



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 9

NEW YORK, FRIDAY, FEBRUARY 19, 1937

FIVE CENTS

## Music Code Hearing March 3

### "HIT PARADE" SHOWS WILL USE GUEST STARS

Tomorrow night on the CBS "Hit Parade" broadcast, American Tobacco Co. (Lucky Strike cigarettes) will present Lauritz Melchior as the first in a new series of guest appearances on the regular broadcasts. Succeeding guests will be picked from the entire entertainment field and will offer testimonials for newspaper ads in addition to their performances on the air. The NBC broadcasts on Wednesday night will follow the same formula.

On the west coast, American  
*(Continued on Page 4)*

### Kellogg Will Exploit Chicago Baseball Games

Chicago—Kellogg Cereal Co. has signed a contract through the N. W. Ayer Agency here for a play-by-play baseball broadcast over WJJD, the Ralph Atlass station. While cost for airing of games is understood to be nominal, the total cost of the program will run several times the price of time since Kellogg is preparing to spend in the neighborhood of \$100,000 for special exploitation and promotion. Special ballyhoo will in-

*(Continued on Page 4)*

### Plumbers, Retail Bakers Sold on Broadcast Series

Newark, N. J.—The idea of using radio time has been sold by an enterprising advertising of a local station to a group of master plumbers and a group of retail bakers. The N. J. Master Plumbers Ass'n has endorsed plans for a 12-week half-hour program, with WNEW indicated as the choice for the experiment. Advertising announcements

*(Continued on Page 3)*

### Plugging Prosperity

KFJZ, Fort Worth, has found that Prosperity Corner by plugging prosperity—on a 15-minute daily program. Prosperity news items from all over the country, plus boosts for city's own prosperity, are featured. All time on these programs has been sold to numerous small business firms who could afford to buy only an announcement. Program is profitable.

### 5,000th Broadcast

Anniversary program of "Three Little Funsters" over WMCA on Sunday night at 11-12:30, from the New Amsterdam Theater, will mark the 5,000th program broadcast by the Funsters. The male harmony team started airing for their sponsor, Sachs Furniture Co., 13 years ago and have been at it continuously ever since. The anniversary broadcast will have a long list of celebrities, including George Wallman, James Barton, Jerry Baker, Tom Waring, Rose Marie, Buddy Ray, Bob Hall, Zeke Manners, Eddie Davis, Lee Howard, Dorothy Manners, Bigelow and Lee, Loretta Clonen and others. Don Kerr will be m.c.

### RADIO DEVELOPMENTS BASIS OF NBC SERIES

New quarterly series featuring O. B. Hanson, NBC Chief engineer, speaking on new developments in radio debuts next Tuesday, 7:45-8 p.m. E.S.T., over the NBC-Blue network. John B. Kennedy will appear on the first show.

Hanson will discuss the principles  
*(Continued on Page 6)*

### New Al Pearce Series On Michigan Network

Ford dealers of the Dearborn branch, Detroit, have signed Al Pearce to a new series of broadcasts to begin Thursday, Feb. 25. Programs will be heard over the Michigan net-

*(Continued on Page 6)*

## John G. (Jap) Gude is Appointed CBS Station Relations Manager

### Penna. Bill Specifies Truth in Advertising

Harrisburg, Pa. — Representative Anthony J. Gerard of Allegheny figures on the State shouldering some of the FCC's burdens and has offered a bill in legislature that would require the truth, and nothing but the truth, in all radio advertising. Measure would amend the act pro-

*(Continued on Page 3)*

## Parley to Stamp Out Bribery of Radio Talent is Called by Federal Trade Commission

### 75% OF CBS BILLINGS FROM FIVE INDUSTRIES

Seventy-five per cent of the gross revenue billed by CBS during 1936 was corralled from five industries, according to an industry break-down figure just released by CBS.

Food and food beverage manufacturers are in number one position, with expenditures of \$5,216,744.

Drugs and toilet goods field come second with \$4,885,770; tobacco ad-

*(Continued on Page 6)*

### Six CBS Programs Renew for 52 Weeks

Four CBS clients, controlling six CBS programs, yesterday signed 52-week renewals which continues their respective programs on the air through 1937.

Renewals are: General Baking Co., New York (Bond bread), with "Guy Lombardo's orchestra" on 27 stations, Sundays, 5:30-6 p.m., effective Feb. 21. This is its seventh year on the air via CBS exclusively. Batten, Barton, Durstine & Osborn, Inc., New York, has the account.

American Home Products Corp., New York (Bi-So-Dol), on Feb. 26 renews "Broadway Varieties" 47 stations, Fridays, 8-8:30 p.m. Also

*(Continued on Page 6)*

By M. H. SHAPIRO  
Federal Trade Commission has notified the committee representing the popular music industry that March 3 has been set as the date for a conference which will put in motion the wheels of the fair trade practice code, designed among other things to stamp out bribery of radio talent. Committee will meet the Federal Trade Commissioners in Washington, iron out such details as may be subject of disagreement, and act upon any suggestions submitted by either radio or music in-

*(Continued on Page 6)*

### 20% RATE INCREASE FOR WBT ON MARCH 1

Charlotte, N. C.—WBT, local CBS outlet, will boost its rates 20 per cent on March 1, it is announced by William A. Schudt, Jr., general manager of the CBS office here. WBT's basic one-hour evening rate of \$250 an hour goes to \$300, with proportionate jumps in all other classes except daytime 50-word service announcements, which remain at \$50 a week for seven.

Several weeks before issuance of  
*(Continued on Page 3)*

### Dickstein Bill Hearing Adjourned to Wednesday

Washington Bureau of THE RADIO DAILY  
Washington—Following additional testimony yesterday by Charles H. Greeman, concert business manager, S. T. Ansell, general counsel of the American Federation of Musicians, Frank Gillmore, president of Actors'

*(Continued on Page 6)*

### Fibber Reforms

Fibber McGee, champion in the realm of untruths, heard at 8 p.m. on Mondays over the NBC-Red network, starts a truth-telling competition on Monday, Washington's Birthday.

The contest is to continue, it is stated, throughout 1937, with a prize offered to the winner.

John G. (Jap) Gude, for the past four years director of publicity for CBS, has been appointed manager of the CBS station relations department, it was announced yesterday by Edward Klauber, CBS executive vice-president. Gude takes over his new duties on Feb. 23, and will be directly responsible to Herbert V. Akerberg, CBS vice-president in charge of station relations.

Donald A. Higgins, who has been  
*(Continued on Page 3)*





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JOHN W. ALICOATE : : : Publisher  
 DON CARLE GILLETTE : : : Editor  
 MARVIN KIRSCH : : : Business Manager

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### NBC Signs Hildegard For New Series of Eight

National Broadcasting Co. yesterday signed a new contract with Hildegard, the Milwaukee girl imported to American radio from London. New contract calls for a series of eight programs to be broadcast every Saturday night over the NBC-Blue network, 10-10:30 p.m. Hildegard is one of the highest paid sustaining artists on the air.

### Buddy Cantor Back to WMCA

Buddy Cantor, former WMCA movie commentator who recently returned from a five months' stay in Hollywood, returns to that station next week in a similar capacity. Coincident with his return, Cantor is understood to be changing his name. Probably the Hollywood influence.

### John Hogan to Speak

John V. L. Hogan, president of Interstate Broadcasting Co., will talk on "Building a Better Radio Service" March 1 over WQXR, 9:30. He'll touch on high fidelity broadcasting and station policy.

## FINANCIAL

(Thursday, Feb. 18)

| NEW YORK STOCK EXCHANGE |               |         |         |          |
|-------------------------|---------------|---------|---------|----------|
|                         | High          | Low     | Close   | Net Chg. |
| Am. Tel. & Tel.         | 178 3/8       | 176 1/2 | 176 1/2 | - 2 1/2  |
| Crosley Radio           | 26 1/2        | 25 5/8  | 26 1/2  | + 1/8    |
| Gen. Electric           | 60 1/2        | 59 3/8  | 60 1/4  | .....    |
| North American          | 30 7/8        | 30 1/4  | 30 3/4  | .....    |
| RCA Common              | 12 1/8        | 11 7/8  | 11 7/8  | - 1/8    |
| RCA First Pfd.          | 77 3/4        | 77 3/4  | 77 3/4  | - 1/4    |
| RCA \$5 Pfd. B          | (103 1/2 Bid) |         |         |          |
| Stewart Warner          | 19 1/2        | 19 3/4  | 19 3/4  | + 1/8    |
| Zenith Radio            | 39 7/8        | 38 5/8  | 38 5/8  | - 1      |

| NEW YORK CURB EXCHANGE |       |        |        |       |
|------------------------|-------|--------|--------|-------|
|                        |       |        |        |       |
| Hazeltine Corp.        | 18    | 17 1/2 | 17 1/2 | - 1/8 |
| Majestic               | 5 3/8 | 4 7/8  | 5 1/8  | + 1/8 |
| Nat. Union Radio       | 3 3/8 | 3 1/2  | 3 1/2  | ..... |

| OVER THE COUNTER  |        |        |  |
|-------------------|--------|--------|--|
|                   | Bid    | Asked  |  |
| CBS A             | 49 3/4 | 51 1/2 |  |
| CBS B             | 49 3/8 | 51 1/8 |  |
| Stromberg Carlson | 18 1/2 | 19 1/2 |  |

## Coming and Going

KEN MURRAY leaves for Lake Placid from his vaudeville tour of the mid-West. Will stay there for vacation until departing for Hollywood March 15. Begins Campbell Soup show from there March 31.

CHARLOTTE CHAIN returns Monday from Bermuda vacation.

MICKEY ALPERT leaves tonight for his home in Boston to get his clothes and return on Tuesday. Just came to town for a day and began radio negotiations which prompt him to remain here.

BETTIE GLENN of Publicity Associates entrained for Philly last night and back this morning on mysterious business.

KATE SMITH and TED COLLINS leave for Lake Placid until the next show.

ZEKE MANNERS and MR. and MRS.

LESTER LEE leave Sunday for the weekend in Lakewood.

FRANCES FAYE leaves for Hollywood.

BILL BURTON of Rockwell-O'Keefe leaves for Chicago on Saturday to be gone until about March 1. It's a business trip.

A. K. SPENCER of the J. Walter Thompson advertising agency returned to the New York office from the west coast yesterday.

PHIL BAKER, now sunning himself in Florida, will be back in New York with Beetle and Bottle in time for their Feb. 28 broadcast over CBS.

EDWARD PETRY and HANK CHRISTLE are back in New York after a Chicago business conference.

LESLIE ATLASS has gone to California from Chicago.

### Tavannes is Launching Script Series on Coast

Tavannes of America, Inc., New York (Tavannes watches), on March 28 will begin a 13-week series of script programs on five CBS Pacific coast stations (KNX, KOIN, KGB, KSFO, KOL), Sundays, 7:45-8 p.m. P.S.T. Program will be known as "Split Seconds in History" and will originate from KNX. Milton Weinberg Advertising Co., Los Angeles, is the agency.

### Tulsa Store Adopts 30-Min. Script Show

Tulsa, Okla.—Brown-Dunkin, Tulsa's leading department store, on the air over KTUL ever since the station opened three years ago, recently adopted a new 30-minute program known as the "Brown-Dunkin Tabloid" featuring a cast of actors in a script show entitled "The Grubb Family", Milton Slosser at the organ, and store news read by the station announcers.

The series is produced by Gene Loffler and written by Mary Jane Bowen under the supervision of Charles Bush, continuity editor.

### Station Reps Expanding

Chicago—Edward Petry and Hank Christle have returned to New York following conference with their third partner Ed Voynow. While together here trio set up policies and plans for the coming year for the Petry station rep organization.

Group is aiming for at least five more stations and are particularly interested in obtaining stations here and in New York.

### Joins KTUL Staff

Tulsa, Okla. — Recent addition to the continuity staff of KTUL is Mary Jane Bowen, formerly advertising manager of Seidenbach's, women's specialty store. Miss Bowen is to write the Brown-Dunkin Department Store script and commercial for local accounts with feminine appeal. KTUL's continuity staff now numbers five.

### NBC-Paramount Series Will Start on March 14

West Coast Bureau, THE RADIO DAILY  
 Hollywood—New variety program in which NBC will use talent from the Paramount studios has been set to start March 14. It goes over the NBC-Red network on Sundays, 12-12:30 p.m. Among Paramount personalities available for the broadcasts are W. C. Fields, Edward Arnold, Lew Ayres, Claudette Colbert, Ben Blue, Mary Carlisle, Roscoe Karns, Dorothy Lamour, Johnny. Downs, Gladys Swarthout, Charlie Ruggles, Shirley Ross, Lynne Overman, Eleanore Whitney and others.

### Denies Bobby Breen For Nat'l Broadcasting

West Coast Bureau of THE RADIO DAILY  
 Los Angeles—Sol Lesser denied last night that Bobby Breen has signed with National Broadcasting, stating that Breen's only air appearances would continue to be on the Cantor show over the Columbia network for which he is contracted through April 1. Also that Mrs. Berg reported to have signed with National for Breen's scripts, will assist in the production of Breen's next movie, "Boy Blue", to be filmed in April by Principal Productions. According to the statement made Wednesday by National Broadcasting, Breen was signed for a program called "The Singing Kid", four scripts of which had been completed by Mrs. Berg.

### Ellen Davis Resigns

Ellen Davis, for the past year, assistant to Gar Young, NBC director of trade news, has resigned to enter the trade paper field.

**YOUR RADIO PILOT**  
 By AL TURNER



Lanny Ross and his Maxwell House Show Boat offered such a superlative program last week that they won the Weekly Pilot Award of Merit . . . presentation was made last night after another outstanding air-show, with Jackie Coogan and Mitzi Greer (quite grown up!) as guest stars . . . You've been hearing about this important, much-sought designation of excellence that stamps the winners as definite air-headliners . . . Who's your nomination? Write . . . Tonight 'twill be Hollywood Hotel, with a tabloid version of Black Legion . . . Fred MacMurray M.C.ing . . . John Held's U. of Penn Varsity Show is promising . . . Be There with

**YOUR PILOT RADIO**  
 LANNY ROSS  
 By POPULAR DEMAND




Choose the set favored by radio executives and radio performers for their own use . . . the amazing new Pilot! A Side-by-Side Demonstration will convince you. In direct competition, note Pilot's richer tone, more dynamic power (due to exclusive Traux Beam Power Circuit), superior freedom from interference. Enjoy unsurpassed Foreign as well as Domestic Reception. Hear Pilot's supremacy for yourself! Illustrated 1937 folder on request. Phone Stillwell 4-5155 for Radio Information, or name of Pilot Dealer nearest you.

**Superb Pilot Radios**  
 29.50 to 147.50

**Pilot RADIO CORP.**

"The Standard of Excellence"  
 3710 36th St., Long Island City

**Leo Says**  
 TONIGHT'S BEST BET:  
 WHN Movie Club—guest star: Lenore Ulric from 8 to 9 p.m.  
 Sat.: "Flame Fighters" from 7:30 to 8 p.m.  
**WHN DIAL 1010**  
 AFFILIATED with M-G-M & LOEW'S





## JAP GUDE NOW HEADS STATIONS RELATIONS

(Continued from Page 1)  
 serving as CBS news editor for three and half years succeeds to Gude's present post. No successor has been announced for Higgins' position.

The official CBS announcement stated that, because of increasing pressure in the station relations department, Gude is being detached from his present assignment and would assist H. V. Akerberg for an indefinite period, during which time he would have the title, manager of station relations. Don Higgins is taking Gude's job with the title, acting publicity director.

Gude joined CBS seven years ago as a member of the CBS special events department for two years, then to the publicity department where he has since remained. Before coming with CBS, Gude was with the Tide Water Associated Oil Co. for four years as a member of the advertising and promotion department. Gude is a graduate of Brown University.

Don Higgins has spent all his five years with CBS in the publicity department, coming over from the NBC press department, where he was for two years. In 1930, he was a U. P. Washington correspondent covering the Senate and for six years served U. P. in various capacities as bureau manager and as business representative in the southwest.

The rest of the CBS station relations department personnel remains unchanged. Edith M. (Peggy) Stone continues as office assistant, with Hazel Westerlund as her assistant. Lincoln Dellar who has been the station relations department's field representative will also remain in this post.

## Penna. Bill Specifies Truth in Advertising

(Continued from Page 1)  
 hibiting false statements of quality of merchandise and place aircasting within the same restrictions imposed on newspapers, magazines and periodicals.

### Spell of the Moon

A CBS switchboard statistician comes through for the age-old theory that human emotions are influenced when the moon waxes full. Reports kept by the phone operators reveal that the boards are literally swamped with calls several days before and after the moon reaches its zenith.

Both men and women talk for half an hour, seeking to send flowers to Miss So-and-So, or speak as though they could do violence to Mr. So-and-So. All according to the reaction of a certain type program.



• • • Buddy Hassett, first baseman for the Brooklyn Dodgers, auditions Wednesday morning for the Joe Cook show—as a singer.... Sir Hubert Wilkins, the explorer, just signed by an agent for radio-peddling.... His wife, Lady Wilkins, is a night club singer now.... Al Shayne's contract with Sally's WHN airing expires March 28.... He won't re-sign.... Bob Taplinger's brother, Sylvan, will try to fill Vic Knight's job with the Kate Smith hour following next week's airing.... Sid Gary and Frances Hunt to be starred on a furniture store show.

• • • Little Ann Little, the Betty Boop of the movie cartoons, to act as stooge for the planned Mickey Alpert commercials.... Arthur Boran, the mimic, Mary Small and the Three X sisters, open at Fay's theater in Philly the 26th.... Harry Rose starring at Benny the Bum's in that city.... Jean Paul King renewed as Metrotone commentator.... Robert E. Egan, NBC salesman, returned to his desk after two-month illness.... Swell tie-up Harry Davies and Walter Fleischman made with the Daily Mirror and Eddie Davis of Leon & Eddie's. Paper is laying out the cash.

• • • Because his guesstar shot for Rudy Vallee was so sensational, A. L. Alexander has been signed to do a similar writing and commentary job on Saturday's Shell show with a tribute to Washington.... Two top-notch comedians paid \$100 each for Jim Madison's oldest joke book, "Madison's Budget"; the same gags which he'll read on Harry Hersfield's Laugh Parade via WMCA tonight.... Harry will trace the history of the gags and black-outs of some of the amateur humorists.... Press agents are yelling because radio dramatic critic plugged a show via his program. The critic is p. a. for the show.... George M. Cohan, Albert Spalding and Eddy Duchin star on "Magic Key" Sunday.

• • • "I Love You From Coast To Coast" on the Kate Smith show last night was sung by eight-year-old Sybil Elaine. She was sensational.... T. Collins begins another build-up with her.... Sally Breen, Bobby's sister, taking vocal lessons.... Arnold Johnson and his band renewed for 13 weeks on the Feen-a-mint show.... Gordon and Revel's score from "Head Over Heels in Love" featured in medley of tunes during the past week by 17 bands, as a tribute to the boys.

• • • Radio Row getting a preview-peek of the latest in Parisian haircuts for men via Lester Lee's.... Irving Reuben, Arnold's son, tells about celebrities' food over WNEW this afternoon.... Elena Mercedes Maria Jimenez de Echagaray Ct. De Torreon is the name of the WHN receptionist.... Don't worry, they call her "Jimmy".... Al and Lee Reiser off the Ford Show because their Friday rehearsals interfere with their Ralph Kirbery airing.... Robert E. Egan, NBC salesman, returns to his desk Monday after two month illness.... Jean Paul King, the announcer, renewed with Hearst Metrotone News....

## 20% RATE INCREASE FOR WBT ON MARCH 1

(Continued from Page 1)  
 the new WBT rate card, the station sent notices to all prospective advertisers notifying them of the rate increase and informing them that contracts signed up to March 1 could start within 60 days and retain the protection of the old rate card up to and including Feb. 28, 1938.

The station also protected its entire list of current advertisers on the old rate by issuing a new contract to all from March 1 to Feb. 28, 1938. All local current business had been renewed for 52 weeks at this writing.

The new rate card No. 11 employs weekly frequency discounts, dollar volume discounts, and discounts for consecutive weeks of uninterrupted broadcasting.

Radio advertising on WBT, 50,000 watt dominant southeastern station, reached an all time high in the 15 years' history of the station in January and all indications are that February and March will set other new records inasmuch as all night time spots are already sold out and only a few 15-minute strips of time remain during the daylight hours.

## Plumbers, Retail Bakers Sold on Broadcast Series

(Continued from Page 1)

will be of the institutional type. Suggestion for a national campaign will be made by the Jersey group at the national association convention in Atlantic City late in May.

The N. J. Bakers' Board of Trade contemplates a 10-week series of daily broadcasts to call the public's attention to the wares of the retail bakers. If successful, it is planned to interest bakers in neighboring states to go in on a bigger series.

## Overman "Para. on Parade" m.c.

West Coast Bureau, THE RADIO DAILY  
 Hollywood—Lynne Overman will act as studio guide to visiting celebrities as guests of the day in "Paramount on Parade" program which starts March 14.

There are 25 broadcasting stations throughout China at present. Two new ones are now being constructed at Kagoshura and Toyama, with five others to be installed during current year. Owing to geographical conditions, seven stations possess power of 10 kilowatts. Top power 75 kilowatts.





RADIO is offering a contribution to health of the community in a new series of broadcasts being presented over WOV Saturdays at 11:45 a.m. and Mondays at 4:30 p.m. under the auspices of the People's Medical League. The People's Medical League, chartered under the laws of New York State, is a non-profit, mutual membership society, under the cooperative health plan by which families of small incomes can obtain honest medical, dental, eye, throat and any other health care from private practitioners at greatly reduced fees.

WPG, Atlantic City, which visualizes seaside recreations and health advantages continually, has inaugurated a "Vacation Time" program which takes the air at 5 p.m. each Tuesday and Thursday. The purpose of this program, which is in the nature of an airplane trip over the resort, is to show that the resort has "something for everyone."

KCKN, Kansas City, Kansas, is now on the air with a 30-minute community sing which is broadcast nightly at 8:30 from the Granada Theater, movie house. The sing is staged between shows and is mc'd by the station's program director, Karl Willis.

Starting Sunday, the program of Famous Homes of Famous Americans will be heard from KDKA (Pittsburgh) regularly at 1:45 p.m. The next transcription will take listeners on a visit to the White House, home of America's first families. Highlights of the original construction and the several remodeling operations and additions down through the years will be described to show what caused the changes in the appearance of the famous building.

The Voice of Youth will predominate at the weekly American Town Hall meeting to be broadcast Feb. 25, 9:30-10:30 p.m. over an NBC-Blue network.

Jimmy Murray will bob up tomorrow morning at 10:30 a.m. over WCAE, Pittsburgh, with an entirely new program, "Future All-Americans." Jimmy, long a sportscaster and writer and a sports enthusiast at heart, is out to see that the grade school Jimmy Joneses of Pittsburgh show up in plentiful numbers 10 years hence when the All-American teams are picked. Bill Benswanger, president of the Pittsburgh Pirates, will have a message to youngsters in the sports world on the same program. Jimmy will be heard every Saturday morning at the same hour.

## RADIO PERSONALITIES

No. 5 in the Series of Who's Who in the Industry

**B**ERNICE JUDIS. Manager of Station WNEW. There are six femme top-kicks in the industry, she is the only one in New York. Ex-Barnard student, she got her early business training in her dad's real estate office, family being prominent in this field. First taste of radio while with a large advertising agency and from there was appointed manager of WNEW at its inception in the spring of 1934. Is considered the brains behind the station's exploitation, from the spectacular down to special events. Typical New York gal, she is still under thirty. Proving that she is a real she-woman, she chews gum nervously and incessantly, but will fire anyone else harboring a cud around the office. Station being on the air 24 hours a day, she almost puts that amount of time listening in to catch "hitches." Once fed her authoritative voice into a mike, but called it quits thereafter. Her direction of the station's policies brought it up to fifth place from scratch, in the Metropolitan area.



Introducing WNEW's  
Femme "Top Kick"....

### Kellogg Will Exploit Chicago Baseball Games

(Continued from Page 1)  
clude guest appearances of famous personalities of the diamond and other sport stars among those scheduled to date being Babe Ruth, Tris Speaker, Joe E. Brown, Jack Dempsey, Pat O'Brien of the films and various other celebrities. John Harrington, sportscaster is being imported from WBBM to handle the baseball descriptions.

St. Louis—KWK, Mutual outlet, and KMOX, local Columbia station, have signed contracts with the St. Louis Cardinals of the National League for radiocasting of all baseball games played at Sportsmen Park the coming season, with the exception of the Sunday and holiday bookings. Each station will pay the Cardinals \$7,500 for the privilege, the same price paid last year.

KWK and KMOX are also dicker-ing with the new owners of the St. Louis Browns of the American League to broadcast their games at Sportsmen Park.

General Mills will bankroll the KWK broadcasts of the Cardinal games, with Johnny O'Hara as the announcer, while Kellogg will sponsor the KMOX end of the arrangement. As usual France Laux, Columbia sports commentator, will be at the mike at Sportsmen Park.

### "Hit Parade" Shows Will Use Guest Stars

(Continued from Page 1)  
Tobacco, (Roi-Tan) cigars will begin a new series over the CBS Pacific Coast group (KHJ, KOIN, KGB, KSFO, KOL) on April 5. Contract calls for 26 shows to be aired every Monday, Wednesday and Friday, 10:30-10:45 p.m. E.S.T. Program will be called "Man to Man Sports." Lord & Thomas handling the Lucky Strike show, while Lawrence C. Gumbinner is the agency for Roi-Tan.

### Announcers Are Added By Kansas City Stations

Kansas City — KXBY has added Glenn Squires, of Janesville, Wis., to the sales staff and Paul Snider to the announcing staff, while Ray Sweeney, until recently continuity director for the station, is now with WKZO, Kalamazoo, Michigan in the same capacity, KXBY is also completing negotiations for an oil company sponsor for their 15 minute Rod and Reel hunting and fishing program which will be presented twice weekly by Roland Quinn, hunting and fishing editor of the Kansas City Journal-Post. The program will feature hints to sportsmen, Resort news, and prizes for record breaking fish reported by listeners.

KCKN has added three new announcers, Kenneth Yong, Randal Jessie and Ralph V. Nelson. Latter comes from KWBG, Hutchinson, Kans., to handle sports broadcasts.

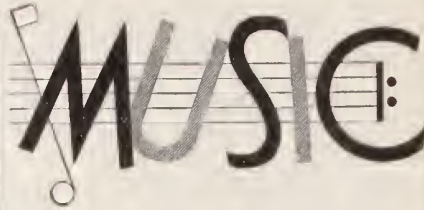
### See Well-Done Dramas Liked By Air Listeners

West Coast Bureau, THE RADIO DAILY

Los Angeles — Analyzing the new radio surveys which put Lux Radio Theater at top of our programs, and next to Benny and Cantor as preferred air entertainment, J. Walter Thompson agency is beaming happily at having upset the old belief that if a radio show is to click, it must be music or comedy.

"We have proved that if a dramatic show is well done on the air, the public will listen to it," declared E. J. Fortman of the agency office here.

Since they began using picture people last June, he says, they have made contracts calling for not less than 25 hours rehearsal for each production, with as many as 40 hours on some shows. Surveys showed a steady climb in public favor, with the past five weeks reports making phenomenal gains, he said.



**E**D WYNN, Jacques Fray and Mario Braggiotti join musical forces during the Wynn broadcast with Graham McNamee over the NBC-Blue network, Feb. 27. The comedian will provide impromptu interpolations to the Fray and Braggiotti arrangements, in a three-piano musical burlesque.

According to Standard Radio, Inc., a new Seger Ellis dance band, without benefit of saxes or violins, consisting of four trombones, four trumpets, a clarinet, two pianos, drums and bass, has clicked in a big way. Special arrangements are by Spud Murphy.

Glenn Young and band are at the Park Plaza's Crystal Terrace Room in St. Louis. He was vocalist with Linda Lee at KMOX during winter of 1933.

Two original ditties by Al Clauser and Tex Hoepner of Clauser and His Oklahoma Outlaws, WHO Radio cowboy band, will be featured in western flicker they will make for Republic. Songs are published in a book of original songs by both boys, prepared by west coast music publisher.

Bobby Godet is added to the Shep Fields outfit as vocalist Feb. 26. He's been recording with them for months.

Sammy Kaye's fan mail has reached terrific proportions since his band has been coast-to-coasted via WCAE-Mutual Pittsburgh.

### Six Local Firms Sponsor Kitchen Show on KXBY

Kansas City—KXBY will inaugurate next week a new kitchen show to be sponsored jointly by six local firms on a 13-week agreement. The 15-minute program, aired every week day morning, will present a mother explaining the mysteries of food preparation to her daughter, a young bride. Each separate installment of this script show will be sponsored by an individual firm with names of the others being mentioned in the commercial, the firms alternating in the featured spot.

### WGN Astronomy Series

Chicago—A New series of interviews with Parker Wheatley on astronomy makes its debut Tuesday at 10-10:15 over WGN under the title of "Night Skies and Beyond." Dr. Oliver Justin Lee, professor of astronomy at Northwestern and director of the Dearborn Observatory, will answer popular questions about the stars. Similar broadcasts were given last winter and spring.





**C**OLUMBIA has rearranged several departments to make more room, relieve congestion, consolidating the local and national sales departments in one room, moving publicity to an office of its own just off the entrance lobby.

Mary Pickford, now in a Hollywood hospital after an operation, has booked passage on the Queen Mary for March 10. She is due to return to Pickfair within the next few days.

Chili Bowl, restaurant chain, has signed, and will begin immediately on a two times a week sports program on KEHE. Allied Advertising Agencies placed the account. Sam Balter, athlete and associate of Frank Bull, Associated sportscaster, will make it a "Sports Page of the Air," with best freak story, best game of the week, etc.

Sidney Skolsky, runner up to Winchell as newspaper columnist and Mary Garden, will be interview guests on Bing Crosby's Kraft show for Feb. 25.

Harrison Holliday, general manager, and Glen Dolberg, program director for KFI and KECA returned to their desks after battling the flu.

#### Starts Sport Guests

Jocko Maxwell, sports commentator of WLTH, has inaugurated a sport guest of honor feature on the WLTH Sports Parade program heard every Saturday at 6 p. m. Jimmy Powers, sports writer of the New York Daily News, faces Jocko Maxwell's snappy queries on Saturday. The sport fans along radio row are still talking of Maxwell's clever interview with Bobby Hassmiller, Fordham University's star center last Saturday.

#### Griffen Holds Auditions

Griffen All-White Shoe Cream auditioned singers yesterday for a new series to start early in March. Program will be heard over the basic Blue and South Central groups. Birmingham, Castleman & Pierce is the agency.

#### For Art's Sake

The Minsky brothers rushed to the WNEW mike last night and with the aid of a commentator and two strip-teasers, came out for the Dickstein alien actor bill.

Burlesque magnates and their gals stated that American stage must be kept safe for the American strip artists and keep out the foreigners who believe art is not necessary in disrobing before the public.

## Chatter

**K**VSO, Ardmore, which has for its slogan, "The Voice of Southern Oklahoma," was instrumental in the recent Red Cross drive for funds for flood sufferers of the Ohio and Mississippi valleys. Fifteen minutes after Ardmore's quota had been set, the radio station gave its first plug in behalf of the campaign for funds. By the next morning, the quota had been doubled and a few hours later it had been exceeded four times. Before the campaign ended, Ardmore, a city of 18,000 people had exceeded its quota by eight times to raise more than \$4,000 for the Red Cross. Throughout the entire campaign, KVSO continued to give generously of its time in support of this worthy campaign. KVSO is owned and operated by the Daily Ardmoreite.

*Clair Heyer, KXBY (Kansas City) publicity director, has been confined to his home all week by the flu, but is expected back to his desk by the first of next week.*

Paul Althouse of the Met. will be the guest of Ethel Peyser, critic and author of "The House That Music Built", on the "Music in Gotham" program Monday, 9:45.

*Bobby Roberts, ex-master of ceremonies, is working very hard to pull a successful comeback as a radio crooner. He is giving tri-weekly concerts for Station WTMV, East St. Louis, Ill., and also works every night in the week at the Green Diamond night club in Belleville, Ill.*

Joan Kay, Chicago radio actress, was in Salt Lake City this week for the Fair Trade Practice laws meeting.

*Allen Prescott, radio's erstwhile "Wife-Saver," is planning to carry his message into the home through the medium of the printed page. Negotiations are underfoot for Prescott to edit the Household Hints section of a feminine Beauty Magazine to be issued by his current soap sponsor and distributed on a nationwide scale through the stores handling the sponsor's products.*

KFXR manager, B. C. Thomason, and Commercial Manager Bob Elliston, Oklahoma City, were among the honored guests at the annual meeting of the Texas League officials held in Tulsa. League officials reported favorably toward baseball broadcasts, something that they have frowned upon heretofore. Some Texas League teams will permit home game broadcasts this year, while all teams are agreed that broadcast of the away from home games is quite beneficial to the great American sport.

*Congressman Sol Bloom of New York will speak via WMCA Monday night on George Washington.*

The voice of Ralph Wentworth, veteran announcer, who now heads the firm of Langlois and Wentworth, will be heard again on the air over 236 stations in the United States during the next two weeks. Wentworth, whose voice has been stilled by executive duties since the famous Lindbergh reception in 1927, stepped in and subbed for John Holbrook when the latter's voice broke under the strain of laryngitis while he was recording at the RCA-Victor studios.

The famous Russian Cathedral Choir under the direction of Nicholas Vasilieff has been signed by Langlois and Wentworth. Deal made by Ralph Wentworth calls for recording to start immediately. A special Easter program by the choir will be released immediately to all stations using Lang-Worth planned program service.

*WWVA, Wheeling, W. Va., is mourning the loss of Velma Young, for years a member of the "Jack and Velma" program. She passed away a few days ago.*



**L**ESLIE ATLASS, vice-president of CBS in the midwest, has finally gone to California after having postponed his departure because of Wrigley Red Cross benefit broadcast. While he is away, Jack Valkenburg will be nominal head here.

Movie scouts have been in active evidence in local radio studios during the past week with reps of five major cinema concerns looking over the talent. Virginia Clark and Louise, air actresses, first to be given Hollywood tickets.

George Wilkens of WBBM died this week of a heart attack.

#### WMCA Airing Rackets

Restaurant and hotel rackets, as brought out in the current probe by Special Prosecutor Dewey, form the basis of three WMCA broadcasts next week in the Thrilling Detective Dramas series. "Kick-Back" will be presented Monday night at 9 p. m., followed by "Shake-Down" and "Crime Incorporated."

# JOHN EBERSON

## STUDIO ARCHITECT



## ACOUSTIC CONSULTANT

1560 BROADWAY  
NEW YORK CITY



## 75% OF CBS BILLINGS FROM FIVE INDUSTRIES

(Continued from Page 1)

vertisers, \$3,052,924; automotive field, \$2,533,971; petroleum industry, \$1,599,034.

Complete report by industry and clients appears on this page.

## Dickstein Bill Hearing Adjourned to Wednesday

(Continued from Page 1)

Equity Ass'n, and various others, hearings on the Dickstein bill to curb foreign talent importation were adjourned until Wednesday.

Ansell said his organization favored the measure so long as any reference to instrumentalists and conductors was entirely stricken out. Freeman took exception to what he termed the control of concert talent by Columbia Concerts Corp. and National Broadcasting Artists Bureau.

Gillmore said it would be in the interests of art to allow certain players to enter the country freely.

## New Al Pearce Series On Michigan Network

(Continued from Page 1)

work, 8-8:30 p.m. Following stations will pick up the show: WXYZ, WELL, WIBN, WKZO, WFBF, WOOD-WASH, WBCM, WJIM and WSPD. Latter is not affiliated with Michigan network, but will be allowed to pick up show at sponsor's request. Program will be tagged "Al Pearce's Amateur Round-up," and feature the same cast that now appears on the CBS coast-to-coast program also sponsored by Ford. Program will plug dealer's used cars. N. W. Ayer & Son is the agency.

## Radio Developments Basis of NBC Series

(Continued from Page 1)

and operation of the new unidirectional velocity microphone used by NBC in the opera broadcasts and the lofty vertical radiator antenna recently installed on the WJZ transmitter.

## Tom Terriss in Hospital

Tom Terriss, producer-adventurer entered St. Luke's Hospital yesterday afternoon for an eye operation. Terriss is one of the four remaining survivors of the 20 men who were present at the opening of King Tut's tomb. His newest radio show is called "Weird Happenings", now in the hands of Rockwell-O'Keefe agency. Terriss' eye operation comes as a result of a collision with an ancient Egyptian mummy nearly a score of years ago.

## Industry Classifications of CBS Billings for 1936

### AUTOMOTIVE

|  |             |
|--|-------------|
| Chrysler Corporation, Chrysler         | \$ 358,857  |
| Chrysler Corporation, Dodge            | 5,291       |
| Chrysler Corporation, Plymouth         | 130,699     |
| E. I. du Pont de Nemours & Co., Zerone | 6,600       |
| Ford Motor Co., Ford Motors            | 1,456,773   |
| Ford Motor Co., Lincoln                | 72,125      |
| General Motors Corp., Chevrolet        | 97,335      |
| General Motors Corp., Pontiac          | 98,700      |
| Nash Motors Co., Nash                  | 89,790      |
| Packard Motor Car Co., Packard         | 111,325     |
| Studebaker Sales Corp., Studebaker     | 106,476     |
|  | \$2,533,971 |

### CIGARS, CIGARETTES & TOBACCO

|   |             |
|---|-------------|
| American Tobacco Co., Lucky Strikes                       | \$ 572,615  |
| Brown & Williamson Tobacco Co., Kool & Raleigh Cigarettes | 6,930       |
| Consolidated Cigar Co., Harvester Cigars                  | 48,750      |
| Liggett & Myers Tobacco Co., Chesterfields                | 1,095,810   |
| R. J. Reynolds Tobacco Co., Camels                        | 954,149     |
| U. S. Tobacco Co., Model & Dill's Best Tobacco            | 374,670     |
|   | \$3,052,924 |

### CONFECTIONERY & SOFT DRINKS

|                                    |             |
|------------------------------------|-------------|
| Clicquot Club Co., Gingerale       | \$ 2,885    |
| Coca-Cola Co., Coca-Cola           | 171,025     |
| Wm. Wrigley, Jr., Co., Chewing Gum | 1,017,456   |
|                                    | \$1,191,366 |

### DRUGS & TOILET GOODS

|   |             |
|---|-------------|
| Affiliated Products, Inc., Kissproof & Outdoor Girl | \$ 163,457  |
| Affiliated Products, Inc., Louis Phillipe           | 65,498      |
| Affiliated Products, Inc., Edna Wallace Hopper      | 171,522     |
| Bayer Chemical Co., Aspirin                         | 60,266      |
| The Bisodol Co., Bisodol                            | 282,568     |
| Colgate-Palmolive-Peet Co., Palmolive Soap          | 508,089     |
| Colgate-Palmolive-Peet Co., Shaving Cream           | 369,828     |
| Gillette Safety Razor Co., Safety Razor             | 286,939     |
| Health Products Corp., Feenamint                    | 24,787      |
| Kleenex Co., Kleenex & Quest                        | 214,707     |
| Kolynos Co., Kolynos Dentrifrice                    | 244,034     |
| Laco Products, Inc., Shampoo, Soap, etc.            | 9,545       |
| Lady Esther Co., Cosmetics                          | 349,428     |
| The Larned Co., Hill's Cold Remedies                | 36,300      |
| Lehn & Fink Products Co., Hind's Honey & Almond     | 123,354     |
| Lehn & Fink Products Co., Lysol                     | 53,385      |
| Lehn & Fink Products Co., Pebecco                   | 196,030     |
| Lever Brothers Co., Lifebuoy Soap                   | 169,760     |
| Lever Brothers Co., Lux Toilet Soap                 | 715,819     |
| Moonglow Cosmetic Co., Nail Polish & Remover        | 6,560       |
| Chas. H. Phillips Co., Phillips Dental Magnesia     | 56,171      |
| The Pompeian Co., Toilet Preparations               | 57,283      |
| Sales Affiliates, Inc., Zotos Permanent Wave        | 116,390     |
| Vick Chemical Co., Vick's Cold Remedies             | 134,960     |
| Wasey Products, Inc., Barbarsol                     | 55,511      |
| Wasey Products, Inc., Proprietarys                  | 246,681     |
| Wildroot Co., Toilet Preparations                   | 145,915     |
| Wyeth Chemical Co., Jad Salts                       | 20,983      |
|   | \$4,885,770 |

### FINANCIAL & INSURANCE

|  |           |
|--|-----------|
| Beneficial Management Corp., Loans       | \$ 56,508 |
| Group of American Banks, Banking Service | 43,501    |
|  | \$100,009 |

### FOOD & FOOD BEVERAGES

|  |             |
|--|-------------|
| Campbell Soup Co., Campbell's Soups, Baked Beans, Tomato Juice                   | \$1,294,854 |
| Continental Baking Co., Wonder Bread   | 639,572     |
| Corn Products Refining Co., Karo, Mazola, Kremel                                 | 242,265     |
| Cream of Wheat Corp., Cream of Wheat   | 105,688     |
| R. B. Davis Co., Cocomalt  | 60,630      |
| Durkee's Famous Foods, Ltd., Foods   | 2,700       |
| General Baking Co., Bond Bread   | 175,370     |
| General Mills, Inc., Bisquick-Kitchen Tested Flour, Soft-as-Silk, Wheaties, etc. | 758,690     |
| Wheaties   | 95,806      |
| Great A & P Tea Co., A & P Coffees   | 566,060     |
| Hecker H-O Co., Force & H-O Cereals  | 108,481     |
| H. J. Heinz Co., "57" Varieties  | 306,006     |
| Geo. A. Hormel Co., Chili con Carne and Soups                                    | 58,518      |
| Illinois Meat Co., "Broadcast" Products  | 16,196      |
| Knox Gelatine Co., Gelatine  | 37,665      |
| Maltex Co., Maltex Cereal  | 39,000      |
| Pet Milk Sales Corp., Pet Milk   | 287,671     |
| Pillsbury Flour Mills Co., Pillsbury Flour                                       | 16,485      |
| Sperry Flour Co., Flour  | 9,500       |
| Ward Baking Co., Bread and Cake  | 212,242     |
| Wheatena Corp., Wheatena   | 183,345     |
|  | \$5,216,744 |

### HOUSE FURNITURE & FURNISHINGS

|   |            |
|---|------------|
| Mohawk Carpet Mills, Inc., Carpets and Rugs | \$ 177,816 |
|---|------------|

### JEWELRY

|  |           |
|--|-----------|
| Elgin National Watch Co., Clocks and Watches | \$ 85,884 |
| Tavannes of America, Watches                 | 6,000     |
|  | \$ 91,884 |

### LUBRICANTS & FUEL

|                                     |            |
|-------------------------------------|------------|
| Atlantic Refining Co., Gas and Oil  | \$ 291,162 |
| Barnsdall Refining Co., Gas and Oil | 4,045      |
| D. L. & W. Coal Co., Blue Coal      | 46,562     |
| Gilmore Oil Co., Gas and Oil        | 480        |
| Gulf Refining Co., Gas and Oil      | 359,974    |
| Phillips Petroleum Co., Gas and Oil | 22,760     |

(Continued on Page 1)

## MUSIC CODE HEARING IS SET FOR MARCH 3

(Continued from Page 1)

terests, talent and business end of the former included.

Another meeting date will be set for general attendance before final adoption of the code of fair trade practice, after which it will go into effect and be binding both upon the music men and radio or other talent with whom the former comes in contact.

Before the code takes effect, in so far as the bribery clause is concerned, each side will have an opportunity to purge itself in any individual case wherein an alleged bribe took place either on the giving or taking end. By presenting or explaining the case in question, it may forestall investigation by the FTC and resultant penalties provided in the code.

Any radio artists involved in a situation where money or gifts directly or indirectly was received from a music publisher or his representative, and which may be construed or misconstrued as a bribe, has the privilege of communicating with John G. Paine, chairman of the board of the Music Publishers' Protective Association, so that the matter may be taken up prior to actual operation of the code and the industry comes under the direct supervision (as to fair trade practices) of the FTC.

This applies either to the donor or receiver of the bribe in question. Suggestion or complaints also are to be forwarded to Paine. Such complaints may be in the nature of a music man complaining about a certain artist who demanded fees for singing a song, or an orchestra leader for playing the number. Whatever purging is done now will probably preclude investigation of the matter later on.

Leading music men are being backed by program directors of the leading networks. Latter include such officials as John Royal, vice-president in charge of programs for National Broadcasting Company. Royal has long been among those who believed that radio should be free of paid plugs, and has done much to help stamp it out.

## Six CBS Programs Renew for 52 Weeks

(Continued from Page 1)

its "Hammerstein Music Hall" (Kolynos toothpaste), which is on 45 stations, Tuesdays, 8-8:30 p.m., effective Feb. 23. Blackett-Sample-Hummert, Inc., New York, services both accounts.

Gulf Refining Co., Pittsburgh (petroleum products) through Young & Rubicam, Inc., New York, on Feb. 21 renews Phil Baker on a 60 station network, Sundays, 7:30-8 p.m.

Horn & Hardart, lunch room chain, has signed a renewal on its WABC program, "Horn & Hardart Children's Hour", Sundays, 10:30-11:30 a.m., effective Feb. 21. The Clements Co., Inc., Philadelphia, is the agency.



WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

If cleanliness is akin to what the gullible think it is...the godliest woman in radio is Vivia Ogden...who commercials for Rinso, Lux, Chipso and Bab-O...What—no Ivory Soap? Did you know that Dee Collins of "Ed Fitzgerald & Co." is the widow of Jimmy Collins, test pilot...who auditioned over WOR just before he crashed in 1935?... Add another femme stooge...Beatrice Pons...for East & Dumke...Tim and Irene auditioning for a new sponsor today...WNEW adds Ruth Stillman, who was with the old Newark outfit, to its continuity department...Katherine Rand, who vocalizes with Micky Alpert, has a perfect right to gold-dig if she likes... the gal owns the Kay Rand Gold Mine up Toronto-way... Lucile Ryman, Universal's talent scouting lass, will be the object of interest on the Jeff Sparks Sunday broadcast...in place of Estelle Taylor...on account of La Belle Taylor had non-cancellable theater engagement in Baltimore.

Barbara Lamarr, brunette breather, once adorned a cashier's cage in New Bedford, Mass...Now she provides the romance in "Romance in Rhythm"...program which premieres March 9...via WOR Mutual...Nat Brusiloff, the "Embassy Trio," and the "Keymen Quartet" furnish the rhythm...Ann Elstner, "Martha Booth" of "Trouble House," caught a whale of a sailfish down Florida-way...had the piscine prize mounted...it will occupy place of honor at the National Sportsmen's Show, Grand Central Palace... First cocktail party with non-imbibing guest of honor on record was tendered it Wednesday...Lenore Ulric...now visible in "Camille" is Radie Harris' guest tonight over WHN.

Viola U. North, globe-trotting lecturer...will tantalize land-lubbers Saturday over WMCA...without benefit of Baedeker...she'll talk on "How to Plan a Cruise"...complete with sartorial suggestions and ideas on itinerary... Leonard Harris of the Brooklyn Daily Eagle is interviewer...Cantatrice Rosemarie Brancato assumes the role of Clara Louise Kellogg vocalizing at Academy of Music in 1863...at the WJZ Father of His Country birthday broadcast festivities... "Big Sister's" Alice Frost fought "flu" in Florida...then her home-coming train collided with a car...Alice was bumped, but unhurt...

Station Flashes

NEW commercial accounts for KKFJZ, Fort Worth, are Worth Clothiers, featuring the Round Towners, Mondays through Friday nights of each week; Royal Clothiers, with the Sons of the Pioneers, transcriptions, Mondays through Friday nights; and Natatorium Laundry, 7:30-8 a.m., Mondays, Wednesdays and Fridays, with chatter and records.

KLO, Ogden, Utah, announces the inauguration in the Intermountain territory of the *Idont Dress Rehearsal program* starring Joe Rines and his rhythm band, Mabel Albertson, Pinky Lee, comedian, and Morton Bowe, tenor, on the air 9:30 a.m. every Sunday.

Final figures from the Charlotte Red Cross showed that WBT, Char-

lotte, N. C., was directly responsible for raising over \$35,000 for flood relief. City's first quota was \$2,000. Its second \$10,000.

Baptist churches will have charge of the *Missionary broadcast* from KDKA at 11:15 p.m. Sunday. Musical numbers will be presented by the Hill Top Ministers quartet.

With construction work on the new WDAF (Kansas City) 420 foot vertical type antenna now at the 240 foot level, work has been started on the transmitter house in which the latest type Western Electric transmitting equipment will be installed. The station is being erected in the south suburb of Kansas City and is expected to be completed about the first of May.

★ "Quotes" ★

DON WILSON (Announcer for the Victor Moore-Helen Broderick program): "A few seasons ago, Broadway audiences roared when Victor Moore, playing the part of vice-president of the U. S. in 'Of Thee I Sing,' was refused admittance to certain governmental buildings because he couldn't identify himself. A few days ago, Mr. Moore was late to one of our rehearsals. The reason? A page boy, not recognizing the Moore features, had kept him out!"

RAYMOND PAIGE (Conductor of the "Hollywood Hotel" programs): "I never knew so many film stars were music-conscious. Since I gave Lionel Barrymore violin lessons, half a dozen movie greats have asked me to tutor them in the intricacies of some musical instrument."

HELEN HAYES: "Do I ever tire of the constant grind of stage and radio work? Certainly. There comes a time when I long for an ocean trip or a rest in the country, but I realize that these will come eventually, so I live in pleasant anticipation. When I feel low, I dance. I studied dancing to discover an innate flair for acting, and every now and then when I feel myself losing my grip, I go dancing. You'd be surprised at the effect it has toward rejuvenation."

ANNE JAMISON (Singer of the "Hollywood Hotel" program who has just recovered from an appendectomy): "Of course, it's a morbid thought. But if all radio performers were confined to a hospital for several days. I guarantee their work would improve tremendously upon their recovery. Gosh, what radio means to the shut-ins!"

PHIL BAKER: "As a radio comedian for over four years, I've come to the conclusion that the most fertile gag sources of the past four years have been Primo Carnera, Gypsy Rose Lee, Mae West, Simone Simon, Dizzy Dean, the Dionnes, 'Anthony Adverse' and 'Gone With The Wind.' What a field day jesters had with these!"

MYRTLE VAIL DAMEREL (Myrtle of Myrtle and Marge): "I've cut my son, George, off without a penny. He is now a full-fledged actor on the Myrt and Marge programs and we've both agreed that he is to pay his own freight from his salary."

CLARENCE MUSE (Singer and Dramatic actor of the Irvin S. Cobb Plantation program): "That Mr. Cobb, now, he's a great artist. He keeps pretending that he's really a lazy man, when in reality he is one of the most prolific men on the West Coast—what with his short stories, screen acting and writing and radio chores."

CBS Industry Classifications

(Continued from Page 6)

|  |                     |
|--|---------------------|
| Socony-Vacuum Oil Corp., Gas and Oil   | 213,738             |
| Standard Oil Co. of Indiana, Gas and Oil   | 64,288              |
| Standard Oil Co. of N. J., Gas and Oil   | 124,540             |
| Stewart Warner Corp., Alemite  | 307,745             |
| The Texas Co., Gas and Oil   | 163,740             |
| <b>\$1,599,034</b>   |                     |
| MACHINERY  |                     |
| Carborundum Co., Abrasives   | \$ 82,365           |
| OFFICE EQUIPMENT   |                     |
| Remington-Rand, Inc., Office Equipment   | \$ 256,300          |
| Royal Typewriter Co., Office Equipment   | 42,500              |
| <b>\$ 298,800</b>  |                     |
| PAINTS & HARDWARE  |                     |
| Acme White Lead & Color Works, Lin-X, Paints and Varnish                           | \$ 60,096           |
| Pittsburgh Plate Glass Co., Paints and Glass                                       | 87,471              |
| <b>\$ 147,567</b>  |                     |
| RADIOS & MUSICAL INSTRUMENTS   |                     |
| Philco Radio & Television Corp., Philcos   | \$ 745,020          |
| Stewart Warner Corp., Stewart Warner Radio   | 28,990              |
| <b>\$ 774,010</b>  |                     |
| SHOES & LEATHER GOODS  |                     |
| Julian & Kokenge Co., Footsaver Shoes  | \$ 32,705           |
| SOAPS & HOUSEKEEPERS' SUPPLIES   |                     |
| American Home Products, Three-in-One Oil Co.                                       | \$ 18,170           |
| A. S. Boyle Co., Old English Floor Wax   | 112,055             |
| Colgate-Palmolive-Peet Co., Peet's Granulated Soap                                 | 17,680              |
| Colgate-Palmolive-Peet Co., Supersuds  | 659,800             |
| Cudahy Packing Co., Old Dutch Cleanser   | 42,090              |
| Fels & Co., Fels Naptha Soap   | 28,001              |
| Lever Brothers Co., Rinso  | 356,643             |
| Swift & Co., Sunbrite  | 73,659              |
| <b>\$1,308,098</b>   |                     |
| STATIONERY & PUBLISHERS  |                     |
| Time, Inc., Time & Life Magazines  | \$ 70,660           |
| TRAVEL & HOTELS  |                     |
| Illinois Central R. R., Travel   | \$ 10,110           |
| Thos. Cook & Son, Ltd., Travel   | 5,740               |
| <b>\$ 15,850</b>   |                     |
| WINES & BEER   |                     |
| G. Krueger Brewing Co., Beer, Ale and Stout  | \$ 111,570          |
| POLITICAL  |                     |
| Democratic National Committee  | \$ 225,849          |
| Good Neighbor League, Progressive National Committee and Non-Partisan Labor League | 96,165              |
| Independent Coalition of American Women  | 9,600               |
| Jeffersonian Democrats   | 3,667               |
| National Union for Social Justice  | 6,630               |
| Republican National and State Committees   | 434,442             |
| Townsend National Recovery Plan  | 7,310               |
| <b>\$ 783,663</b>  |                     |
| MISCELLANEOUS  |                     |
| American Telephone & Telegraph Co., Institutional                                  | \$ 14,790           |
| E. I. duPont de Nemours & Co., Institutional                                       | 308,159             |
| Los Angeles Bureau of Power & Light, Institutional                                 | 2,323               |
| National Ice Advertising, Inc., Natural Ice, Ice Boxes                             | 217,330             |
| Scripps-Howard Newspapers, Institutional   | 5,400               |
| Sears Roebuck & Co., Mail Order  | 145,340             |
| <b>\$ 693,342</b>  |                     |
| GRAND TOTAL  | <b>\$23,168,148</b> |



## AGENCIES

**SCHWIMMER-SCOTT AGENCY**, Chicago, here has been appointed to handle radio spot campaign for the Silex Coffee Percolator company of New York. Walter Schwimmer, firm head, was in New York personally to set deal. Silex will use spot announcements from coast-to-coast.

**LES WEINROTT**, producer of radio shows for Blackett, Sample & Hummert, Chicago, has quit his post with the agency.

**GEORGE SHERR** of the Lennen & Mitchell advertising agency is making a serialization of the scripts of agency's "Follow the Moon" show. Stories will appear in organ distributed by American stores.

**ANN WINSTON** of the Alvin Austin Agency is back on the job after a two-month sick leave.

### Buddy Rogers Coming East

*West Coast Bureau of THE RADIO DAILY*  
Hollywood—En route to London, Buddy Rogers will visit the New York office of National Broadcasting today in an effort to straighten out contract tangle on Columbia's twin-star show. He may be forced to cancel his European trip if complications prove too great.

## Short Waves

**SHORT** waves from W3XAL, Bound Brook, N. J., W8XK, Pittsburgh, and W1XK, Boston, will relay the program from Sprague Hall, Yale University, on Sunday, when Old Eli will greet its sons throughout the world. Program goes over the NBC Blue network at 10:15 p.m. Date is the eve of the 24th annual observance of Alumni University Day.

Representatives of the Federal Communications Council and officers of the Federal Bureau of Investigation yesterday questioned Yoshiro Yuai and Satoshi Tado, Japanese, in connection with the two powerful short wave stations found in an abandoned shack in Compton, Calif. Both stations were unlicensed, though one had been licensed until last April. The shack is located only a short distance from the Naval base at San Pedro.

A portion of the tragic opera "Czar Kalojan," written by the Bulgarian composer, Pantcho Wladigeroff, will be heard in the United States for the first time on Feb. 25 during a half-hour broadcast over the NBC-Blue network at 1:30 p. m., EST, from the Municipal Theatre in Bratislava, Czechoslovakia.

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

### KMBC Uses Salesmanship

KMBC, which this year again won first place at Kansas City in a national community showmanship rating, is a station that adds salesmanship to showmanship. Its promotional material, which has made quite an impression on agencies, indicates how KMBC makes an exciting adventure out of the business of broadcasting and thus obtains large audiences for advertisers.

KMBC is currently doing a swell job for more than 50 advertisers who manufacture products sold through grocery stores. These advertisers buy 39¼ hours of KMBC's broadcast time weekly—31.15 per cent of the station's total time on the air.

### Manual for Salesmen

WBT, Charlotte, N. C., has issued a comprehensive sales manual for its salesmen and representatives throughout the United States. The new book contains complete information about the station, facts about the city of Charlotte, breakdown of radio ownership by counties, statistical data of the primary and secondary areas of the station, together with nearly a hundred pages listing talent and programs ready for sponsorship. Radio sales representatives heralded the book as the most complete ever written by any station.

### Trailers Effective

Trailer programs of five minutes duration are being used around noon on WBT, Charlotte, N. C., by Olson Rug Co. of Chicago to call attention to their 15-minute 8:45 a.m. thrice weekly "Sing, It's Good For You" feature, are reported having results. The short teasers run on alternate days and offer a miniature of the larger program, together with a reminder of the latter and what will be heard thereon.

### Question Box Response

When Evelyn Gardiner established a question box feature in connection with her KDKA (Pittsburgh) Home Forum program some days ago, she started a routine which is revealing the extreme diversity of women's interests. Since she does not require that names be signed to the questions mailed or those handed in, numerous inquiries have taken on quite a personal character.

One listener suggests the formation of a club among listeners to the KDKA Home Forum program, a benefit of which would be the means of obtaining names of other listeners for correspondence purposes. A girl who is about to be married wants help with menus, another wants suggestions for an "Arabian Nights" party, and still another wants suggestion

for table decorations and entertainment for a banquet of 80 teachers.

Suggestions for subjects for talks before a club are requested, and one woman, whose husband has not worked for three months, wants to know where she can sell hand-made or hand-embroidered towels, linens, etc., so she can help support the family.

Then there is a club woman who wants information that will help her work out program ideas. She asks where suitable travel films can be obtained, what they cost and whether they are sound films or require lecturers. She also asks where to find a good speaker on family relations whether any Pittsburgh stores furnish demonstrations and lecturers on modern kitchen management and whether there is a local speaker qualified to discuss textiles.

Such questions furnish a variety of material for reply and discussion between Miss Gardiner and the studio audiences immediately following the daily KDKA Home Forum programs.

### WLS Achievements

Interesting, informative and impressive bulletins are issued by WLS (the Prairie Farmer Station), Chicago, to inform its clientele of the station's achievements.

In addition to an attractive colored map showing coverage and a county count of mail, recent promotion data included a circular on "Things You Should Know About WLS." The things included the fact that 1936 broke all records in the 12-year history of the station.

Total number of letters received in 1936 was given as 1,515,901, compared with 1,300,000 the year before, and 50.2 per cent of the mail received in 1936 contained proof of purchase, compared with 33.5 per cent in 1935, the bulletin states.

High spots of the station's activities for each month of 1936 are tabulated in the center spread of the bulletin.

All in all, it makes a convincing sales talk.

### Al and Lee Reiser Switch

Al and Lee Reiser, piano duo, have dropped their Friday night Ford programs effective immediately. They are currently heard on the Lipton Tea shows. Milton Krause and Walter Gross will form the new piano team to be heard on the Ford show in the future. Gross and Krause appeared last week on the Al Pearce broadcast for the same sponsor. N. W. Ayer & Son is the agency.

### Announcers Join KFJZ

Fort Worth—Larry Dupont of New York and Dick Jay have been added to announcing staff of KFJZ.

## FOREIGN

**A** SURVEY just completed in Tokio announces that for the past year, 2,475,000 sets were accounted for in homes, and there is an increase of 40,000 sets monthly now being noted. Twenty-five broadcasting stations are now in operation, mostly on short waves. There is one 1 kilowatt, one 3 kilowatt, seven 10 kilowatt stations and the balance all operate on power ranging from 300 to 500 watts.

The German government, in an effort to stimulate interest in radio, has undertaken the task of manufacturing popular priced sets. During the past month 550,000 of these sets have been sold, bringing in an estimated 32,000,000 marks. Government realizes power of radio as a medium for their propaganda, and is attempting to make it possible for every German home to have a radio set.

### Dodge Transcriptions Start Mar. 1

*West Coast Bureau of THE RADIO DAILY*  
Hollywood—Fifteen-minute transcription series for Dodge automobiles was begun yesterday, to be released on 300 stations starting March 1. A regular feature of these programs will be Frank Morgan and the Victor Young orchestra, with Carlton Kadell announcing. Frances Langford, Ruby Keeler and Judy Garland have already been signed as guest stars. Eddie Dunham of Ruthrauf & Ryan is in charge of production. Transcriptions are being made by RCA Victor.

### Lyman Succeeds Haring

Abe Lyman and his orchestra will succeed Bob Haring on the NBC Hit Parade broadcasts, Wednesday night, 10-10:30 p.m. American Tobacco sponsors, with Lord & Thomas is the agency.

## 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.

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