



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 11

NEW YORK, WEDNESDAY, FEBRUARY 24, 1937

FIVE CENTS

Hollywood Talent Race

Looking On ... AND LISTENING IN

AUDIENCES Suppose motion picture producers, after releasing a film, were to take the whole cast to a theater and give the very same production in the flesh.

You'd call it nutty, wouldn't you?

Well, it is no more nutty than the practice of permitting audiences in broadcasting studios to witness radio shows.

The most important thing in radio is the LISTENING audience.

And few things aggravate the listeners more than the studio audiences who laugh at things that didn't sound funny to the fireside tuners-in, hold up the show with applause when there is nothing to warrant applause, and in general make the listeners at home feel that they are missing the best part of the program.

Any show where a studio audience appears to be deriving more enjoyment than the listening audience is a bad show from the ultimate standpoint of radio.

COMEDIANS Another bad result of studio audiences is their effect on comedians. Many of them contend they need auditors for purposes of reaction and timing.

This provides no consolation for the listening audience.

Comics who owe their success chiefly to pantomimic ability, rather than vocal personality, should develop a new technique.

Performing antics which make the little studio audiences roar but cannot be seen by the millions of listeners in is the wrong kind of radio acting.

The laughter and applause of the

(Continued on Page 2)

\$50,000 on Voice

Ice Industries (refrigerators) have taken a \$50,000 insurance policy with Lloyds of London on the voice of Gladys Swarthout, who appears on their broadcasts over NBC every Wednesday night. A statement from the producer said Miss Swarthout was irreplaceable, and any last minute cancellations would prove too great a financial risk without adequate insurance.

SPONSORS DEFER TAKING BRADDOCK-LOUIS FIGHT

Altho contracts have been signed by James J. Braddock and Joe Louis, calling for a championship bout in Chicago, June 22, nothing definite is set in regard to radio angles.

Potential sponsors are holding off for the time being, due to the possibility of legal tangles expected to develop. Madison Square Garden interests declare they have first call on Braddock for the Garden.

NBC program department, thru John F. Royal, is in contact with fight promoters on the subject of broadcasting the fight, and it is presumed other webs are doing the same with a sponsor in mind. Buick Motor company sponsored several of the important fights during the past two

(Continued on Page 2)

Alfred Morton to Make Tour of NBC Stations

Alfred H. Morton, NBC manager of owned and operated stations department, expects to take a swing around the country next month visiting all NBC owned and operated stations. If he cannot clear the time necessary for a coast-to-coast trip, will take in a few stations at a time starting with the eastern NBC stations. This will be the first time Morton has visited NBC owned and operated stations since he became head of this division on Jan. 1.

Adult Serial Dramas Voted Most Popular Day Program

Small Bands to Hit Air On Local Chi. Stations

Chicago—Secondary or "relief" bands in most of the smart cafes and hotel dining rooms here will be given a chance for air-time in the latest tie-up between the night spots and smaller stations which are set to broadcast melodies of the "number two" orks just as soon as lines are readied to pick-up these remotes.

Hitherto, only the "name" band or featured attractions in the cafes and

(Continued on Page 3)

Don Gilman of NBC Predicts Coast Will Surpass New York as Center for Radio Artists

Wilkins Made V.P.

Berne Wilkins, formerly of the WNEW sales staff, has been made assistant vice-president in charge of sales.

CONAN DOYLE'S SON FOR 'SPOOK' SERIES

Negotiations are on for the ether appearances of Denis E. Conan Doyle, son of the late Sir Arthur Conan Doyle. Doyle is being groomed for guest engagements and later for a series of his own.

Talks will deal to great extent with

(Continued on Page 3)

Congressional Speakers For New CBS Feature

Columbia Broadcasting System will introduce a new semi-weekly educational series over a coast to coast network on March 3, 3:30-3:45 p.m., titled, "Current Questions Before Congress." It will feature a member of the House of Representatives. The second program, to be aired Thursday, 5-5:15, will feature speakers from the ranks of the U. S. Senate.

Hollywood is definitely headed to equal or pass New York as a talent center for radio, said Don Gilman, NBC vice-president in charge of West Coast activities, before the Los Angeles Advertising Club's NBC Day luncheon yesterday.

Not just movie talent but all kinds of artists are establishing here, he said. NBC's own Los Angeles staff has grown from 18 to 60 in one year, and the NBC West Coast staff has

(Continued on Page 3)

TELLS HOW TELEVISION WILL AFFECT ARTISTS

E. P. H. James, head of the NBC sales promotion department, speaking before the members of the Art Directors Club last night as the first lecturer of the 1937 season, explained in non-technical language how television would affect the artists.

Present and coming developments

(Continued on Page 2)

NBC to Revise Setup Of Washington Station

In an application filed with the FCC, NBC is seeking approval for the complete revision of the technical set-up of WRC, its Washington station. The application asks for permission to install a new transmitter at a new location, increased power, and new vertical antenna.

WRC is asking for an increase in

(Continued on Page 3)

F. D. R. on CBS-NBC

President Roosevelt's address to Democrats assembled at Victory Dinners throughout the country on March 4 will be broadcast from 10:30-11 p.m. on that date over the CBS and the NBC-Blue networks. The President's address will be delivered at the dinner in the Mayflower Hotel, Washington. The dinners were arranged to liquidate Democratic indebtedness.

Adult serial dramas are the most popular type of daytime radio program, occupying one-half of the commercial network time before 6 p. m., according to a report of the Cooperative Analysis of Broadcasting based on information supplied by more than 161,000 radio homes located in 33 leading cities of the U. S.

Entitled "Radio Audiences — May to September, 1936," the report gives detailed information on over 800 hours of commercial network broad-

(Continued on Page 2)



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Rolls Series on 8 Stations

Rolls Razor Inc., New York (Rolls razors), will begin its spring transcription campaign on March 14 on eight stations scattered across the country. Disks will be a quarter-hour variety show each Sunday and will feature Doris Hare, Jean Ellington, Three Marshalls, Glenn Darwin with Al & Lee Reiser furnishing the musical support. Decca is cutting the disks for the sponsor. Series will run for 13 weeks, returning again in September. Stations are WBZ-WBZA, WOR, WJSV, WTAM, WBBM, KNX, KGO. Kimball, Hubbard & Powell Inc., New Lork, placed the account.

R. W. Clark to New York

San Francisco—R. W. Clark, KPO assistant station engineer, is being transferred to the NBC engineering staff in Radio City.

FINANCIAL

(Tuesday, Feb. 23)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Majestic, Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

PAUL F. GODLEY

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

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 20, covering songs played from 5 p.m. to 1 a.m. on the CBS and two NBC networks. Only songs played 15 or more times are included.

Table with columns: Selection, Publisher, Times Played. Lists songs like 'This Year's Kisses', 'Good Night My Love', etc.

Looking On ADULT SERIALS VOTED LEADING DAY PROGRAM

...AND LISTENING IN (Continued from Page 1) studio audience is not entertainment for the listeners at home. And what about those painful waits, when the studio gang doesn't laugh spontaneously at an ancient or asinine joke, and the comedian pauses until a response is forthcoming? If comics need a sounding board, let them put it in their cast, instead of aggravating millions in their homes in order to please a few hundred fans in the studio.

Tells How Television Will Affect Artists

(Continued from Page 1) touched upon by James includes makeup, costuming, lights, scenery, titles, cartoons, and advertising illustrations. Their knowledge of color values would help, he said, since one color, a black and greenish white, would predominate. Also discussed was the fact that tele would be the counterpart of sound effects—which would be sight effects.

More NBC Tourists

Tourist travel through the NBC studios this year is running 18,000 ahead of last year's figures at this time, according to the NBC Guest Relations Division, which conducts the tours. Last year about 560,000 admissions were taken in at the broadcasting center. The figure this year is expected to exceed 600,000.

Murray Grabhorn Laid Up

Murray Grabhorn, John Blair's general sales manager, is confined to his home by the grippe.

(Continued from Page 1) casting time. Over 160 sponsored programs are analyzed according to twenty-four types, four income levels, four geographical sections, and length of broadcast. The report indicates that during the summer months, there is a decided trend toward lighter entertainment, more time being devoted to dance music, novelty shows and news commentators than during the winter; also, a lesser amount of time for such serious types as classical and semi-classical music, and dramas. The number of daytime and evening programs decreased about 15 per cent during the summer, compared with the winter. However, the average evening program had a summer audience only three-quarters of winter listeners, while the average daytime program lost only about one-seventh of its listeners in summer. Substantially the same programs were leaders in the summer as in the previous winter. However, the vacations of headliners such as Jack Benny, Fred Allen, Phil Baker, etc., during this period enabled several lower ranking shows to win a place in the table of summer leaders. The members of the Governing Committee are D. P. Smelser, Procter & Gamble Co., chairman; George Gallup, Young & Rubicam, treasurer; C. H. Lang, General Electric Co.; George W. Vos, The Texas Co.; L. D. H. Weld, McCann-Erickson, Inc. and A. W. Lehman, manager.

COMING and GOING

ABE SCHECHTER, NBC director of special events, spent yesterday in Baltimore.

PHIL BAKER resumes his broadcasting from New York this Sunday on his return from Florida.

WALTER FLEISCHMAN left for Washington last night and returns today after appearing at the Dickstein bill hearing.

DICK STERN, formerly of KTSA, San Antonio, on a trip to New York.

LE ROY CLAYTON SIMPSON of RCA-Victor Co. and MRS. SIMPSON arrive on the Western World today from South America.

I. GOLDBERG of Pilot Radio returned from Havana cruise.

JASCHA HEIFETZ sailed on the Queen Mary this morning.

HARRY and JIMMY RITZ are at the Warwick.

THOMAS GAVIN of station WEBC, Duluth, Minn., visiting in New York for a few days.

CLIFFORD CHAFEY and W. A. RITLÉ of WEEU, Reading, in New York for a brief stay.

LESTER GOTTLIEB of the Mutual network publicity dept., leaves New York on March 7 for a one-week trip to Chicago, Detroit, St. Louis, Cincinnati and Washington. Gottlieb will confer with press representatives of the affiliated stations of the network in the various cities.

AL DONAHUE arrived in New York yesterday from Boston and will remain here until March 13, when he sails for Bermuda to fulfill a contract at the Bermudiana Hotel. Will return June 1 to spend summer season at the Rainbow Room.

SAM TAYLOR has returned to Hollywood with new radio plans.

Sponsors Defer Taking Braddock-Louis Fight

(Continued from Page 1) years or more, but to date the Arthur Kudner agency, handling Buick account, has done nothing, unofficial, reason being the threat of Madison Square Garden to bring an action against the promoters of the Chicago fight. However it is understood that while Buick is interested in the fight, it is also in the midst of the resumption schedule being worked out for all General Motors advertising. In this respect, it is considered that any interrupted schedules are to be taken care of first. Action of any sponsor would, of course, hinge on a network obtaining rights and clearing necessary time, which would be one hour earlier than a fight held in the East.

Heatter Subs for Lord

Gabriel Heatter, news commentator, has been selected as guest emcee of "We, the People" during the absence of Phillips Lord. Heatter will be heard for three weeks over the NBC blue network on Sundays from 5 to 5:30 p.m. Lord resumes March 21.

Leo Says TONIGHT'S BEST BET: Current History Exams 8:30 to 9:00 p.m. WHN DIAL 1010 AFFILIATED with M-G-M & LOEW'S

HOLLYWOOD IN RACE FOR RADIO TALENT

(Continued from Page 1)

increased from 22 to 260 in 10 years. NBC spends \$1,000,000 yearly for staff salaries, \$1,000,000 for artists, exclusive of sponsored coast to coast programs, \$1,000,000 for stations in the West Coast chain. Marion Talley and Irvin S. Cobb headed 70 NBC entertainers for the luncheon.

Small Bands to Hit Air On Local Chi. Stations

(Continued from Page 1)

hotels have been heard on the air both in local and network shots. Foremost in the new set-up to give their smaller orchestras a radio build-up locally are the Chez Paree, Casino Parisienne, Congress hotel while a number of other cafes and hotel dining rooms are expected to follow a rapid suit. Airing for the relief bands will be strictly a local affair with stations WIND, WAAF, WCFL, and WJJD listed as outlets to bring their music to Chicago radio listeners.

NBC to Revise Setup Of Washington Station

(Continued from Page 1)

power from 1,000 watts daytime and 500 watts night to 5,000 watts daytime, 1,000 watts night. The location for the new ultra-modern high fidelity RCA transmitter has not been announced, but is understood it will be located outside the city. Present equipment is in the Riggs Bank Bldg., located in the center of the downtown district, where it has been in operation since 1923.

The new transmitter will be installed in a one-story building of modern architecture with the vertical radiator located several hundred feet from the house. A coaxial tube will connect the antenna and the transmitter. It is expected that this new equipment will be in operation about five months after the FCC gives its approval. As previously reported WRC and WMAL, NBC's two Washington stations, will occupy new studios on the second floor of the Trans-Lux Washington Corp. Bldg., about July 1. WRC is a member of the NBC-Red network.

Conan Doyle's Son For "Spook" Series

(Continued from Page 1)

the metaphysical, in which science his father was considered a leading authority, apart from his authorship of the famed Sherlock Holmes stories. Representatives of Doyle believe there is a vast audience that would be interested in a radio series dealing with the hereafter and other intimate bits of talk concerning the late author.

Station Flashes

BELLINGHAM PUBLISHING CO., Bellingham, Wash., has asked the FCC for permission to construct an unlimited time 100-watt station, declaring it will not conflict with the present station, KVOS.

WSM, Nashville, inaugurates its news service March 1, having signed a contract with the International News Service.

Oral argument on the application of John S. Allen and G. W. Covington to install a new station at Montgomery, Ala., is scheduled for early in April. FCC Examiner's Report recently recommended granting the license, but application has not yet been approved.

WWL, New Orleans will feed CBS with four coast to coast hookups this week on the National Education convention. NBC will broadcast eight programs on the educators, originating through WSMB.

Hugh A. L. Half, manager of WOAI, San Antonio, had his hands full last week entertaining various out-of-towners including Edward Petry of Edward Petry and Co.; R. M. Brophy, station relations manager of NBC; Kern Tips, manager of KPRC, Houston; Jack Latham of Young & Rubicam; Bill Shinnick of N. W. Ayer & Son, and Leonard Lewis of Printer's Ink.

Nehi Selects Stations For Transcribed Series

Nehi, Inc., Columbus, Ga. (Royal Crown Cola), on March 15 will start its large guest star transcription campaign on 42 stations from coast to coast. The recordings produced by Jean Grombach, Inc., New York, will be half-hour programs, broadcast once weekly. Series will run for an initial 13-weeks with the possibility of renewal. Program will be entitled "Idols of Millions" with Jack Dempsey as master of ceremonies introducing guest stars, with Frank Bentry's orchestra furnishing the musical support.

The cost of the station time and talent will be split equally between the manufacturer and the distributors in each territory carrying the disks. Sponsors product has national distribution with the exception of the New York and Boston areas, but there is a possibility that a New York station may be selected regardless.

Stations on the list include WSB, WHO, KMOX, WDAF, WJDX, WSM, WENR, WBT, WLW, KTAR, KFI, WDRC, WJSV, WIOD, WHAS, WWL, WFBC, WNOX, KTRC, WKY, KDKA, WMC, WFAA, WRVA, KGO, WJAX, WDAE, WTOC, KWKH, WGY, WDOD, WTAR, WDBJ, WBRC, WWNC, WIS, WTAM, WOAI, WSFA, WPTF, KTUL, WJAR. James A. Greene & Co., Atlanta, placed the account.

The latest WELI (New Haven) announcer, replacing Ed Lush, who recently replaced Ralph Kanna, is J. Freeman Coffey, at one time associated with WBRY in Waterbury, and for 8 years connected with legitimate stage production in New York.

Elsa Hemenway departs from WICC (New Haven) and her "Piano Miniatures" at the end of the month to travel and teach in Maine.

In accordance with WELI's (New Haven) sundown permit, operating time is extended to 6 p. m., beginning March 1 and correspondingly during the next few months until June brings it to 8:30. Meantime, full-time application is before the FCC.

WBAP on at 5:45 A. M.

Due to heavy commercial schedule, WBAP, Fort Worth, now goes on the air at 5:45 a. m. each week-day.

RADIO SKIMMED OVER IN A. T. & T. PROBE

Washington Bureau of RADIO DAILY

Washington—Resignation of Samuel Becker, special FCC counsel in charge of the A. T. & T. investigation, yesterday brought out that the A. T. & T. probe will come to a close shortly with radio and television being touched upon just lightly. Becker, quitting to take up law practice in Milwaukee, denied his resignation was due to a reported misunderstanding with Commissioner Paul Walker. Walker also denied any friction, declaring that Becker's departure simply means the active work on the inquiry is drawing to a close.

Regarding television, Becker said this is a new art and any probe should be conducted from the viewpoint that it had not been completely developed yet. He further stated that, should Senator Wheeler introduce his newspaper-radio inquiry bill, he would be glad to lend any assistance he could.

MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION

Everything Electrical for Studios

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

RADIO STATION! AUDITORIUM! DISPLAY!

Also a complete line of electrical supplies including Mazda bulbs.

244-250 West 49th Street
New York, N. Y.

Telephone
CHickering 4-2074-2075



NBC and Mutual chains put their mikes in at Santa Anita for a coast to coast airing of Santa Anita Derby on Monday and the Handicap next Saturday, but Columbia cancelled its arrangements last minute. Bryan Field, Mutual turf ace, and Clem McCarthy of NBC's Eastern staff, here to cover.

Chase & Sanborn has taken up its option for a second 13 weeks of Haven MacQuarrie's "Want to Be An Actor?" program. Condition of renewal is that the program must come off from KFVB, local station on which the program originated, and which has continued to carry it on week days since it was signed to go nationwide on NBC.

Switchover of National Biscuit's Twin Stars show from NBC to CBS has been put over from March 28 to April 4 to give Buddy Rogers time to finish his British picture contract, get home to direct and make fun on the gala switchover program.

Ad Club having NBC day Thursday, with Don Gilman, v. p. in charge of Western Division, as speaker; Irvin Cobb, Marion Talley, Don Wilson, Tommy Harris, Frank Hodek and ork and Syd Dixon, sales chief for Los Angeles.

Fox Case, public relations and special events for CBS, appointed to the advertising committee of the All Year Club.

Gus Edwards' Schooldays of the Air program start postponed a week to March 1, on KFVB, to give more time to polish up scripts. So Sunset Oil's Curtain Calls program initiated KFVB's new radio theater with its first weekly audience show. Edwards, sponsored by Gaffer's and Sattler (stoves) follows March 1, and Eddie Peabody's participation show goes in as a regular feature on March 9.

Cal. Sanitary Co. has signed a new twice a week contract to go on KFAC with "Lives of the Great," transcriptions.

BIRTHDAYS

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

February 24
Greetings from Radio Daily
to
May Singhi Breen
Jack Ingersoll

● ● ● Al Shayne signed to Matty Rosen after leaving Sally's WHN show March 28...Next sponsor may be I. J. Fox, a competitive firm...Mark Warnow set for Lucky Strikes after three weeks of dabbling... Seems that they wanted him to relinquish his sustainer, "Blue Velvet", which he refused...Thought it over and then signed him for 13 weeks... Get Howard Barlow to tell you his "flood" story...Grace Wonders telling propositioners Ralph's too busy...Bobby Sanford's wife now handling a unit while he attends to N. Y. affairs...Oscar Shaw very, very busy constructing his \$65,000 estate in Great Neck...Jerry Cooper, up from a grippe attack, stood in front of Lindy's the other night...Abner Silver appears on Paul Ash's airing tonite, playing his new song, "The Mood That I'm In", a hit...Abner wants Fred Astaire to o.k. the use of the dancer's name in the lyric of a song he has set with a publisher...Song also has "Ginger Rogers" who consented.

● ● ● (Baby) Rose Marie's dad, Frank Curley, has been arrested in 19 cities for displaying his daughter on the stage...28 times in Cleveland alone...Marie begins 12 records for Brunswick today...George Jessel's protege, Harry Spears, will get CBS air...Roland Young appears on Radie Harris' show Friday...WMCA's prexy, Donald Flamm, is the creator of Harry Hershfield's "laying an egg" idea...Deal for WMCA moving above Lindy's fell through...Reason for the NBC wire being yanked from the Hickory House is that during an airing a firecracker was set off...Bobby Gilbert on Fred Allen's show tonite is Ed Wolfe's brother... "King of the Night Club Announcers" Bill Melia, now running the Arcola Club in Jersey...Louenna Rudd (wife of Announcer Paul Gregory) is on Professional Parade next Wednesday...Send congrats to Bettie Glenn who starts her ninth year in radio this week.

● ● ● George Redman is now writing the "Showboat" program... "Donald Duck" comes from Hollywood and will appear on Saturday's Joe Cook airing...Tom Luckenbill of the Thompson agency scouting talent for the air in Chi...Marguerite Howard, who did the Ford airings with Ferde Grofe's band, now at the French Casino in Miami...Mary Lewis will broadcast from Philly Thursday via NBC...Bernie Foyer booked Joseph Nathan Kane, another "Believe-It-Not" idea, for the Shell show Mar. 6... Songwriters' Guild of America hold their dinner tomorrow at the Piccadilly...Margaret Speaks is back from Hollywood to resume her alternate spot on the NBC Firestone program...Warbler firmly believes that she is not for picture life and will stick to radio...Mary Jane Walsh has been booked for a guest appearance on the Vallee show a week from tomorrow, date set by F. E. Kesler...Young Miss Walsh is hailed as a find in the characterization field and will come in for a buildup...Josef Cherniavsky will guest-star the 12-year-old Arnold Eidus, violinist, whom he ran across at house party...maestro believes the lad has unusual possibilities.

● ● ● Frances Hunt is signing a three-year contract with Lester Lee and is scheduled to do a "Langford" on the screen...She doesn't know it but "Taps" has donated the use of his home as a wedding present to Lou Bring and her...They'll be married in two weeks...Tess Gardella, who won a \$115,000 verdict for "Aunt Jemima", has to await the other side's appeal in April...She's doing five transcriptions for Norge...NBCasters were told to plan and build programs in their spare moments...

WILLARD FARNUM back to microphone acting here at NBC after a Florida vacation reporting a gain of 18 pounds. More additions to the "Mary Marlin" cast in the persons of Ann Stone, Arthur Kohl, Michael Romano, Chicago attorney who acts for the fun of it and Robert Barron. June Meredith was a previous addition.

"Mountain Music" is the title of the Paramount pix that the Hoosier Hot Shots will appear in along with Bob Burns and Martha Raye. The boys will be back in Chicago in time to appear on the Saturday night Barn Dance program of March 13.

Charlie Agnew takes his band into Casino Parisienne today and will be aired over NBC nightly.

Such versatility as singer, public speaker, producer, performer, script writer, hymn writer, piano, guitar and harmonica exponent are among the things NBC list for Gene Arnold.

Backstage Wife marks its second year on the NBC net on Thursday.

Bill Thompson, funny-man, guest appearances on the Tea Time at Morrell's on Friday.

Eddie and Fannie Cavanaugh are excited over an interview they are going to do with June and Cherry Preisser, dancing starlets of the Follies.

Benny Re-Signed

Jack Benny has signed a new exclusive three-year contract with General Foods (Jell-o) his current sponsors. Present contract terminates in June and Benny will begin broadcasting under the new contract when he returns to the air next fall. Mary Livingstone has also been signed for the same length of time. Young & Rubicam is the agency. Program will continue to be heard Sundays over the NBC-Red network.

DO YOU KNOW

KNOW

WOR, Newark, claims the biggest letter-to-station response ever attained by a single station in a year. It reports a total of over 1,750,000 pieces of mail in 1936.

COMMENTS
On Current Programs

MILTON BERLE'S first Gillette broadcast from the coast, and incidentally the initial airing from the newly acquired CBS broadcasting theater in Los Angeles, went off very neatly. A portion of the show was enlivened by the guest appearance of Joe Penner. Which will probably result in Berle returning the favor by visiting Penner's program some future Sunday. And so the scrambling of stars continues.

JOE PENNER, by the way, has developed his radio comedy style to a very entertaining degree. His present skits are a pretty far cry from the "nasty man" and duck business that once threatened to mark Penner as a transient oddity of the airwaves. A delectable item on his programs is the crooning of Gene Austin and his neat little trick of sliding into the program without fanfare.

HOME INTERVIEWS, the Sunday afternoon WJZ feature, invaded a home last Sunday and brought to the mike a chap who would make a swell radio actor. He said he was a butler—not English, but Scotch, and presently unemployed. His conversation was very pleasant to the ear.

ALEXANDER GRAY and his ringing baritone voice enriched the Ed Wynn program over WJZ on Saturday night. Gray sang a couple of numbers, including "One Alone" from "The Desert Song" in which he has no peers, and also did a little clowning with Wynn. Any vocalist with a voice like Gray's ought to be heard more frequently on the networks.

SID GARY is another robust warbler whose voice has been showing steady improvement with frequent usage over WOR, WMCA and elsewhere. On Saturday evening he graced the Benay Venuta variety hour, along with Willard Amison and others. Miss Venuta always puts on a good show, and this goes for her vocal efforts as well.

ONE MINUTE INTERVIEW

EDGAR A. GUEST

"The thing that awes me about radio is the fact that it plays to such a universal audience, with listeners from prison cells to palaces; and another thing about it is that it has made the nation familiar with things they knew nothing of 20 years ago, when the best singers and opera were for the rich only."



"BILLY GLASON'S FUNFEST"

Sustaining
WMCA (Inter-City Group), Sundays, 6-6:30 p. m., EST.

VARIETY SHOW BOWS WITH SEASONED TALENT FAILING TO PLEASE.

Billy Glason, a headliner from the two-a-day era of vaudeville, made his debut with a variety show, hoping to get his spurs into the Sunday night comedy class. As Billy put it during the 30 minute routine: "The Stuff is here and it's mellow"; the "stuff" was there but not used to advantage. Show features Carl Fenton and his orchestra, Jerry Baker, long-time favorite of WMCA, Lorraine Barnett, contralto; Dick Porter, rhythm singer, and Howard Doyle, announcer, as straight man.

To the tune of "Crazy Rhythm" of Fenton and the boys, the program telegraphed a fast moving performance. Then announcements with another band number. Glason came forward with an ancient black out followed by a vocal from Lorraine, who sounded just all right. Baker was out of form with his offering of "I've got the Rocking Chair Swing." Another band number, another time-worn skit, into Porter's routine, another gag, a bit of recitation from Glason, which was the high-spot of the show, and another disappointing rendition of a song by Jerry.

Seems that the musical part of the show, except for the band, were in poor form. Nervousness cannot be attributed as the cause, since all are seasoned performers. Probably an off-day. Glason definitely needs material. His delivery and timing are o.k. The show has a fast pace for a background, but fails to hold during the individual spots.

"LET FREEDOM RING"

Sustaining
WABC-CBS Network, Mondays 10:30-11 p. m.

EXCELLENT EDUCATIONAL DRAMATIZATION OF STRUGGLE TO WIN CIVIL LIBERTIES.

Presented under the auspices of the Office of Education, U. S. Department of the Interior, this weekly series will attempt to educate listeners in the matter of civil liberties and the early-day struggles for such constitutional rights. Judging on the basis of the first program, the series should be both instructive and entertaining. Initial broadcast was devoted to dramatizing a factual story telling how the Bill of Rights was written into the Constitution. Succeeding issues will tell how various other personal rights were brought about after strife and even bloodshed. The series is being produced by the Educational Radio Project, using script writers and actors on its staff, with original music by Rudolf Schramm.

"KITCHEN CAVALCADE"

With Crosby Gaige
C. F. Mueller Co. (Macaroni)
NBC-Blue, Mondays through Fridays, 10:45-11 a. m.
Kenyon & Eckhardt, Inc.

COLORFUL VARIETY SHOW COMBINING DIVERSIFIED ENTERTAINMENT WITH COOKING HINTS.

This program ought to click not only with the housewife but also with any other grownup who happens to be around the house at 10:45 a. m. Crosby Gaige, the Broadway theatrical producer who also is reputed to have some culinary talents, makes a very agreeable master of ceremonies for the show, which aims to depict the drama, comedy and romance behind various food dishes. Dramatizing of historical incidents having to do with food, comments about the favorite dishes and snacks of theatrical celebrities, and other entertaining bits, including some nice accordion interludes, make up the routine, and there is no over-plugging of the sponsor's product. Jean Grombach, Inc., is producer of the shows. The first two programs were thoroughly enjoyable and marked Gaige as a good radio personality.

NBC Guides and Pages Putting on Own Revue

Seeking an award of a week's vacation with pay for the outstanding performer, the guides and pages of the National Broadcasting Co., in Radio City, will present "The Brass Button Revue of 1937", a program of variety entertainment, on Saturday, 4-4:30 p.m., over the NBC-Red network.

The program will be written, produced, directed and acted by the guides and pages themselves. The only professional talent in the revue will be Jerry Sears and his NBC orchestra, who will provide the musical support. A cast of 25 will feature five solos by tenors and baritones, a travesty on the current Sherlock Holmes mystery plays, songs by the Brass Button Octet, and a round-table discussion of the Radio City tours, conducted by the guides.

Letters from the radio audience will determine the winner.

Voice of Southland on Trip

Dallas—Voice of the Southland, program originating from WFAA with Clarence E. Linz, first vice-prexy of Southland Life Insurance Co., as producer and master of ceremonies, will travel to Wichita Falls for its Monday evening broadcast. The program will salute Texas and Oklahoma bankers, who are convening there.

PROGRAM IDEAS
What Local Stations Are Doing

SOMETHING UNIQUE in the way of a behind-the-scenes broadcast was carried by KSTP, Minneapolis-St. Paul station as a stunt—an informal "tour" of the studios.

Show went on for a half hour, giving listeners an informal view of all persons in the studio, showing just what makes a broadcasting station "click." The "tour" included brief interviews with the station personnel; broadcasts from various rooms, showing programs in preparation, auditions being run, orchestras in rehearsal, programs being routed, equipment constructed and repaired.

In a second radio behind-the-scenes broadcast as a follow up, the station took its listeners to Mid-West Recordings, Inc., in Minneapolis, to show radio transcriptions and sound-effects records in the making.

A new series under the title of "The Civic Forum" was inaugurated recently by KDYL in Salt Lake City. The program consists of an informal, *ex tempore* round-table discussion by prominent educators, legislators, and business men on topics of current civic interest, and the panel is composed of men who represent various interests, with plenty of room for spirited discussion.

Believing that plenty of people think they can be as funny as Fred Allen, Jack Benny, Jack Pearl or Ed Wynn, or that they can sing as well as the radio headliners, KSTP, Minneapolis and St. Paul station, is inaugurating a new program series, "Radio Doubles."

The program is to be aired once each week, with the gates thrown wide for all imitators to give them a chance to prove the often-voiced threat, "I could do as good as that guy."

Doubles talent was solicited through a series of minute announcements on the station and through stories in the station's affiliate, The Minneapolis Journal.

Talent in quest of a sponsor will be rounded up by WSYR, Syracuse, and offered over the air in a Sunday night half-hour show billed as "Orphans of the Ether." Among the sustainers already lined up for the program are the Norcross Sisters, Big Freddy Miller, Fred Ripley and Fred Jeske.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED
1600 Broadway MED. 3-1270 New York



THE Atlantic Seaboard spelling championship will be decided in the Chase & Sanborn National Spelling Bee over WMCA on Saturday, 7-8 p.m. The Spelling Bee, conducted by Dr. Harry Hagen, has been touring cities on the Inter-City network in recent weeks broadcasting "spell-down" contests from Philadelphia, Boston, Baltimore, Washington and Wilmington, in addition to New ork.

DALE T. MAYRS, recently production manager of WKBN, Youngstown, and **Thelma Gilson**, formerly of WLW and WKBN, have started a new series of programs over WGAR, Cleveland, for Pocahontas Oil Corp.

MARCELLE (Loretta Miller) goes on the air via KFKR, Oklahoma City, 4:45-5 p. m. daily, with Hollywood screen news.

FELS NAPTHA SOAP now is sponsoring the "Yours Truly, Mr. Dooley" program broadcast over WOW, Omaha, at 5:15 p. m. Mondays, Wednesdays and Fridays. The program also has become a two-man affair with the addition of Staff Announcer **John K. Chapel** to act as a foil for Dooley.

LOCAL commercial announcements for the "Vic and Sade" program originating in Chicago have been taken over by Program Manager **Harry Burke** of WOW, Omaha.

Saturday Night Record Claimed by Question Bee

On the basis of the latest Clark-Hooper survey, Uncle Jim's Question Bee, sponsored by G. W. Washington Coffee over WJZ on Saturdays, 7:30-8 p. m., has more listeners than any other Saturday night program. Audience percentage for the quiz is 39.8, compared with 38.8 for the Lucky Strike Hit Parade, 36 for Ed Wynn and 31 for Shell Chateau.

Novel Prize Twist

Weston Biscuit Co. (Crackerettes), airing over WOR every Sunday, 9:45-10 p.m., is offering three prizes, \$25, \$15 and \$10, to the writers that send in the best 30 word letter telling why they prefer the sponsor's product. Novel twist to the offer is that the week's winners are announced at the beginning of the program, and are told over the air that their prize will be delivered to them within the following 30 minutes. A Western Union messenger then appears at the designated time and presents the money.

Chatter

DOROTHY ALLEN is the new assistant to Evelyn Gardiner, who conducts the daily Home Forum broadcasts from KDKA.

Lillian Norvell, feature writer and former radio commentator, has shifted to the advertising department of WWL, New Orleans.

Jimmy Shouse, manager for station KMOX, St. Louis, is back from a business trip to New York.

Peggy Duncan, first lady of the swing at KWK, St. Louis, is recuperating from a recent appendectomy.

Charles Stookey, announcer for KWK, must remain in St. John's Hospital for another two weeks, while his fractured right arm and leg recover from the effects of an automobile crash. **Tom Dailey**, a brother announcer, and **James Burke**, chief engineer for KWK, injured in the same crash, have been released from the hospital.

Additions to the KWK staff in St. Louis are **Billy Mills** and **Norman Paule**, vocalists, and **Clarke Morgan**, who accompanies Paule on the recently installed Hammond organ.

Supervising New Network

Odes Robinson, former chief engineer of station WIRE, Indianapolis, is the technical supervisor of the new West Virginia network that was started recently. The network will have for its key station WCHS of Charleston, W. Va. Robinson will have a crew of 20 radio technicians under his direct supervision.

New Series on WNEW

A new program consisting of a series of six broadcasts, featuring **Larry Miers**, cable editor of International News Service premieres Thursday, 8:45, over WNEW. Miers will pick a different country each week and interview a student from that country residing in the U. S. The Intercollegiate branch of the YMCA is behind the series.

To Scranton for Benefit

A troupe of radio headliners en-train for Scranton tomorrow to give an annual benefit performance in that city the same night. Among the artists making the trip are **Arline Harris**, **Rex Chandler**, **Jack and Loretta Clemens**, **Willie Morris**, **Nick Lucas**, **Edith Holder**, and **Rielly Gray**, who will emcee the show.

Ivan R. Head at WBAP

Ivan R. Head, for many years manager of Station KGFG, in Oklahoma City, is now on the announcing staff of WBAP, 50,000 watter in Fort Worth.

Arthur Godfrey, CBS announcer, will appear with Prof. Quiz when the Kelvinator-Nash series begins on CBS, March 9, 8:30-9 p.m. **Geyer**, **Cornell & Newell**, the agency, also is negotiating for an NBC spot.

George P. Marshall, sportsman who will have charge of the entertainment program for the Greater Texas and Pan-American Exposition, Dallas, next summer, arrives in Dallas on Monday to begin making plans.

With plans for a radio program involving **Gertrude Berg** and **Bobby Breen** still distant, **Sol Lesser** yesterday signed **Miss Berg** to write an original story for Bobby's next venture in the films, tentatively titled "Happy Go Lucky."

Cupid spends a lot of time around WSOC, Charlotte, N. C. Among those for whom wedding bells have chimed in the last several months are **Bomar Lowrance**, sports reporter; **Paul Norris**, program director; **Charles Glenn Hicks, Jr.**, assistant program director, who wed **Virginia Presnell**, former office-manager of WPTF, Raleigh, and **Dick Faulkner**, newscaster and special events announcer.

Radio Legal Department

Fitelson & Mayers, law firm with considerable activity in the motion picture and music industries, on March 1 will extend its practice to include a department specializing in the radio field.

Decisions on radio matters in every state in the country, as well as abroad, will be obtained by the office.

Orlando Joins Souvaine

Nic Orlando has joined the staff of **Henry Souvaine**, where he will work on some new musical and script ideas. Orlando for 18 years, was musical director of the Plaza Hotel.

Fickett on Sick List

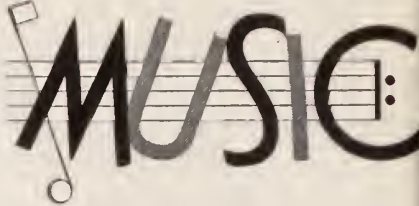
Homer Fickett, co-director of "March of Time", is on the sick list with throat trouble.

Pederson to Manage KOL

West Coast Bureau, THE RADIO DAILY Los Angeles—**Elmer D. Pederson**, national sales manager for KNX, Columbia key, returned from his coast trip last week-end and announce his resignation here to manage Seattle's KOL, starting March 15.

"Movie Man" on WINS

"The Movie Man," dispensing film gossip and replies to dialers' questions, makes his radio debut tomorrow at 9:45 a. m. over WINS and the N. Y. State Broadcasting System. Program will be on Tuesdays, Thursdays and Saturdays.



PHIL GROGAN, control room engineer, and **Frank Martin**, announcer, from WKY, Oklahoma City, have formed a songwriting team and their first efforts are to be published soon by Exclusive Music. Martin is at present a senior in the Law school of the University of Oklahoma, while Grogan is in New York, having been heard on the CBS Tuesday Jamboree playing a swing ulelele. Titles of the new tunes coming out are: "My Date Book's Closed for the Season" and "Gazin' Into Space".

Grogan, on the music, and Martin, on the lyrics, are now collaborating via airmail.

Bert Block and His Orchestra, at the Hotel Syracuse, Syracuse, N. Y., have had their engagement extended to six months. Block now gets six shots weekly, instead of four, over WSYR, and his bell-music is making quite a hit in Central New York.

The Landt trio have opened a song publishing office which will be operated in addition to the trio's regular radio work. In honor of the fourth member of the team who recently died, the new firm will be known as the Landt-White, Inc.

Carl Ravell and ork, making merry in The Blue Room of the Roosevelt, New Orleans, are airwaved via WWL.

Tony Almerico, trumpeteering comic, waves the baton nightly at Prima's Shim Sham in New Orleans. He takes the ether over WDSU.

Domenico Savino, arranger, composer and conductor, has returned from Italy, where he scored and directed an Italian film starring **Tito Schipa**.

Vernon H. Pribble, manager of WTAM and anti-theme song crusader, will ask WTAM ork leaders playing non-commercials to shelve theme songs. This will apply to Cleveland bands WTAM picks up for NBC spots.

Multi-Lingual

Foreign tongues are being used to plug a brand of beer on **KSTP**, St. Paul, Twin Cities station. The cast opens with a foreigner, speaking in his native tongue, the merits of the beer. Then the announcer chimes in with "That's what everybody in America is saying, too. Ole (Oscar, Herman, Sin Loo, or whatever the case may be). One man was found who could talk the language of native head-hunters of Africa, but sponsors turned him down, fearing that head-hunters didn't care much for beer, anyhow.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MOST gregarious scribe in radio.... Jane West...claims she's had more collaborators than any other purveyor of scripts to the ether gentry....She's "Mrs. Bailey" of "The O'Neills" program authored by her...likes to have her audience crystal-gaze...then tell her what they think the Famille O'Neill should do next...Super-cargo on the "Showboat" Thursday: Ruth Chatterton, 14-year-old violinist Marjorie Edwards and 16-year-old Mary Small...Cornelia Otis Skinner, lone wolf of the drah-ma, is knee-deep in "you-alls" again...having resumed her Southern tour...She's adding to her Mason Dixoniana on account of she'll do folk sketches on her soon-to-be series over NBC.....Seven-year-old Dorothy Warner tells who buys whose lollypops in the youngest set for the Rappahannock Times....She'll describe her infant Winchell activities for "We, The People" next Sunday....Gretta Palmer, femme Fourth Estater, now Bermuddaing, returns in time to say this and that about things to wear March 1...."Heinz Magazine of the Air".

▼ ▼
May Singhi Breen and Peter De Rose will fete radio's pioneer newspaper critic when, as and if they find him....he'll guestar on their program....Soon-to-be-sponsored: lark Helen Gleason of "Frederika"...and Virginia Pemberton, versifying vocalist of Nick Kenny's last week's broadcast....Adolescent addenda....14-year-old Gloria Perkins and her violin to be aired March 4....via Bamberger Symphony...14-year-old pianoforte prodigy Sylvia Dikler to do likewise tomorrow....Betty (The Women) Lawford's chat with Larry Gray....WOR Thursday a.m. will be frothy....she'll discuss the high-compression foam bath she takes in the Max Gordon opera....Kathleen Norris, Lucrezia Bori, Dorothy Thompson and Mrs. Herbert Hoover to help the Girl Scouts airwave their 25th birthday in the "land of the free" jollification, March 12.

▼ ▼
Agnes Davis is the songbird Nordica...another gal talks in the "Cavalcade of America" version of the diva's life.... Thursday morning will see arrival of Mary Livingston aboard the Century for her Eastern vacation....Another screen-gal to guest artist is Carole Lombard....via "Hit Parade", March 6th.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 4 of a Series.

WOW -- Omaha
5,000 Watts—590 K.C.
Woodmen of the World

WILLIAM RUESS, Dir.

JOHN T. GILLIN, JR., Mgr.

ON April 2, 1923, an empty office was cleaned out on the nineteenth floor of the Woodmen of the World Life Insurance Association Building in Omaha and WOAW went on the air for the first time with a chorus of 75 voices. \$25,000 had been spent in construction. The call letters had been taken from a ship which had been shelved. Not until December 15, 1926, were the present call letters, initials of the owners, forthcoming.

BUT that one room studio is no longer in existence. WOW immediately proceeded to go places. Under the guidance of the Woodmen, the station effected a tie-up with the NBC-Red network on October 1, 1927. Followed a series of special event, stunt and general broadcasts that soon built up an enviable reputation. Technical progress was not overlooked, and on December 8, 1935, WOW opened their new studios which consisted of the entire second floor and combined the finest in construction, broadcasting facilities and modernization.

Theirs is not a staff to rest on past performances. The organization is composed of young men fresh from the leading colleges of the United States. They have made radio history by being able to completely adapt themselves to the ceaseless changes of pace that occur in radio. More than once they have placed their entire facilities at the disposal of their listeners by broadcasting flood warnings and appeals, dispatching trains during blizzards, civic movements and important political highlights.

THE station's new transmitter, together with their recent increase in power from 1,000 watts to 5,000 watts has lifted WOW to the top flight of independent stations and given it a dominant position in the Missouri Valley territory.

The Woodmen of the World, with cash assets of \$124,000,000, want to have the best radio station in the country.

**Advocate Copeland Bill
Governing Radio on Ships**

Commissioner Irvin Stewart and E. M. Webster, an engineer, speaking for the Federal Communications Commission, yesterday advocated approval by Congress of the Copeland bill to extend regulations governing the use of radio on American ships.

The two men, addressing the Senate Commerce Committee, advised that the legislation was needed to replace inadequate statutes and meet the government's obligations under the 1929 international convention for safety of life at sea. The Senate passed the measure last year but the House has failed to act thus far.

Great Lakes ships operators have voiced objections on the grounds that the bill fails to recognize the increasing use of radio telephone on inland waterways. Rep. Harter, of Ohio, suggested an amendment permitting use of the radio telephone.

Brokenshire With Agency

Norman Brokenshire, former radio announcer and master-of-ceremonies, has been retained to head the radio department of Jay Lewis Associates it was announced yesterday.

Canadian Electrical Meet

The Canadian Electrical Association will hold its 47th annual summer convention June 21 to 24 at Banff, Alberta. B. C. Fairchild, Montreal, is secretary.

**New FCC Headquarters
Being Readied in Dallas**

Dallas—Texas and Oklahoma will offer commodious quarters and greatly improved receiving facilities to their professional and amateur radio enthusiasts when headquarters of the new parcel-post building here are completed. Plans for the new set-up are under the supervision of Frank H. Kratokvil, chief of the Dallas bureau of the FCC.

Under Kratokvil's current plans, it will be possible to give examinations to 18 applicants simultaneously in the improved quarters.

Kratokvil's district includes all of Oklahoma and Texas, except Gulf Coast counties, which come under the jurisdiction of the Galveston bureau. The Dallas bureau last year gave examinations to 435 commercial radio operators and 500 amateurs and made 190 investigations.

Sixth Year for WROL

Knoxville—WROL, one of the outstanding low-powered stations of the South, is celebrating its sixth year of rebroadcasting this week. Starting with WLW, Cincinnati, the station has built up rebroadcast connections that now include several leading stations of the country, among them WSM, Nashville; WHAS, Louisville; WLS, Chicago; WJR, Detroit, WFAA, Dallas, and WBAP, Fort Worth, as well as special features from WWNC, Asheville.

The station will shortly put into operation shortwave relay rebroadcasting.

**SELLING THE
STATIONS**

Prize for Race Selections

THE Mutual network for the past five weeks has aired a series of one-hour broadcasts direct from the Hialeah race track in Miami every Saturday, 3:30-4:30 p.m. On each of these broadcasts a special offer was made to the person submitting the most accurate list of winners for the following Monday's races. The prize was to be a trip to Miami with all expenses paid by Mutual and the Miami Jockey Club. The contest closed last Monday night and the judges found a total of 46,639 entries, including 10,434 from women. Replies were noted from 43 states, Canada and the District of Columbia. Winner was announced late yesterday.

Announcer Popularity Contest

In a recent popularity contest held by Joe Vilella, "Pittsburgh's recording expert", J. Herbert Angell, radio veteran of KQV, was voted the most popular with a total of 3,574 votes. Ernest Neff of the same station came in second. A total of 18,000 votes came in. The contest was broadcast daily for a month with listeners requested to send in their votes for their favorites. Announcers from any station in Pittsburgh were eligible. The Neff-Angell race for honors had a different ending last fall when local sponsor held auditions for announcer on network show with the Pittsburgh Symphony Orchestra. The finals rested between Neff and Angell, with Neff winning the place on program as announcer.

Angell's popularity also realized by local sponsors who have given him largest commercial schedule of any Pittsburgh announcer.

Provident Loan on WOR

Provident Loan Society, New York (personal loans), will inaugurate its first radio campaign through WOR on March 16. Series will be heard Tuesdays, Thursdays, Saturdays, 7:30-7:45 p.m., and will feature the "Answer Man" who will attempt to answer all questions, other than personal and medical advice, submitted by listeners. McCann-Erickson, Inc., New York, placed the account.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network

Dir.: A. & S. LYONS, Inc.



F. C. C. ACTIVITIES



SET FOR HEARING

Press-Union Publishing Co., Atlantic City, CP for new station, 1200 kc., 100 watts, daytime.

Frank M. Stearns, Salisbury, Md., CP for new station, 1200 kc., 100 watts, daytime.

KTEM, Temple, Tex. CP to make changes in equipment and change power and hours of operation to 100 watts night, 250 watts, daytime, unlimited.

G. Kenneth Miller, Tulsa. CP for new station, 1310 kc., 100 watts, unlimited.

Summit Radio Corp., Akron. CP for special new station, 1530 kc., 1 Kw., unlimited.

Arlington Radio Service, Inc., Arlington, Va., CP for new station, 850 kc., 250 watts, daytime.

Clark-Standiford L. S. Coburn, Fremont, Neb., CP for new station, 1420 kc., 100 watts, unlimited.

George W. Young, St. Paul. 920 kc., 1 Kw. night, 5 Kw., day, unlimited. Directional antenna at night

John C. Hughes, Phoenix City, Ala. CP for new station, 1310 kc., 100 watts, daytime. Site to be determined.

KFXM, San Bernardino, Cal., CP to move transmitter locally, install new equipment and vertical radiator and increase day power from 100 watts to 250 watts.

KGfJ, Los Angeles. CP to move transmitter. Install new equipment and antenna. Change frequency to 1170 kc.

Increase power from 100 watts to 250 watts night, 500 watts, day.

Philadelphia Broadcasting Co., Philadelphia. CP to erect new special station. 1570 kc., 1 Kw., unlimited.

Archie E. Everage, Andalusia, Ala. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

WHK, Cleveland. Mod. of license to increase day power from 2½ Kw. to 5 Kw.

Paul B. McEvoy, Hobart, Okla. CP for new broadcast station, 1420 kc., 100 watts, daytime.

Walter H. McGenty, Rice Lake, Wis. CP for new broadcast station, 1210 kc., 250 watts, daytime.

KIT, Yakima, Wash. CP for change in frequency and power to 1250 kc., 250 watts night, 500 watts, day, unlimited.

KFPM, Greenville, Tex. CP for change in frequency and power to 1420 kc., 100 watts, daytime.

Times Publishing Co., St. Cloud, Minn. CP for new broadcast station, 1420 kc., 100 watts, unlimited.

Michael F. Murray, St. Cloud, Minn. CP for new broadcast station, 560 kc., 500 watts, daytime.

WOAI, San Antonio, Transfer of control of Corp.

Frontier Broadcasting Co., Cheyenne, Wyo. CP for new broadcast station, 1420 kc., 100 watts, 250 watts-LS, unlimited.

APPLICATIONS GRANTED

KBPS, Portland, Ore. CP to make changes in present equipment.

WBRC, Birmingham. CP to install new transmitter and vertical antenna and increase day power from 1 Kw. to 5 Kw.

KRRV, Sherman, Tex. Changes in composite equipment and increase power in day power from 100 watts to 250 watts.

KGKB, Tyler, Tex. Changes in present equipment and increase power and hours of operation from 100 watts, unlimited day, specified night to 100 watts night, 250 watts day, unlimited.

WTAG, Worcester. Move present transmitter sight erect directional antenna system and increase power from 500 watts, unlimited to 1 Kw., unlimited, employing directional antenna system for both day and night operation.

National Broadcasting Co., New York. Extension of authority to transmit programs to Canadian stations CFCF and CRCT and the Canadian Radio Broadcasting Commission.

KFSD, San Diego. Renewal of license for period March 1 to Sept. 1, 1937.

KSFO, San Francisco, Cal. Renewal of license for period March 1 to Sept. 1, 1937.

APPLICATIONS RECEIVED

WHP, Harrisburg, Pa. License to cover construction permit for new antenna and move of transmitter.

George W. Taylor Co., Inc., Williamson, W. Va. Construction of new station, 1370 kc., 100 watts, daytime.

Great Lakes Broadcasting Corp., Cleveland. Construction of new station, 1270 kc., 1 Kw. night, 5 Kw. daytime, unlimited. Use of directional antenna day and night.

WKOK, Sunbury, Pa. CP to make changes in equipment, install vertical antenna, increase power from 100 watts to 100 watts night, 250 watts daytime, move transmitter to site as yet unselected.

KPLC, Lake Charles, La. License to cover construction permit as modified, for new equipment, increase of day power and move transmitter.

KPLT, Paris, Tex. Construction permit to make changes in transmitting equipment and antenna and increase power to 250 watts.

Gallatin Radio Forum, Bozeman, Mon. CP for new station to operate on 1420 kc., 250 watts, daytime.

WKRC, Cincinnati. To make changes in equipment and increase power using directional antenna night.

Zenith Radio Corp., Chicago. CP for new television station to operate on 42,000-56,000-60,000-86,000 kc., 1 Kw., unlimited.

KMJ, Fresno, Cal. Authority to determine operating power by direct measurement of antenna.

KGMB, Honolulu. Mod. of license to change frequency from 1320 kc., to 580 kc.

R. W. Page, Corp., Phoenix City, Ala. New station to operate on 1240 kc., 250 watts, unlimited.

Richfield Broadcasting Co., Richfield, Utah. CP for new station to operate on 1370 kc., 100 watts, unlimited.

EXAMINER'S REPORTS

Albert Lea Broadcasting Corp., Albert Lea, Minn. Granted CP for new broadcast station to operate on 1200 kc., 100 watts daytime. Site to be determined subject to Commission'er approval.

KHSL, Chico, Cal. Granted Mod. of license to change frequency from 950 kc. to 1260 kc. Change power from 250 watts day to 250 watts night and day and increase hours of operation from daytime to unlimited.

Winona Radio Service, Winona, Minn. CP for new broadcast station granted. 1200 kc., 100 watts daytime. Site to be determined subject to Commission's approval.

LICENSE RENEWALS

FCC has granted the following stations renewal of licenses for the regulation period: KEHE, Los Angeles; KFDY, Brookings, S. D.; KFNF, Shenandoah, Ia.; KFRC, San Francisco, and auxiliary; KFYR, Bismark, N. Dak.; KHJ, Los Angeles; KHQ, Spokane; KLZ, Denver; KOMO, Seattle; KVI, Tacoma; WAAF, Chicago; WBAA, W. Lafayette, Ind.; WBEN Buffalo; WCAO, Baltimore; WDBO, Orlando, Fla.; WEAN, Providence; WEEL, Boston; WFLA-WSUN, St. Petersburg, Fla.; WGBF, Evansville, Ind.; WGBI, Scranton; WGR, Buffalo; WGST, Atlanta; WIP, Philadelphia; WJAR, Providence; WKBN, Youngstown; WKY, Oklahoma City; WKZO, Kalamazoo; WMMN, Cedar Rapids; WOW, Omaha; WQAN, Scranton; WSPA, Spartanburg; WSYR-WSYU, Syracuse; WTAD, Quincy, Ill.; WTAG, Worcester; WTAR, Norfolk; WTMJ, Milwaukee, and WWNC, Ashville, N. C.