each week 54 prizes totaling \$200 are distributed to the winners.... first prize \$100, second prize \$25, third prize \$15, fourth prize \$10, and 50 of \$1 each.

The original contract calls for 18 half-hour programs broadcast each Wednesday from 6:30 to 7:00 p.m. and features an all star cast including Alice O'Leary, contralto; Francis Cronin, organist; Frank Dunne, Alex Levine, violinist and guests each

week. The contract is handled through Harry M. Frost Advertising Agency, Boston.

Telephone Questionnaire

WICC, Bridgeport, tried a new stunt in the Teachers' League discussions—a telephone questionnaire to enable immediate response to controversial educational problems. Manager Joseph Lopez said the returns were gratifying.

Feature "3 Smart Girls"

With movie houses making all sorts of tie-ups for exploitation on the "Three Smart Girls" pix, Philadelphia's WCAU has come forward with a threesome that passes as the "Three Smart Girls of Radio." All heard on the same program, trio includes Doris Havens, organ; Rae Eleanor Ball, violinist; and Sandra, singer. Yet, all the girls have a hidden accomplishment. Doris can play the violin, Rae sings and Sandra plays the organ.

Varied Viewpoints

(Continued from Page 6)

Communications Commission must establish standards for all image receivers and transmitters. Sufficient waves must also be set aside for television, and we must remember that the range of ultra-short waves is limited to about twenty-five miles.

All problems, however, are not technical. The artistic side of television has many riddles to solve in developing program technique. Until these countless puzzles are cleared up there can be no commercial television.—SAYRE M. RAMSDELL, Vice-President, Philco.

Here's What Television Home Sets Will Be Like

WHEN will we have television? I confess that I do not know the correct answer. However, I am able to answer this question, "What can television accomplish?" The best way to answer this question, is to jump ahead from two to six years and place a television receiver in the home.

This television cabinet brings a service consisting of both picture and sound, but it in no way supplants regular sound broadcasting, by which you will continue to hear favorite radio stars.

With the antenna connected, we will turn on the switch and see what happens. On one side of the receiver are three control knobs for sound—

for tuning, for tone control, for volume. Tuning is no different from that of the radio set. On the opposite side of the television cabinet are three control knobs for the pictures. They are for tuning control, for background control and for gain control. You tune to the frequency of the desired station, turn the background control to a place where the television screen is fairly brightly illuminated and then increase the gain control until a picture of good contrast is received.

What do we see? Possibly the head and shoulders of the announcer telling about the program to be given. This is followed by the picture of an orchestra playing the latest dance hit. At the proper moment there drifts into the picture two dancers, who sway across the television stage to the rhythm of the music. You like these dancers—you wish they would return—but the show moves on. The next number may be a motion-picture film, because motion pictures are very clearly transmitted by television. At the end of a brief newsreel you are switched over to an outdoor scene, perhaps a golf lesson by a famous pro, whose every movement can be followed by the camera's eye... ALBERT F. MURRAY in *New York Times*.



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY



NELSON EDDY TO HEAD CHASE-SANBORN SHOW

(Continued from Page 1)

on the NBC-Red. Up to yesterday the agents for the program, Trans-American Broadcasting & Television Corp., had not received any notice from J. Walter Thompson Co., Chase & Sanborn's agency, that they would pick up their second option on the "Do You Want to be An Actor" program.

What will fill in the gap between the signing off of the present program and the new series next fall is not clear, but it is possible that the "Spelling Bee" now on the Inter-City network may be put in this Sunday night period. Nelson Eddy in the new series will act as master of ceremonies, probably doing a stint similar to the one Dick Powell did in the "Hollywood Hotel" program on CBS.

Socony Again Sponsors Yale Football Schedule

(Continued from Page 1)

New Haven, and Yankee network stations on Oct. 2.

Complete broadcast schedule will include games with Maine (Oct. 2), Pennsylvania (Oct. 9), Army (Oct. 16), Cornell (Oct. 23), Dartmouth (Oct. 30), Brown (Nov. 6) and Princeton (Nov. 13).

Pick Best-Dressed Man

America's best dressed man and Hollywood's most fashionable movie star, selected by more than 300 tailors of the United States and Canada, will be named over the NBC-Red Network during a special men's fashion show program from Philadelphia at 6:35 to 6:45 p. m. today. Second and third choices will also be announced.

The broadcast is a feature of the golden jubilee convention of the National Association of Merchant Tailors of America now being held in Philadelphia. Women will be represented at this style show by Jane King.

That Noise

Noise and confusion that seeped through the receiving sets at the opening of the Eddie Cantor broadcast Sunday night has finally been explained in these parts via long distance phone call from Cantor.

Comedian said that a woman had brought a baby into the Wiltshire-Ebell theater, used as a studio, and the squall came with the opening of the show, confusion heightened when a squad of ushers ganged up on the miscreant. All of which did the cast no good.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

APPLICATIONS GRANTED

WLBG, Inc., Petersburg, Va., for renewal of license of station WPHR, Petersburg, Va. operating on frequency of 880 kc., 500 watts, daytime.

WMBG, Havens & Martin, Inc., Richmond, Va., to move station WMBG locally, install new equipment and increase power from 1210 kc., 100 watts, night, 250 watts daytime, unlimited except Sunday to 1350 kc., 500 watts, unlimited.

Times-Dispatch Publishing Co., Inc., Richmond, Va., for construction permit for new station to operate on 1500 kc., 100 watts, unlimited time.

KICA, Western Broadcasters, Inc., Clovis, N. Mex., Mod. of license to change operating hours from specified to unlimited, 1370 kc., 100 watts.

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

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

APPLICATION DENIED

Metro Broadcasting Co., Los Angeles, construction permit for new station 820 kc., 250 watts, limited time with WHAS.

W. T. Knight, Jr., Savannah, construction permit for new 1310 kc., 100 watts, unlimited.

Jack E. Brantley, Mrs. Jack E. Brantley and Jack E. Brantley, Jr., Savannah, construction permit for new 1310 kc., 100 watts, unlimited.

Niagara Falls Gazette Publishing Co., Niagara Falls, construction permit for new 630 kc., 250 watts, daytime.

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

Saginaw Broadcasting Co., Saginaw, Mich., construction permit for new 1200 kc., 250 watts daytime, 100 watts night, specified.

Century Broadcasting Co., Inc., Richmond, construction permit for new 1370 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATIONS

That the application of Eastern States Broadcasting Corp., Bridgeton, N. J., for construction permit be granted, subject to the commission's approval of the proposed site, 1210 kc., 100 watts, daytime.

That the application of Southwest Broadcasting Co., La Junta, Col., for construction permit be granted, 1370 kc., 100 watts, unlimited time.

That the application of Clark Standiford, Visalia, Cal., for construction permit be denied, 1310 kc., 100 watts, unlimited time.

That the application of Tulare-Kings Counties Radio Associates, Visalia, Cal., for construction permit be granted, 1190 kc., 250 watts, daytime only.

That the application of Beverly Hills Broadcasting Corp., Beverly Hills, Cal., for permit to transfer control be granted, 710 kc., 500 watts.

That the application of J. R. Maddox and Dr. W. B. Hair, d/b Chattanooga Broadcasting Co., Chattanooga, for construction permit be denied, 590 kc., 1 kilowatt, unlimited.

★ ★ ★ "Quotes" ★ ★ ★

"Broadcasting claims a more intimate relationship with the public today than perhaps any other utility and has captured the public fancy more than any other radio uses because it is so close to Mr. and Mrs. Average-American-Citizen-and-Family. It is estimated that radio has found its place in some 23,000,000 homes, and, if it is to enjoy the success to which it is entitled, if it is to strengthen its reception in the American home and hold its place there, it must deliver into those homes programs of high quality and entertainment which—above all—are wholesome and clean." — ANNING S. PRALL.

"All factors point to a year of importance for the playing of great music. Communications pour into studios no longer asking for 'little pieces', but instead demanding the performance of whole symphonies and the music of Bach, Wagner and Debussy. We have, I believe, gone

far to meet these requests. We have formed symphony orchestras designed primarily for radio, completely competent to play the music as great composers envisioned it." — ALFRED WALLENSTEIN.

"I believe the time is coming when radio will become the mightiest engine for peace . . . This is predicated on the idea that we should give the microphone, not to politicians, sword-rattling professional soldiers, double-tongued diplomats, and, most of all, arrogant dictators, but to honest peace-loving exponents of racial and national claims of various peoples who will strive not to increase animosities or make bitter controversies more bitter still, but to present honestly, simply and clearly the position of their own countries and to voice the desire of the people for whom they speak, so that the differences, whatever they may be, may be ironed out without force, threats or attacks." — IRVIN S. COBB.

COURT PROPOSALS STIR RECORD RADIO DEBATE

(Continued from Page 1)

President delivered his message in person to Congress, 22 persons, including Cabinet members, members of Congress, judges and private citizens, have or will have spoken either pro or con on the President's proposals.

More speakers on the subject are being scheduled. Virtually every night since the President made his proposal to Congress, there has been at least one speaker expounding his views over the NBC networks. Ten spoke, or will speak, in favor of and twelve against the proposal. In addition, informal remarks were made over NBC by leaders in both houses of Congress immediately following the special broadcast of the President's message on Feb. 5.

Big Gains Are Shown In Instant Recordings

(Continued from Page 1)

ness of the Presto Recording Corp. last month showed an increase of 300 per cent over January, 1936, the company announces. Sales for the current month are setting new records daily in volume of business both in recording equipment and blank discs.

Chief among the reasons for the rapid expansion of recording activities, according to Presto, is the money making possibilities which have developed with the demands of advertising agencies for proofs of their broadcasts and auditions of successful local programs for their spot accounts. Practically all of the newly licensed broadcasting installations include recording equipment as station owners have found locally made transcriptions invaluable in their promotional work.

Newest idea has come from managers of baseball clubs who are now sending daily gossip via transcription from their southern training camps to their home town radio outlets. Stations in the vicinity of the training camps handle the recording.

ONE MINUTE INTERVIEW

JACK JENNEY

"More than any other medium, Radio offers the lesser-known band-leader a great opportunity to soar to national fame. This is due to the versatility of studio musicians who with but little rehearsal and on short notice can be whipped into shape and offer outstanding musical presentation. Many famous network commercials are featuring bandleaders who, previously, were but little known to the public."