



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 10

NEW YORK, TUESDAY, FEBRUARY 23, 1937

FIVE CENTS

NIB in Rural Ad Drive

SET DATE THIS WEEK FOR GOV'T INQUIRY

By **PRESCOTT DENNETT**
RADIO DAILY Staff Correspondent

Washington—Hearing date for firing the opening gun in the Congressional inquiry of radio will be set this week at a conference between Congressman William P. Connery, chairman of the House Labor Committee, and Congressman John J. O'Connor, chairman of the House Rules Committee, it was stated to RADIO DAILY by Connery over the week-end.

"Our probe of radio will be conducted on a scope as broad as the industry itself," said Connery. "We already have voluminous data in our files and will explore the newspaper-radio problem specified by Senator

(Continued on Page 4)

Continental Baking Co. Inaugurating New Serial

Continental Baking Co., New York (Wonder bread), has decided to discontinue its present serial, "Renfrew of the Mounted," now on CBS and put a new script show in the period, effective March 8. New program will be entitled "Pretty Kitty Kelly" and according to Benton & Bowles Inc., New York, Continental's

(Continued on Page 4)

WMFF, Plattsburgh On Full Time Basis

Plattsburgh, N. Y. — WMFF, the northernmost station in New York State, having received approval of the FCC for unlimited time, goes on a full-time basis with plans for many innovations. New features include

(Continued on Page 4)

Job Clinic

Des Moines—A new weekly feature on the Iowa Network is a Job Clinic.

Unemployed men and women are invited to the studios and given time on the air to tell what they can do, what jobs they have held in the past, and what abilities they can offer an employer.

It's creating much interest.

FCC Lauds Daily

Washington Bureau of **RADIO DAILY**

Washington—Federal Communications Commissioner George Henry Payne, who is recuperating in Palm Beach after an operation, telephoned his office by long-distance last week after reading his first issues of **RADIO DAILY**.

"I am very much interested in **RADIO DAILY**, the first daily to be published in the radio field," said Commissioner Payne. "I wish to congratulate all concerned on the enterprise displayed and wish for the publication the utmost success."

Commissioner Payne is expected to be able to return to his offices in the FCC early next month.

EQUIPMENT COMPANIES ARE APPROVED BY FCC

Federal Communications Commission has approved the equipment of the following companies for use by regular broadcast stations:

American Piezo Supply Co., Kansas City; American Sales Co., New York; Bliley Electric Co., Erie, Pa.; Collins Radio Co., Cedar Rapids, Ia.

(Continued on Page 4)

Hotel Owners Offering Free Space for Stations

Chicago—Hotel owners in towns within short radius of this metropolis are seeking to utilize "attic" space in their hostleries by offering

(Continued on Page 2)

THE WEEK IN RADIO

... Perennial Dickstein Argument

By **M. H. SHAPIRO**

NO session of Congress would be complete without a hearing on the Dickstein bill, the latest one having taken place before House Immigration Committee last Wednesday and Thursday. Names that participated included Lawrence Tibbett, as president of the American Guild of Musical Artists, and Walter Damosch. The former declared he favored the bill with modifications and the latter opposed it because he believed foreign artists should not be classed as cheap labor. . . . Hearing was adjourned to this coming Wednesday.

Congressman Culkin introduced

Independent Broadcasters Going After \$2,500,000 Advertising Spent in Country Weeklies

POST OFFICE PROBING NEWSPAPER CONTESTS

Washington Bureau of **RADIO DAILY**

Washington—The Post Office Department is giving deep consideration to newspaper contests like the one now being conducted by Old Gold Cigarettes with a view to determining if they are in violation of the lottery law, **RADIO DAILY** learns here following an interview with Walter Kelly, Assistant Solicitor.

"The Old Gold contest is still under consideration," Kelly told **RADIO DAILY**. "There is no definite drive against Old Gold in particular. It

(Continued on Page 4)

Advertising Federation Will Convene June 20-23

The 33rd annual convention of the Advertising Federation of America will be held June 20-23 in the Hotel Pennsylvania, E. H. McReynolds, president, announces. Following the convention here a group of advertising men and women will sail for Paris to attend the annual convention of the Continental Advertising Association, July 5-10. Group will sail June 26 on the Columbus.

Despite the seemingly dormant state of the National Independent Broadcasters, Inc., group of 98 so-called 100-watters organized nearly two years ago, **RADIO DAILY** learns from reliable sources that the NIB has been quietly working on the goal of acquiring the \$2,500,000 spent annually by national advertisers in the several thousand country weeklies throughout the nation.

Several big deals now pending may be announced within 10 days. Fact that these have been held up is taken as an indication that the accounts in question are of an automotive nature. Leading national advertisers consistently using the country weeklies are such accounts as Ford, General Motors, Standard Oil and large proprietary medicine concerns. It is the belief of NIB sales heads and advertising agencies that the low watters have a definite market in

(Continued on Page 4)

Big Exploitation Is Set For Morton Downey Tour

Morton Downey resumes his tour next week for General Motors, covering 10 big city automobile shows in 12 weeks. First stop is scheduled for Memphis.

Tenor is subject of what is probably the most elaborate press book ever attached to an artist en-tour, the three-part portfolio handling out explicit directions for exploiting Downey in the first pocket; second has a series of new photos, straight and stunt shots, and the last pocket holds special stories for local release. The campaign, photos and stories were executed by Robert Taplinger offices.

10 Newscasts Daily

Cedar Rapids—WMT of Cedar Rapids-Waterloo, affiliated with Des Moines Register and Tribune, has increased its news broadcasts to ten daily, thereby giving opposition papers around here plenty to think about.

Most of these broadcasts are straight news. Only "Scotly Views the News," new feature on Iowa airwaves, gives editorial comment.

January gross billing for NBC was a record high for that month, passing the \$3,500,000 mark . . . Network's

(Continued on Page 3)



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Hotel Owners Offering Free Space for Stations

(Continued from Page 1)
dormant top floors free of charge to radio stations or to any group interested in starting new station. Inn-keepers believe that the donation of space free to broadcasting stations will amply repay them in publicity.

Tony Martin Staying

Tony Martin, currently heard Wednesday nights on the Campbell Soup Co. show over a CBS coast-to-coast network, will remain on that series when Burns and Allen switch to new General Foods (Grape Nuts) program after the March 31 broadcast. Martin will share billing with Ken Murray, who replaces team, for four weeks, then drops Wednesday spot to take over Fred MacMurray's chores on the Campbell Hollywood Hotel show heard Friday nights on a CBS hook-up. F. Wallace Armstrong, Philadelphia, is agency for Campbell Soup with Young and Rubicam handling new General Foods show which will be aired over NBC net.

FINANCIAL

(Saturday, Feb. 20)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177 3/8	177	177 1/8	- 3/4
Crosley Radio	26	26	26	
Gen. Electric	61 1/8	60 3/8	60 5/8	- 3/8
North American	31 3/8	31	31 3/8	- 1/8
RCA Common	12 3/8	12	12 1/4	- 1/8
RCA First Pfd.	78 3/8	78 1/2	78 1/2	- 1
RCA \$5 Pfd. B				
Stewart Warner	19 1/2	19 1/4	19 1/4	- 1/4
Zenith Radio	39	38 1/2	38 1/2	- 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	17 3/8	17 3/8	17 3/8	
Majestic	5 1/8	5	5 1/8	+ 1/4
Nat. Union Radio	3 1/2	3 1/8	3 1/4	- 1/4

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

One-Hour Variety Bill Goes on KSO Daily

Des Moines—"Everything Stops for Tea" is a new KSO variety show on a full hour afternoons Sunday through Friday. Produced by Fred Howard, the show features one of the most impressive groups of talent ever heard on the station. It has been built for cooperative sponsorship, with an eye toward summer shopping visitors, facilities already being arranged for a large studio audience. Talent on the show includes Wilbur Chandler, Marion and Eddie, Eileen Grennell, Lansing Benet, Ruth McAllister, Fred Howard and Nat Vincent, Dick Teela and Gwynie Neil, May-Floyd Sinex, Orville Foster, Bill Baldwin and Eddie Truman, Ieta Tomato, Lord Algy and Lord Dillsbury-Frothingwell. Art Smith and Wayne Ackley are masters of ceremonies.

Night Club Contracts Affect Bands in N. O.

New Orleans—New night club contracts which are in the nature of trade agreements between the musicians' union here and the employer, will not be used to curtail remote control broadcasting as it has been permitted in the past, offices of the union state.

Rumor sprang up that the agreements would be the instrument of suppressing broadcasts from the night clubs, but union heads insisted that broadcasts during the period of regular work would be permitted as long as they advertised the place of employment only and did not violate continuous playing rules. If the name of an advertiser other than the place of business, such as liquor or beer firms paying part of the line charges is mentioned, the broadcast becomes a commercial to be paid accordingly.

Kelly-Smith Ad Agency Opens Office in Detroit

Kelly-Smith Advertising agency is opening new offices in Detroit on March 1. Will be located in the New Center Building, with Robert B. Rains, formerly of Cities Service Oil Co., in charge. Agency handles WSGN, Birmingham, Ala., WROK, Rockford, Ill., and WSJS, Winston-Salem, N. C.

Luther Reid Promoted

Luther Reid of the CBS publicity staff takes over the New Editor assignment today, succeeding Donald A. Higgins who becomes CBS publicity director. Hollister (Holly) Noble takes over Reid's post on the publicity desk. Noble has been a member of the press department for the past five years.

Would Ban Liquor Ads

Olympia, Wash.—A bill has been introduced into the State Legislature and now being considered by the house public morals committee, which would ban liquor advertising on the radio.

Trade Commission Acts On Television Institute

American Television Institute, Inc., Chicago, is charged, in a complaint issued by the Federal Trade Commission, with unfair competition in the sale of courses in radio and television. U. A. Sanabria, president; R. B. Fullerton, vice-president, and A. H. Zamotany, treasurer, are also included in complaint.

Alleging violation of Section 5 of the Federal Trade Commission Act, the charges allow the respondent 20 days in which to file an answer.

Second NBC-Fan Series

A second series of programs to acquaint the public with the National Broadcasting Co. gets under way on Saturday. Programs will be aired 7:45-8 p. m. over NBC-Red network and will feature personal visits to the Master Control Board, explanations of operation of the two NBC chains, NBC's handling of short wave programs, sound effects and the actual building of a radio show. The first program will be aired from a studio control room, where an announcer will explain the mysteries of that room to a visitor touring Radio City.

WPTF Public Forums

Raleigh — Station WPTF will set aside a half hour every Saturday to be devoted to the average person. New series, to be aired 7:30-8 p. m., will be known as "The Public Forum," and will be conducted by Rev. John Barkley. Program will attempt to have average citizens express their viewpoints on current topics of the day.

Cozzi and Stopak Renewed

Mario Cozzi's singing and Joseph Stopak's conducting on Friday evenings have satisfied their sponsor to the extent that the two have been renewed for the next 13 weeks.

Program is sponsored by Allegheny Steel Co. and is heard weekly at 7:15 on Fridays over the WJZ-Blue network.

News Oddities Series

Raleigh, N. C.—With bulletins supplied by United Press, WPTF will soon present a new feature known as "Oddities in the News," during which the week's most unique news reports will be assembled and presented, and appropriate dramatizations of outstanding bulletins will be prepared.

Jesters Pack 'Em In

Chicago—King's Jesters making debut here in Blue Fountain Room of Hotel La Salle set an all time high for hostelry's room business, exceeding even record mark of New Year's Eve for the spot.

COMING and GOING

BUDDY ROGERS, who is enroute to London to appear in a picture, returns to Hollywood April 4 to resume broadcasting on the National Biscuit program.

ANN GILLES, publicity director of WJSV, Washington, D. C., is in town for a combination business and pleasure trip.

JACOB ROSENBERG, Local 802 head, and other officials arrived in Miami yesterday, to attend executive board meet of the AFM.

JOHN LAGERMAN of CBS Publicity and his wife, the former Hilda Cole, one-time NBC employee and press agent for Fred Waring, are motoring to Mexico. He's taking his Leica and will make some pictures for "Life."

FRED WEBER, general manager of the Mutual system, leaves New York today on a southern trip.

LOUISE MASSEY and her Westerners are filling three days of engagements in Boston, requiring them to commute between that city and New York by plane in order to sing on their two commercials here.

CLARENCE COSBY, general manager of KWK, St. Louis, returns to that city today. Spent a week in New York.

MILTON DOUGLAS will return to New York from Chicago in time to guest star on Rudy Vallee's program on March 4.

FRANK BLACK flew to Chi via United Airlines.

JOHN BATES, WOR program dept. flies to Windy City today on the Sky Lounge.

WALTER BATCHELOR, artist's representative, left for Hollywood. Has Fred Allen's and Buddy Ebsen's contracts with him.

MR. and MRS. FRANK BUCK back at the Warwick from Texas.

WILLIAM WEISMAN, WMCA vice prez. and attorney, back from week-end at Atlantic City.

MARY SMALL back from Lakewood.

MICKY ALPERT back from Boston.

GEORGE JESSEL expected back from Miami this week.

LENOX R. LOHR, NBC president, is expected back at Radio City today, after an extensive trip throughout the Mid-West and Pacific Coast.

PEGGY STONE, CBS stations relations, spent the week-end at the Ambassador, Atlantic City.

MAURICE GAFFNEY, CBS trade news head, and Mrs. Gaffney spent the week-end sailing around the Atlantic ocean via the S. S. Manhattan.

JOHN LAGERMANN, CBS publicity department, left town over the week-end on a delayed honeymoon. Destination Mexico City. Will be gone for six weeks.

MBS Salute to KWK

Mutual Broadcasting System will give a send-off to KWK, St. Louis, on March 17, commemorating the outlet's 10th anniversary. Program will originate in Chicago studios.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St. "Toots" Shor

Leo Says
TONIGHT'S BEST BET:
Col. Jay C. Flippen's Amateur
Hour From 7 to 8 p.m.
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

COMMENTS

On Current Programs

THE TWIN STARS program, National Biscuit Company's Friday night show from Hollywood, was a little bit down in the dumps with Buddy Rogers missing from it last week. Lou Kosloff, the guest conductor, finally put some pep into the orchestra lads after a rather dispirited start. Victor Moore and Helen Broderick, the comedy stars of the program, succeeded only fitfully in being funny. They are the type of laugh-makers who must be seen to be fully appreciated. On top of that; they were again handicapped by difficult material.

FORD MOTORS show on WJZ last Friday night had a slightly discordant note. Professor Figsbottle, who has long been a very funny individual on the bill with Senator Fishface, seemed a bit suppressed in this Ford program. Some of his jokes also were pretty stale. Al and Lee Reiser, the piano duo, did themselves credit, and it was a joy to hear Countess Olga Albani again. Not forgetting the Chandler ork.

HORACE HEIDT broadcasted a pleasing batch of musical entertainment over WOR from the ballroom of the Hotel Biltmore on Friday. It was a sort of college night, with a gay informality about the proceedings, and sounded quite refreshing at the receiving end.

GEORGE RECTOR's recently inaugurated WABC series for Phillips Soups makes very agreeable listening for the housewives and the men-folk too. Rector has chummed around with the big names of the town and the world, so he brings colorful reminiscence as well as menu advice to his programs. He has a chatty style and a good radio voice with sales persuasion in it.

"**SPECIAL EDITION,**" the Borden program for women, is another of the better daytime attractions. A new-talk by Gabriel Heatter, a little lecture by Dr. Payne, some Hollywood gossip, a chat on new styles in feminine apparel, and a few other good items were mixed in with occasional remarks on food, chiefly milk, when this program was re-visited the other day. It made a highly interesting half-hour.

THE JAMBOREE REVUE on Thursday nights over WJZ from Chicago, with Don McNeil as m.c. maintains its rating as a bright spot. Between Harry Kogen's orchestra, Tony Romano, Maury Amsterdam, Sylvia Clark, the guest stars, and the m.c. himself, there is always a lively time. The last program had a very amusing comedy duet on marriage between Amsterdam and one of the Morin Sisters, Margie, who is about to become a bride.



"HERSHFIELD'S LAUGH PARADE"

Sustaining
WMCA (Inter-City Group), Fridays, 7:30-8 p. m.
AMATEUR PROGRAM FOR HUMORISTS BOWS WITH "JOE MILLER" AS CHIEF GAG-WRITER BUT NOVEL IDEA WITH POSSIBILITIES.

Harry Hershfield as m. c. brought a new form of amateur program to the airwaves, one which shows promise of achieving a place in the radio firmament. However, the first offering was slipshod with ancient material. Premiere had Donald Flamm, prez of the web, inform public what they intend accomplishing. What followed proved conclusively that Flamm, Hershfield, et al, have a very good idea, but did not have sufficient good material for the initial bill. Aside from one or maybe two "humorists," the program could not be called a "laugh-provoker." Hershfield realized the futility of his contestants and didn't attempt to add a few of his resourceful gags to the airing, thereby showing up the talent. Novel idea introduced on show, when balanced properly, should become as famous as the Major's gong. Here they used a "hen" imitator, whose cackle and plop signified that the one before the mike had just

"YOUR HOME AND MINE"

Sustaining
WABC (CBS Network), Saturdays, 10:15 a. m.
INFORMATIVE AND HELPFUL TALKS ON HOUSING HOLDS INTEREST FOR HOME OWNERS AND PLANNERS.

Originating from the studios of WJSV, Columbia station in Washington, D. C., this program presented with the cooperation of the Federal Housing Administration should prove both interesting and helpful to persons who either plan to build a home or desire to improve their present dwellings. The weekly series is part of an educational campaign to make the general public and industry acquainted with principles of design, construction and financing of small homes. A different phase of industrial or financial participation will be analyzed on each program, together with an explanation of the purpose of the demonstration homes now being built in various communities.

Commentator on the series, Bryson Rash, the radio actor and announcer, has a likeable delivery.

laid an "egg." Very apropos for a program of this sort, in which every angle must be utilized to create laughs. Jim Madison, author of "Madison's Budget," famous vaude joke book, also appeared with a gag.

☆ **THE WEEK IN RADIO** ☆

... **Connery to Press Investigation**

(Continued from Page 1)

daytime biz increased during the month 94 per cent compared to the same period a year ago . . . Music Publishers Protective Association, thru John G. Paine, chairman of the board, sought to clarify its stand on seeking small license fees for "off-the-air" recordings . . . position being mostly to establish the copyright owner's rights to cover any possible future contingency that may arise . . . President Roosevelt may be called upon to decide the number of television channels to be allotted to commercial purposes, inasmuch as the Army and Navy as well as other government departments want a few of the high frequencies.

Tax on radio shows proposed in Ohio would sock commercials 10 per cent in a bill introduced by Rep. Joseph Duffey in the state legislature . . . in the State of Washington, measure introduced in legislature calling for a state board of censors and a 2 per cent tax on local business of stations . . . Idaho came thru to make it the third legislative proposition with Senate Bill No. 72, sponsored by Senator R. E. Whitten, which seeks to ban automobile radios. Various interests throughout the country hastened to be heard in the matter.

Group of radio actors who wanted the American Federation of Actors to do some organizing for them were

referred to Actors Equity Association by Ralph Whitehead, head of the former org. . . Women's National Radio Committee announced plans for its annual awards to be made March 31 . . . WNRC completed a tie-up with a research organization—Wadsworth & Wood Sales, Inc., headed by Mason Wadsworth. Research bureau is given the right to poll the millions of members of the affiliated clubs and sell the service, with WNRC getting a cut. . .

Arbitration was seen as a possible out of the ban placed on recordings by the AFM in Chicago . . . President's court proposals brought an unprecedented number of speakers to the mike for and against the Supreme Court changes . . . nearly all on the cuff, of course . . . Important point came up in the suit for temporary injunction which was filed by Ramona Davies against Paul White-man, et al . . . application was denied Ramona by Supreme Court Jus-

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N. Y.
*From script to production—
that extra something that's good radio*

MOST USED GAG OF THE WEEK

Blake: So you fought in the World War?
Poke: Yes, I fought and fought and fought—but they made me go just the same.

tice Callahan, who saw nothing wrong with the contract legally, despite the option clauses. Ramona sought to break her agreement with Whiteman. . . .

Federal Trade Commission called a conference for March 3, with the committee representing the popular music industry for the purpose of getting set on the fair trade practices code. Among other things, the code will seek to definitely stamp out bribery of radio and other talent by music men, and by the same token the music men want to get away from the grasping singer or baton swinger. . . .

John (Jap) Gude, for several years director of publicity for Columbia Broadcasting System, was appointed manager of the CBS station relations department, taking over his new duties Feb. 24 and reporting to Herbert V. Akerberg, CBS vice-president in charge of station relations.

Foreign

British Broadcasting Corp. began transmitting television programs exclusively E.M.I. system since discarding Baird altogether . . . which does not mean that the B.B.C. has permanently adopted a single system . . . Increase in weekly time was promised Canadian listeners by Major Gladstone Murray . . . CKAC started an ether Bingo series.

WMCA
NEW YORK'S OWN STATION
LEADS IN
HUMAN INTEREST
Features
SUCH AS
GOOD WILL COURT
Sponsored by CHASE & SANBORN

RURAL AD CAMPAIGN IS PLANNED BY NIB

(Continued from Page 1)

their respective localities and that these can be used to advantage, one outlet doing the work of probably several weeklies, with the added asset of radio flavor.

Understood that the one big drawback in so far as the advertiser is concerned is the local and national rate situation. Advertisers state they cannot be blamed for trying to get the lowest rate when there is a differential of a possible 50 per cent. One solid rate for all advertisers would clear the horizon in one fell swoop, according to opinion among the potential time buyers. In fact, they point out it is their job to buy as possible.

Average low watt station, as compared to the average country weekly, finds the station getting the break as to better management, more up-to-date, plus the obvious advantages of entertainment. This is expected to find the trend toward the local station, away from the weekly. On the other hand, it is considered likely that the weeklies will eventually pick up additional advertising as a result of their advertisers using radio.

Rate structure of the NIB has been a problem since its inception since the wattage of stations differ, also their markets and coverage. Idea to supply a nation-wide network, available in all types of packages, with no wire charges and either local talent used in each spot or same series of electrical transcriptions. Latter is expected to be the standard form of advertising on the NIB as a web, or groups of regionals.

James O'Shaughnessy, veteran advertising man who heads the NIB sales organization, admitted that after many months of laying the ground work, excellent news will be announced to members by the time the forthcoming convention of the National Association of Broadcasters meets this summer. All NIB members are of course also members of the NAB. NIB was organized at the NAB convention a year and a half ago at Colorado Springs. Members are unaffiliated with webs and seek national biz. Edward A. Allen, of WLVA, Lynchburg, Virginia, is president. Oliver B. Merrill, has joined the organization to head the sales staff under O'Shaughnessy.



● ● ● Ted Hammerstein's Music Hall may be aired from the coast if the deal for Frank Parker's "Howdy Stranger" is consummated. . . . Donald Flamm, back from his cruise, lunching with B. Labhar of WMCA in Lindy's after five hours on shore. . . . Dick Fishel, WMCA announcer, with his arm in sling. Got it from handball. He's a great footballer. . . . Last year he tripped over mike wire and was in bandages. . . . Vincent Travers remains at the French Casino until July. . . . The Easy Aces in the Tavern the other night watching songwriter Fred Coats working his "Hot Ear" gag on a nice fellow. . . . Rose Marie, having dropped the "Baby", signed the other night to a personal contract with Irving Mills. . . . Nelson Case replaces Milton Gross on the "Vox Pop" show. . . . Congratulations to WOR on its fifteenth anniversary, celebrated yesterday.

● ● ● CBS departure over the week-end. . . . Betty Finley, six years sec'y to Ralph Wonders of the Artist Bureau. . . . Bill Weisman, WMCA vice prexy and attorney, just back from a cruise, went to Atlantic City for a rest. . . . Howard Hughes, air record-breaker, will be guest of the Advertising Club March 4. . . . William Jenkins of Young & Rubicam's Industrial Bureau is in New York Hospital. . . . Abe Glaser, song plugger, left Words & Music, Inc., for Miller. . . . Murray Korman, Broadway nude fotog, trying to peddle "Korman's Studio Party" to the airways as television fare. . . . Idea is to have the pretties of the shows tell tales. . . . Highest compliment paid: Joey Nash, singer, saying that the next sensation of the air and movies will be Del Casino. . . . Barney Wood, soon to come forth as a band leader with a distinctive type of music called "Mellow Melody", is the brother of Barney Rapp. . . . Benny Goodman booked into the Paramount with Frances Hunt.

● ● ● John Reber of J. Walter Thompson agency, landscaping his Pennsylvania acreage which went down through the generations for the past 150 years. . . . Will plant trees contributed by Bing Crosby, Amos 'n' Andy, Phillips Lord, A. L. Alexander, et. al., which will bear a bronze plate indicating the donor. . . . Recordings of "Anne of Green Gables" just completed by Arthur Kass of Kass-Tohrner. . . . Gag pulled during the Wonder's luncheon by Col. Stoop and Budd. They got up from their seats and began looking under tables for a few minutes. Ralph interrupted—"What are you boys looking for?" . . . "Our Crossley ratings", replied Budd, still keeping his eyes on the floor. . . . Milton Berle turned song writer. In collaboration with Doris Tauber and Bob Rothberg wrote "Let's Begin Again", which Exclusive Music issues shortly. . . . Frank (Bring 'Em Back Alive) Buck on the Shell air Saturday.

● ● ● The Siren of the Ether Waves, Vicki Joyce, closed at Sebastian's in Hollywood with Jimmy Dorsey. . . . Will comes east for commercial. . . . CBS artists and announcers yelling because the "Lebus" on Madison Ave. removed the radio and put in canned music. . . . While eating, the boys got their "cues" and would rush up with mouthfuls. . . . Jean Crombach, Inc., grooming Maxie Baer for radio. . . . Abe Lyman's party at the New Yorker Sunday for Maxie, featured Frances Faye, Virginia Verrill, Shirley Howard, Rufe Davis, Margot, Freddie Bernard and the usual standbys of Abe. . . . Next week is the last for the Lyman crew.

EQUIPMENT COMPANIES ARE APPROVED BY FCC

(Continued from Page 1)

Hygrade Sylvania Corp., Clifton, N. J.; International Broadcasting Equipment Co., Chicago; Kluge Radio Co., Los Angeles; Radio Engineering Laboratories, Inc., Long Island City, N. Y.; Western Radio Engineering Co., Inc., St. Paul; Western Electric Co., New York; D. V. Tostenson, Moorhead, Minn.; R. C. Powell & Co., Inc., Commercial Radio Equipment Co., Kansas City; Deforest Radio Co., Camden, N. J.; Doolittle and Falknor, Inc., Chicago; RCA Victor Co., Inc., Camden; Premier Crystal Laboratories, Inc., New York; Precision Piezo Service, Baton Rouge, La., and Piezoelectric Laboratories, New Dorp, N. Y.

WMFF, Plattsburg, On Full Time Basis

(Continued from Page 1)

hourly five-minute news periods, using flashes from Trans-Radio Press.

WMFF has made considerable progress since its inception three years ago. It erected the first vertical antenna in the northern New York and Vermont field, and its remote facilities vary on its outside lines from two to sixty miles.

A studio is maintained in the Olympic Arena, Lake Placid, assuring sports fans of first-hand accounts of all winter events for which that resort is noted.

U. S. Post Office Probing Daily Newspaper Contests

(Continued from Page 1)

is just a routine procedure to look into all such contests."

Kelly pointed out that there had been several cases in the past which were technically different, so that there never has been an actual test case on which to base a standard, but it is hoped that the point will be settled soon.

Continental Baking Co. Inaugurating New Serial

(Continued from Page 1)

agency, program is intended to appeal to young girls instead of boys as the present script does.

Arline Blackburn will play the lead, with Frank Dahm writing the material. Program is heard on CBS Mondays through Fridays, 6:45-7 p. m. with a repeat to the West at 11:15 p. m.

Set Date This Week for Government Inquiry

(Continued from Page 1)

Wheeler as one branch of our general investigation."

Connery also said that hearing on his resolution to set up a seven-man committee of representatives to investigate alleged monopoly of radio will be before the full Rules Committee.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

BIRTHDAYS

February 23
Greetings from Radio Daily
to
Sylvia Press

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

HELEN MORGAN of the celebrated "curl in the middle of her forehead" and the voice that's good when it's torrid...takes her initial 1937 airing via the Hammerstein "Music Hall" program... March 2...Liane Carew...famous offspring of the Anna Held who charmed the Nineties...hies her north from Quinby, Va., to visit on George Rector's program...She'll talk about her glamorous mother...Women in government will be the subject of NBC's "Round Table Discussion", Feb. 26...with Mary Beard, historian, scribe Inez Haynes Irwin, and Anne Hard, lady of the Fourth Estate...doing most of the talking... The Eugen Boissevain who created a furore among the femmes on "But Women Have Brains" will air-wave once a week for NBC...Garbo-voiced Hildegard will be the only American song-gal to adorn the Coronation festivities... "Backstage Wife's" Donna Creade, a Canadian lass, takes stage center next week in Chi when she assumes her American allegiance...When, as and if Mary Livingstone writes to Jack (husband) Benny...during her East-coast vacation... she'll expect him to air her letters... via his script.

New vocal vogue for lady-birds seems to be high-pitched rather than low in the throat voices...as of yesterday...Take "The Symphonettes"...as compared with the Boswells...Anice Ives who conducted "social club of air" over a Philly station...now responsible for Anice Ives' "Everywoman's Hour" over WMCA...goes Philly again, effective this week...When Benay Venuta called a number in response to a message...a male voice said, "I wish you hadn't"...Benay gasped...and he explained...He'd lost a bet that radio songstresses were too tall-millinery to reply to messages...Tilted "Mon Paris" songbird, Lady Suzanne Wilkins (her husband's Sir Hubert) was Rita Hudson's air-guest yesterday.

Martha Deane's manager, Estella Karn, is fit as the famous fiddle and brown as the proverbial berry...reason being, she's just back from a Southern cruise...Louis (Met. Baritone) D'Angelo's little gal Louise...who debuted at Met at age of 22 months...was heard on last Sunday's "Metropolitan Auditions of the Air."

RADIO PERSONALITIES

No. 6 in the Series of Who's Who in the Industry

WILLIAM S. PALEY, president of Columbia Broadcasting System. One of the youngest chief executives in the industry. Has progressive ideas, but admits that radio has far exceeded his wildest predictions. Had expected to succeed his father in the cigar business and when graduated from University of Pennsylvania entered the factory as head of advertising and production. One year later became vice-president. Later assumed duties of secretary. Is still one of the company directors. First saw possibilities of radio as sponsor, having bought time on the Columbia network to advertise La Palina cigars. One year later a friend of family and owner of CBS confided that he was ready to unload his interests in the network. Bought most of his holdings and took three months' leave from the cigar business. Never returned. While no expansion in radio history is more sensational than that of the CBS web, Paley has the knack of surrounding himself with executives of the first water and he took the growth of CBS in his stride. Immediate interests and problems in development of the network are international broadcasts. With this in mind, and possibility of international television on horizon, recently opened a London branch.



He put CBS on the map—literally

★ ★ San Francisco ★ ★

Cliff Engle left for the South to confer with Owl Drug Co. officials regarding their new NBC program, "Treasure Island."

Lewis Allen Weiss, Southern chief with Don Lee stations, on his way here to address the Advertising Club. Weiss will travel to Eureka, Chico, and Redding regarding the annexing of stations through that area.

Grant Pollock is emcee on the "Travelling Mike" program, which KPO sponsors.

Clifford Souze added to the musical staff of KSFO as pianist.

Howard Eastwood joins the Marin-Dell hour with Buddha as piano accompanist.

Buddy Moreno, featured vocalist with Griff William's orchestra, and

Music Hour for Japan

Viscount Hidemaro Konoye, Japanese diplomat, announces that he will institute a new series of broadcasts in his native land patterned after the NBC Music Appreciation Hour. Viscount Konoye appeared on the Music Appreciation hour last Friday as a guest of Dr. Walter Damrosch. He has made an extensive study of the program during his stay in this country.

Roy Marks Promoted

Boston—Roy Marks, veteran radio salesman and former agency contact man at WEEI, has been appointed local sales manager. The inner routine will continue to be supervised by Helen Lee.

well known over the ether waves, back from a trip to Hollywood where he had a movie test. Friends are speculating if wedding bells will ring shortly for Buddy and Kay Griffith.

John Notley Nichols at his desk again at KYA.

Cliff Anderson of NBC program department is passing around cigars. It is a six-pound girl.

Mary Ellen-Herrick, who made her debut in radio as an ingenue with the Lucy Cuddy players on KSFO, is now with National Broadcasting.

Meredith Willson's protege, Oliver Edwards, called back for a repeat performance with Carefree Carnival. Edwards sang for the first time over the radio recently with Signal Oil.

MUSIC

MIKE RILEY and his Round and Rounders started yesterday on a coast-to-coast twice weekly over the NBC Red network. His new "Hey Hey!" outdoes the "Music Goes 'Round and Round'" in musical insanity, according to report.

Louis Prima, who swings a hot trumpet, is back at the Hollywood Famous Door with his New Orleans boys. They're aired over west coast networks but will soon be heard in the east and mid-west.

Red Nichols is planning to take the air via an airplane. He's negotiating with an airplane company to secure a plane large enough to carry his entire personnel, instruments and all, from engagement to engagement.

Zinn Arthur, whose new "cooperative band" is now being readied for work. Zinn offered bonus to first of his lads to become engaged and four musicians announced engagements, while two mentioned planned elopements.

Victor Arden gave his baton to a boy who asked for advice as to how to become an orchestra leader. Arden once played the calliope on a Mississippi River Showboat.

Jaimie Ericson's music of the gay nineties is remoted nightly at 8 from the Diamond Horseshoe Theater via KABC in San Antonio, Tex.

Vivian Vorden and her all-gal Ork heard on KONO, San Antonio, now swinging it at the Glean, nitery.

Lloyd Snyder, billed as the original Buddy Rogers' Band, is tooting out at the Olmos, swanky nite club, in San Antonio.

Verret Managing WHJB

Greensburg, Pa.—Roy H. Verret, prominent in Pittsburgh radio circles, was named manager of WHJB here.

TOM TERRISS

Known as "THE VAGABOND ADVENTURER"

Available for

GUEST APPEARANCES
MASTER OF CEREMONIES
RECORDINGS OR TRANSCRIPTIONS
RADIO PROGRAMS

Address:—
LAMBS CLUB



CHICAGO'S 100th birthday to be celebrated March 4, is drawing special radio tribute to mark the event. A specially written salutation to the Windy City will be written into the plot of "Story of Mary Marlin" with the locale of the radio serial being laid in Chicago for that day. Miss Jane Crusinberry, author of the script, has revised her continuity for that day in accordance from a request by Mayor Edward Kelly.

Major Bowes will be one of the foremost of the famous radio galaxy who will salute the City of Chicago upon the event of its Charter Jubilee celebration. The Major will dedicate his air show of that day to Chicago and arrangements have been made by the Chicago Charter Jubilee committee whereby they guarantee an audience of 100,000 listeners inside and outside the Chicago Stadium to Bowes program which will be made part of the Jubilee pageant.

Smiling Ed McConnell, makes his second guest appearance with the National Barn Dance hour on Saturday night.

Les Tremayne, leading man on the Grand Hotel program reports condition of his brother, Walter, recently injured in auto accident here last Sunday.

Pat (Uncle Ezra) Barrett reveals exigencies of tri-weekly broadcast will keep him from moving to country for summer and that he will stick to his south shore home.

Add resignations at WBBM: Lou Jacobson, producer, and Harry Miller, news writer.

Girls of the Barn Dance program get their big chance on Feb. 27 show, which has been dubbed "Ladies Night".

Norge Refrigerators to do a series of 15-minute electrical transcriptions with name bands and guest artists starting in spring, with MCA providing bands and William Morris office furnishing the celebs.

McCann-Erickson agency planning another elaborate Standard Oil air show.

1,000 for Molly

Molly Steinberg, conductor of the Stage Relief Fund programs heard every Tuesday, 2-2:15 p.m., over WABC, celebrates her 1,000th program on March 2. Time for the show has been donated by WABC since its inception in November, 1933. Program was heard for three years as a 5-minute feature, but in November, 1936 it was increased to 15-minutes. Hal Leroy, dancer, will help Miss Steinberg celebrate the anniversary.

Chatter

ALLAN D. GRIGSBY ("marriage counselor") is broadcasting from WSPD, Toledo, for the next week or so, but expects to return to WOR, Newark, within a short time. Three sponsors are after him now, none of whom will exercise so rigorous a censorship as his previous backer.

Jan Peerce will be soloist when the Cleveland Jewish Singing Society presents its annual concert in that city March 2, under direction of Charles D. Dawe. Igor Gorin, originally scheduled, was unable to fulfill the engagement because of assignments in Hollywood.

Col. H. Norman Schwarzkopf replaces Phillips Lord on the Gangbusters series for three weeks while Lord vacations. Schwarzkopf begins broadcasting tomorrow night. Benton & Bowles is the agency.

Breen and De Rose recently sang a song in Esperanto over NBC-WJZ and the tuner-inner reaction was so gratifying the NBC's "Sweetheart of the Air" repeated the number yesterday over the same network at 10:05 a.m. By the by, May Singhi Breen's birthday is Feb. 24.

Jack Benny last week conducted the Air Gossip Column in the Detroit News, while Herschel Hart is taking a two-week rest. Hart also arranged with Fred Allen to write this week's column, assisted by Portland Hoffa.

Ray Cox, senior at the University of Iowa, has been appointed Publicity Director at WMT, Cedar Rapids-Waterloo. Cox is commuting between Iowa City and Cedar Rapids, going to classes in the morning and writing publicity in the afternoons.

Jack Stevens, formerly of WMAS, Springfield, Mass., is substituting at WTIC, Hartford, for Announcer Joe Ripley, now recuperating from a fractured skull received in an automobile mishap.

Serial Clicks on KROC

KROC, Rochester, Minn., is currently broadcasting half-hour serial, "Josh Whitcomb and Four Corners," sponsored by the Self Service stores, written and directed by Peter Lyman. First show drew 908 letters, an excellent response for a 100-watt station. Sponsors have signed a 52-week contract calling for a show every Thursday, 1-1:30 p. m.

Bird Food Campaign

The Nature Friend (bird foods) will devote the major portion of its 1937 advertising appropriations to radio. Initial campaign has started in New York with a seven-a-week series now airing over WMCA. Frank Presbrey Co. is the agency with Louis H. Frohman as account executive.

Art Shepherd, WMT's "Question Man", was passing around the cigars the other morning. Art is the proud father of a girl, Judith Ann, born at Saint Luke's Hospital in Cedar Rapids. Mother and daughter are doing nicely. Art says she will be a "natural" for the "Question Man" program.

WBAL, Baltimore, and the Mutual network carried the Salute to George Washington from the base of the first monument erected to George Washington in picturesque Mount Vernon Place, Baltimore, yesterday from 3:30 to 4 p.m. William K. Friert, president of the Advertising Club of Baltimore; Mayor Howard W. Jackson, Major J. Purdon Wright, representing Governor Harry W. Nice, and Louis E. Shecter, chairman of the day, were the other speakers, plus band music and other ceremonies.

Charles Crutchfield, program director at WBT, Charlotte, is tentatively scheduled to handle the Wheaties broadcasts again this summer.

Harry A. Woodman, general manager of KDKA, has been elected to membership in the Pittsburgh Rotary Club. His classification is, "Communication Service-Radio Service."

Announcers at Station KFJZ, Fort Worth, are undergoing special training so that the exclusive broadcasts of Texas League ball games of local club will be tops from broadcast standpoint. Deal, involving \$5,000 paid for broadcast privilege, calls for publicity support for intensive promotion of attendance through educational campaign before and during games.

James D. Shouse, president of KMOX, St. Louis, whose station has been awarded a Special Showmanship Citation Plaque for 1936 achievements, will be presented the plaque at a special broadcast now being arranged.

Weber on Texas Trip

Fred Weber, general manager of the Mutual Broadcasting System, leaves today for Texas, and en route back may also cover some Oklahoma territory. MBS has no outlet in Texas at present, and it is believed that one good station in a desirable part of the state will do the trick.

Louise Mills Rejoins CBS

Mrs. Louise Mills rejoins the CBS sales promotion department in New York today, assigned to the owned and operated sales promotion division under Ed Reynolds.



NORMA YOUNG, for 15 years head of Los Angeles Examiner home economics department, starts March 1 doing a five-times-a-week "Happy Homes" program for KHJ, sustaining to start.

KEHE, Hearst Chain key, signed Olixer Gas, through Hanff-Metzger agency, for a two-times-a-week sport program, Bob Edgren's "Miracles of Sport" transcribed.

Walter Winchell goes back to New York early in March to carry on his broadcasts from there.

James Cagney, Sidney Skolsky and Mary Garden will be on the Kraft Music Hall program Thursday night at 10 o'clock E.S.T., with Bing Crosby and Bob Burns.

Ideas from Amateurs

Minneapolis—A new type of amateur program, designed to uncover ideas rather than talent, will begin at 5 p.m. today (C.S.T.) on KSTP, St. Paul and Minneapolis station.

Two staff announcers, Brooks Henderson and Rock Ulmer, will interview local persons who have worked out devices or systems, in the program titled "I've Got An Idea."

Among the ideas scheduled for a hearing on the first broadcast are a new-type shaving gadget, a new use for gasoline taxes, an unusual variety of nursing bottle, and a use for auto trailers during the winter season. Prizes of \$5, \$3 and \$2 will be awarded for the three best ideas each week.

KMOX Conducts School

St. Louis—KMOX has inaugurated a radio school for members of the St. Louis Little Theater members. Department heads at KMOX present short talks on their particular work in radio. The classes are held weekly on Thursday evenings in the KMOX Playhouse, a completely equipped theater seating some 400. The first class was conducted by program director C. G. Renier and Arthur Casey of the production department before a group of 75.

190 Using Library

Over 190 stations across the country are now using the NBC Thesaurus library service. This is an all-time high for the number of stations using this type of service. New clients contracting for the service are WCOA, WHO, WEEU, WDWS, WAIR and KRMC, with WTAD, WZD signing renewals.

The Revelers Quartet has been added to the list of artists.



Station Flashes

RUDY VALLEE'S Royal Variety Hour steps out of its usual sphere for a guest star when Hilaire Belloc, famous English writer, comes to the program for his first American radio interview next Thursday. Belloc is the most distinguished figure of the literary world who has ever been presented on the Vallee Hour. On the same program are Jean Hersholt, 20th Century-Fox film star; Edgar Bergen, and Jean Sablon.

ANOTHER 20th Century-Fox player, J. Edward Bromberg, will be guest of Bide Dudley on his Theater Club of the Air program over WOR on Friday at 1:15 p. m. And a third actor from the same studios, Stepin Fetchit, was on Joe Cook's Shell Chateau hour last Saturday.

FRED WADE, baritone, and Rudy Martins Orchestra headline a new variety revue series known as the "Hour of Cheer" in the interests of the Hull Brewing Co., over WICC on Saturdays, 7:30-8:00 p. m. The program, produced in the studios of WTIC, Hartford, will again be under the general direction of Leonard Patrucelli, who will direct the Royal Waiters Quartet. In addition to the melodies of Rudy Martin's Band and the vocal solos of Fred Wade, the half-hour will also feature Helen Flanagan. The program will be announced by George Bowe.

A series of Sunday afternoon concerts, sponsored by the Hartford Electric Light Company and featuring a 14-piece string orchestra directed by Moshe Paranov, with an eight-man chorus conducted by Leonard Patricelli, will be introduced by WTIC, Hartford, Feb. 28.

"Lenten Meditations", to be heard weekly over WMCA during the Lenten season, started yesterday afternoon, 2:15-2:30 p.m.

"American Yesterdays," new series of historical sketches, starts Feb. 22 over WHK, Cleveland, at 3:15 p.m.

KFXR, Oklahoma City, for a long

JASCHA HEIFETZ

"When they pay an artist a big salary, they do not let the artist play or sing enough. We are not allowed to play what we like, what we know the people like. The radio people say their industry is ten years old—that they have learned what the people like. But I have been before audiences for 29 years—I think I know, too, what people want."

KMAC, San Antonio, which forged ahead aggressively in the past two years under the general management of Howard W. Davis, has jumped into the ranks of the leading local stations with its complete new Western Electric plant of the most modern type. It calls itself "San Antonio's busiest radio station."

Although U. S. weather forecaster McDonald says that New Orleans will remain high and dry, that the levees protecting the city will hold, WDSU has taken necessary steps to organize an emergency network of amateur radio stations in the Mississippi valley. WDSU has installed radio and communications circuits between its studios and amateur station W5FPO, operating on short-wave with 1,000 watts. Several tests have been made of this network and the results have been pronounced satisfactory by Joseph H. Uhalt, President of WDSU, C. Alfred Thomas and Gene Treadaway of the New Orleans Key Station W5FPO. The entire movement is under the jurisdiction of Major Adjutant Ray Fleming of the U. S. National Guard and F. C. C.

A marked increase in coverage efficiency of WTAG, Worcester, outlet of the NBC-Red network, is reported since operation with a new 1,000-watt RCA high fidelity transmitter.

time identified as the sports station of Oklahoma, is carrying a daily sports program this year under the sponsorship of WHEATIES, with Dutch Smith as commentator and Bob Elliston doing the commercials.

Signing with WMCA for a nine-week 3-4 p.m. Sunday broadcast gives Father Coughlin two air talks in the New York area on the Sabbath. The other occurs at 8-8:30 p.m. over WOR.

A new series of radio amateur hours started Sunday over WICC, Bridgeport. Microphones were again placed in the Fairfield County Jail to broadcast from 4:30 to 5 p.m. an interesting portion of the rehabilitation project of the jail.

George Shackley and his bevy of beauties, the Moonbeam Ensemble, returned to the "Callin' on the Neighbors" program on WCAE, Sunday at 12:15 p.m.

C. Albert Scholin, well-known concert organist is presenting a series of Sunday evening recitals over KMOX.

WBT, Charlotte, N. C., has installed a Hammond, Class B, electric organ in its large studio. It will be used on the new daily Philco shows running at 8:15 a.m. Mondays through Saturdays. Marie Davenport is the organist.

Using public address systems, WBT, Charlotte, N. C., recently sent its comedy-song team, "Just The Two Of Us," to Gastonia, N. C., to entertain at a Rotary Club luncheon. However, the real purpose was to audition the act for Threads, Inc., and its president J. Gottlieb, who is a member of Rotary. The club applauded and the show was taken by Threads and will start over WBT early this spring.

Since beginning its twice weekly Grady Cole programs on WBT, Charlotte, N. C., the Comet Rice Co. has increased its sales of rice 50 per cent in the Carolina territory.

WFIL Theater of the Air (Philadelphia), offering a weekly spread of dramatizations based on the works of Edgar Allen Poe, has made a tie-in with the Poe Literary Society. For the asking, listeners rate a free pass to visit the Poe house, located in Philadelphia. Deal looms as a natural for school teachers.

First of the new recorded musical series sponsored by Sears-Roebuck over Durham, N. C., Columbia station, WDNC, was heard Sunday at 1:30 p.m.

Michael Aldrich Resigns

Michael Aldrich of the Columbia Broadcasting System Artistic Bureau has resigned. Aldrich, with a vaude background, came to CBS nearly three years ago and has been assisting Paul Ross in outside booking of CBS signed artists, such as theaters and night spots.

Bus Station Interviews

Raleigh, N. C.—Seeking human interest broadcasts, WPTF plans an early date to install its facilities in the city's Union Bus Station and conduct special broadcasts during busy hours as buses arrive and depart. Interviews will be arranged with travelers who arrive from distant points, departing passengers will be questioned as to their destination, and bus drivers will participate in commenting on their experiences day by day on busy highways. WPTF hopes to create a "Grand Hotel" atmosphere for each program.

Making 13 Recordings

Glenn Darwin, baritone, heads a cast of artists who are making a series of 13 recorded programs. The other artists to be featured are Jean Ellington, singer; The Three Marshalls, harmony duo; Doris Hare, comedienne, and Al and Lee Riser, duo-pianists.



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY



☆ "Quotes" ☆

JANE PICKENS: "It is much easier to convey a gay mood over the air than a pensive or blue mood. A carefree mood in singing is relatively simple to establish. A pathetic one is more difficult to create because it requires more subtle tones and effects."

HORACE HEIDT: "The life of a bandleader is not an easy one. His only regret is that there are only 24 hours a day. From the time he arises to the time he drops, exhausted, into slumber, his day is a round of interviews, rehearsals, business appointments, telephone conversations, and, of course, actually band leading."

JAN PEERCE: "A singer is like an athlete. He must keep in training constantly in order to be at his best. That is why it should not be considered unusual that I practice several hours every day."

JACKIE COOGAN: "Imagine yourself completely alone at the north pole, with no one within hundreds of miles. Then you'll know how I feel when I get up before a microphone. It's a sense of isolation that's hard to explain."

DAVE RUBINOFF: "Moral support of unseen audiences has been a great builder-upper for many ether artists. The rustle of fan mail has quite the same kick to it for radio artists as palm-whacking response to those making public appearances."

MORTON BOWE: "It certainly seems that radio must provide some sort of magical background which makes collaboration withstand all sorts of temptations. Ever since the following teams entered the air industry, they have never been parted: East and Dumke, Howard and Shelton, Stoopnagle and Budd, The Easy Aces, Block and Sully, Burns and Allen, Peter De Rose and May Singhi Breen, Amos 'n' Andy, Myrt and Marge, Lum and Abner, Gene and Glenn, and Molasses and January."

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.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

★ New Accounts ★

Renewals

NBC
TASTYEAST, INC., Trenton—(Yeast candy), thru Peck Advertising Agency, Inc., New York, RENEWS "The Original Tastyest Jesters" for 39 weeks on 20 NBC-Blue stations, Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p. m., effective March 2.

GALLENKAMP STORES CO., San Francisco—(Shoes), thru Long Advertising Service, San Francisco, STARTS "True Detective Mysteries" on 6 NBC-Blue Pacific stations (KGO, KECA, KERN, KMJ, KGW, KFBK), Fridays, 7-7:30 p. m. (PST), on March 5.

AMERICAN TOBACCO CO., New York—(Lucky Strike cigarettes), thru Lord & Thomas, New York, RENEWS "Your Hit Parade & Sweepstakes" on 70 NBC-Red stations, Wednesdays, 10-10:30 p. m., effective March 10.

AMERICAN RADIATOR CO., New York—(Heating equipment), thru Blaker Advertising Agency, Inc., New York, RENEWS "Fireside Recital" on 21 NBC-Red stations, Sundays, 7:30-7:45 p. m., effective March 14.

CARDINET CANDY CO., Oakland—Thru Tomaschke-Elliott, Inc., Oakland, RENEWS "The Night Editor" on 5 NBC-Red Pacific stations Sundays, 9:15-9:30 p. m. (PST), effective March 7.

CBS
GENERAL BAKING CO., New York—(Bond bread), thru Batten, Barton, Durstine & Osborne, Inc., New York, RENEWS "Guy Lombardo's Orchestra" for 52 weeks on 27 CBS stations, Sundays, 5:30-6 p. m., effective Feb. 21.

GULF REFINING CO., Pittsburgh—(Petroleum products), thru Young & Rubicam, Inc., New York, RENEWS "Phil Baker" for 52 weeks on 60 CBS stations, Sundays, 7:30-8 p. m., effective Feb. 21.

AMERICAN HOMES PRODUCTS CO., New York—(Kolynos toothpaste), thru Blackett-Sample-Hummert, Inc., New York, RENEWS "Hammerstein Music Hall" for 52 weeks on 45 CBS stations, Tuesdays, 8-8:30 p. m., effective Feb. 23.

AMERICAN HOME PRODUCTS CO., New York—(Bi-So-Dol), thru

More Stations for Heatter

North American Accident Insurance Co. has bought Mutual time for Gabriel Heatter, whom it sponsors on WOR, and has added WGN, Chicago, and CKLW, Toronto. Agency is Franklin Bruck. Program is on 9:30-9:45 p.m.

Blackett-Sample-Hummert, Inc., New York, RENEWS "Broadway Varieties" for 52 weeks on 47 CBS stations, Fridays, 8-8:30 p. m., effective Feb. 26.

WFIL, Philadelphia

BROMO-ASPIRIN, thru Cox & Tanz Agency, STARTED Feb. 15, for indefinite period, daily participation in WFIL Women's Club.

DODGE BROS. CORP., thru Ruthrauff & Ryan Agency, STARTED Feb. 15, for 10 weeks, one minute spots weekly.

ITALIAN-SWISS WINE COLONY, thru Harvey-Best & Co., STARTED Feb. 15, for seven weeks, three spot announcements weekly.

AMERICAN SEED CO., thru Charles Blum Agency, STARTED Feb. 15, for 13 weeks, one minute spots weekly.

TRIBUNE LAUNDRY, thru Oswald Agency, STARTED Feb. 15, for indefinite period, daily participation in WFIL Women's Club.

AGENCIES

MONTAGUE HACKETT, formerly with Lord & Thomas advertising agency in charge of new business, has resigned to open an agency himself. Hackett's headquarters will be in Radio City.

DAVID ELLIS, promotion manager of Broadcast Producers of New York, Inc., has been appointed director of public relations for Porterfield Aircraft Corp. He will continue his duties at Broadcast Producers.

C. C. BOWMAN, JR., has become vice-president in charge of radio and business surveys for Wadsworth & Wood, Inc., the company announces.

YOUNG & RUBICAM, INC., will handle the exploitation and advertising campaign for the observance of "National Life Insurance Week." 150 life insurance companies will sponsor the event.

Johnson Signs Talent

Arnold Johnson, conducting the Feenamint Sunday evening show on MBS, has signed The Ambassadors, male singers, who have been heard with Kate Smith, and Christina Lind. Talent will now be permanent part of the program.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY