



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 12

NEW YORK, THURSDAY, FEBRUARY 25, 1937

FIVE CENTS

A. T. & T. Seeks Patent Control

P. & G. LAUNCHING NATIONWIDE CONTEST

Proctor & Gamble (Camay soap) will conduct a nationwide contest via radio, newspapers and magazines. P&G is currently sponsoring Pepper Young's Family, heard five times weekly, 3-3:15 p.m., over NBC-Red net and 10:30-10:45 a.m. over NBC-Blue net. Advertising campaign will emphasize the trailer vacation idea. There will be 25 awards consisting of a completely equipped 19-foot trailer, a 1937 Ford V-8 and 1000 gallons of Sinclair H-C gasoline. En-

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Jesse Kaufman Buying Sherman Recording Biz

Jesse L. Kaufman has consummated a deal to purchase the Sherman Recording Service, 22 West 48th Street, New York. Kaufman, formerly manager of Hearst Radio, left that organization to start The Jesse L. Kaufman, Inc., artist bureau handling radio accounts. He will continue his activities with this organization. R. L. Ferguson, for one and one half years manager of station WINS, will be associated with Kaufman, and F. Sumner Hall, former owner of Sherman will continue with new owners as a technical engineer.

Craig & Hollingbery Opening Fla. Branch

Craig & Hollingbery, Inc., radio station representatives, will open a new open in Jacksonville, Fla., March 1. Harry E. Cummings, who has been producing commercial programs over WJAX for the past six years, will be

(Continued on Page 2)

Benny Show East
Jack Benny leaves California following Sunday's broadcast and will come to New York. The entire cast of the Jell-O show will accompany him and will air three shows from Radio City before returning. Mary Livingstone, the comic's wife, arrives in New York today and will vacation from the air for two weeks.

VOCANEWS WILL AIR NEWS, CANNED MUSIC

A new organization, patterned after the Muzak, will shortly make its debut in various cities throughout the country. Employing A. T. & T. wires to effect its tie-ins, the new firm, called Vocanews, will air programs consisting of canned music and news reports over loudspeakers situated in public spots such as hotels, restaurants and stores.

Current plans call for headquarters in New York, Chicago, Pittsburgh, Philadelphia, Cincinnati, Buffalo, Boston, San Francisco, Washington and Cleveland.

Same company now operates Tele-

(Continued on Page 3)

Turn Houston Theater Into Broadcast Studio

Houston—KTRH is turning the Palace Theater, old vaudeville house seating 1,500, into a broadcasting studio. Broadcasts will be from the stage before an audience.

Elaborate Toscanini Plans Outlined by David Sarnoff

Rush Remodeling Work On WOWO-WGL Studios

Fort Wayne, Ind.—Remodeling work on the new WOWO-WGL studios in the Westinghouse Building is proceeding at a rapid rate. Under construction at an approximate cost of \$50,000, the studios, when finished, will be the most completely equipped in the state. The Westinghouse Building will house, beside the studios and the various offices, the Westinghouse storage and display rooms.

Rights to All Present and Future Communications Developments Sought by Phone Company

DON LEE IS ADDING FOUR COAST STATIONS

West Coast Bureau of THE RADIO DAILY

Los Angeles—Four new stations will be added to the Don Lee system within the week, extending the chain from Mexico to Canada, and increasing the number of the outlets on the web to 14, it was announced yesterday by Lewis L. Weiss, head of the Don Lee chain.

Stations are: KIRO, Seattle; KIEN, Eureka, Cal.; and Harold Smithson's Golden Empire outlets KUCO, Redding, and KHSL, Chico, Cal. The Don Lee chain is affiliated with Mutual Broadcasting System and it is presumed the new outlets will be available to MBS.

Voeller, Goetz Opening Talent Agency on Coast

W. H. Voeller and Charles Goetz are preparing to open a coast agency specializing in radio, television and film talent. Voeller will retain his position with Conquest-Alliance, but this firm will have no connection with the new agency. Voeller and Goetz are now on the coast looking for an office location, and Goetz will remain there to run the office.

All patents developed and to be developed by major film companies for the "electrical communication of intelligence," including radio, television, telephone and telegraph, would be made available to A. T. & T. and its licensees under the proposed new agreement between the film companies and Electrical Research Products, the A. T. & T. subsidiary. The Erpi group make this condition as a consideration for signing of the contract.

The present agreement between

(Continued on Page 3)

KELVINATOR TO USE 55 STATIONS ON CBS

Kelvinator Corp., Detroit (refrigerators), will use 55 CBS stations in its CBS network program featuring Prof. Quiz which makes its debut March 6, 8-8:30 p.m. Geyer, Cornell & Newell Inc., New York, has the account.

Second Cleveland Expo Will Use Radio Talent

Cleveland—Dissipating rumors that the second Great Lakes Exposition this summer would go without radio stars, Ralph Humphrey, who handled the expo's radio end last year, will be lining up network acts to appear here shortly.

WHK announces that United Broadcasting Co., which includes WHK and WJAY here, WHKC, Columbus, and WKBN, Youngstown, will have a day at the expo this summer and will assemble 100 acts to broadcast from the grounds.

Airing Want Ads

West Coast Bureau, RADIO DAILY
Los Angeles—"Voice of Opportunity", a new daily feature on KFVD, is used by unnamed "sponsor" as a substitute for the want ad columns of newspapers. The broadcast lists business opportunities, asking buyers or investors to phone station or write. Program is practically a want ad agency in itself.

(Continued on Page 3)

Re-Sign Stoop & Budd

General Foods Corp., New York (Minute tapioca), has re-signed the comedy team, Stoopnagle and Budd, as the stars of its current NBC-Blue network program. New contract runs through May 16 of this year. Program is heard Sundays, 5:30-6 p.m. Young & Rubicam, Inc., New York, has the account. Don Voorhees and his orchestra also are retained.



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11 Stations Are Picked For Wyandotte Campaign

Eleven stations have been selected by the J. B. Ford & Son Co., Wyandotte, Mich. (Wyandotte cleaner), for its CBS network program, Tuesdays, Thursdays, Saturdays, 2-2:15 p.m., starting March 2. More stations will be added to the web in April. Program will be a script show entitled "A Page from Your Life." N. W. Ayer & Son, Inc., New York, placed the account.

Defend Dickstein Bill

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Defense of the Dickstein Bill to curb foreign artists entering this country was provided at yesterday's hearing before the House Immigration Committee by Nikolai Sokoloff, orchestra conductor Anthony Pesci, opera singer; Stuart Beebe of the American Players Ass'n, and Herbert and Morton Minsky, burlesque operators.

Sokoloff declared that, with the exception of Arturo Toscanini, all foreign-born conductors could be replaced by Americans.



(Wednesday, Feb. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	175 1/2	174 1/4	175 1/2	+ 1/4
Crosley Radio	25 3/4	25 1/8	25 1/4	+ 1/4
Gen. Electric	59 5/8	58 1/2	59 5/8	+ 3/8
North American	30 1/2	30	30 1/4	+ 1/8
RCA Common	11 7/8	11 1/2	11 3/4	+ 1/4
RCA First Pfd.	77	77	77
RCA \$5 Pfd. B	(100 Bid)			
Stewart Warner	19 3/8	19	19 1/8	- 1/8
Zenith Radio	37 3/4	36 3/4	37 1/2	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17 5/8	17 1/2	17 1/2	- 1/4
Majestic	4 5/8	4 1/2	4 5/8	+ 1/2
Nat. Union Radio	3 1/4	3 1/8	3 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	49	51
CBS B	48 1/2	50 1/2
Stromberg Carlson	18	19

Brokenshire Returning to the Air

Norman Brokenshire, vet announcer and emcee, returns to the ether via WOR on Sunday, 3:45-4 p.m., on the "Serenade to American Women" program. Sponsor is Winkelman Shoe Co. Show will include Robert Brinn, singer, and an accordionist. Brokenshire will announce and act as master of ceremonies. Brinn, under the name of Leo Friedman, was heard on the Major Bowes hour recently.

BIG COAST OUTLAY IS DENIED BY LOHR

Returning to his desk after an absence of over a month during which time he covered practically the entire country, Major Lenox Riley Lohr, president of National Broadcasting Co., scoffed at the idea that NBC was planning to spend \$3,000,000 for improvements on Coast studios and facilities. Story got around while Lohr was on the Coast. Lohr also reiterated that cooperation and friendship existed between radio and movie interests and that there was certainly no ill feeling in so far as he could see.

Making the rounds of NBC owned and operated as well as affiliated stations, Lohr visited 22 outlets in 29 days. The NBC prexy gathered considerable info on conditions, talking to engineers and office help as well as managers and owners of the stations in question.

P. & G. Launching Nationwide Contest

(Continued from Page 1)

trants must submit a 25 word letter on "Why I Like Camay Better Than Any Other Beauty Soap," and evidence of purchase of three bars of Camay soap. In addition to the first 25 winners, 300 cash prizes will be awarded. Winners will be announced beginning June 21 on the radio program.

Pedlar & Ryan, Inc., is the agency.

Mary Garden Taken Ill; Is Off Kraft Program

West Coast Bureau of THE RADIO DAILY

Hollywood—Mary Garden, will not appear on the Kraft Phenix program with Bing Crosby tonight due to a sudden attack of the flu. J. Walter Thompson agency will substitute Josephine Tumina, San Francisco operatic soprano.

Globe Brewing on WMAL

Baltimore—Globe Brewing Co., (Arrow beer and ale) has signed a 13-week contract with WMAL, Washington, for a series of UP five-minute news reports, three times daily, six days a week, beginning March 1. Emerson Waldman and William McAndrews of the WMAL staff will be the news editors. Joseph Katz Advertising Co., Baltimore, placed the account.

SALES OF RADIO SETS INCREASED IN JANUARY

Washington Bureau of RADIO DAILY

Washington—Radio set and phonograph sales last month increased to \$683,578.06, a jump of \$82,433.38 compared with January, 1936, according to a report released yesterday by the Bureau of Internal Revenue. A rise in movie admissions also was reported.

Hearing Next Month On Probe Resolution

Washington Bureau of RADIO DAILY

Washington—Conference between Congressmen Connery and O'Connor yesterday resulted in setting the week of March 8 for hearing before O'Connor's rules committee on the merits of the Connery resolution to investigate radio monopoly.

Connery told RADIO DAILY last night that he had no doubt the resolution would be favorably reported by the rules committee to allow for the committee of seven Representatives would be appointed by Speaker Bankhead to start the formal radio probe about the middle of March.

Off Cantor Show

West Coast Bureau of THE RADIO DAILY

Hollywood—Harry Savoy will not be on the Eddie Cantor Texaco show Sunday night. According to representative of the Hanff-Metzger agency, Savoy does not fit into the type comedy on the show and failure to engage him casts no reflection on the comedian's ability. Strong possibility that Savoy is off the program for good.

Film Score on Air

Entire score of the Republic musical film, "Hit Parade", will be played Friday night on the Hollywood Hotel hour, with Fred MacMurray as m.c. and Frances Langford as songstress.

Maybelline Terminating

Maybelline Co., Chicago (Mascara), will terminate its present series on, 4-4:30 p.m., after the March 21 broadcast.

Fishface Recording

Senator Fishface (Elmore Vincent) yesterday made the first of the series of transcriptions Decca is recording for Norge Corp., Detroit (refrigerators). Cramer-Krasselt Co., Milwaukee, has the account.

COMING and GOING

BEN BERNIE leaves Hollywood around the 16th to begin road tour.

NELSON EDDY arrives in Philly the 11th for song recital.

WILLIAM E. C. HAUSSLER, NBC photographer in Philly, displaying his candid camera shots.

NADINE CONNOR of the Nelson Eddy show is at the New Weston.

CORNELIA OTIS SKINNER left yesterday for Albany and Troy.

JOE HAYMES returned from southern tour.

LOUISE MASSEY and her "Westerners" return from Boston on Tuesday.

PICK AND PAT return to their show after two weeks in Georgia.

GENE STAFFORD, chief copy writer for Langlois and Wentworth, returns to his desk after skiing holiday in the Adirondacks.

BLAIR WALLISER, writer of "Backstage Wife", in New York from Chicago.

HERBERT L. PETTEY, associate director to Louis K. Sidney, left for Welaka, Fla., for a few weeks.

MIKE NIDORF, head of the One Nighter Department, at Rockwell-O'Keefe will attend the Bob Crosby opening in the Congress Hotel, Chicago, tomorrow.

ED EAST and RALPH DUMKE fly to Cleveland today with Jim Knox of Knox Gelatin to attend a grocers' convention. The two comics then proceed to Chicago to visit old friends.

STATION EXECUTIVES in New York today included A. L. Chilton of KGHI, Little Rock; W. H. Summerville, WGST, Atlanta; J. T. Ward, WLAC, Nashville; Sam Cook, WFBL, Syracuse.

GEORGE VOS, radio advertising executive for the Texas Co., is in Hollywood, supervising production on the CBS-Eddie Cantor program.

Craig & Hollingbery Opening Fla. Branch

(Continued from Page 1)

in charge. Agency has recently acquired three new stations, WBIG, WREN and WIOD. Other offices of the organization are located in Chicago, Detroit, New York and Kansas City.

Approve Alaska Aero

Washington Bureau of RADIO DAILY

Washington—Telegraph division of the F.C.C. yesterday approved application of Pacific Alaska Airways, Inc. for a new aero and 260-watt point-to-point station at Ketchikan, Alaska.

Compete for Prize

NBC Artist Service staff is on the job to cop the prize offered by George Engels, head of the bureau, for the one doing the largest gross booking. To date, Ruby Cowan is in the lead, having come to the front with a rush the past few days.

Leo Sava
TONIGHT'S BEST BET:
N. Y. U. Forum of the Air
8:30 to 9 p.m.

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

SARNOFF OUTLINES TOSCANINI'S PLANS

(Continued from Page 1)

called a press conference of this nature. Sarnoff answered all questions and revealed whatever plans had been made to date.

Also present at the conference was NBC President Lohr, John Royal, program department head, and George Engels, manager of the Artists Service.

Sarnoff stated that Toscanini was signed only for 10 concerts to be started in December, with no definite time set for the exact starting date, the day nor time of day the concerts would be heard. Whatever time is arrived at, every effort would be made to avoid conflict with existing organization whether the New York Philharmonic Symphony, Boston, Philadelphia or any other orchestra then on the air.

Toscanini will receive \$4,000 net for each of the 10 broadcasts, with NBC also paying the income tax on the gross amount. (Maestro, however will pay on the amount NBC pays as his income tax.) This will entail additional costs of facilities, and payment of the musicians. The NBC Symphony Orchestra of 45 men will be augmented with the best available to either 78 or 88 all told. Possibilities of a choral group was also mentioned by Samuel Chotzinoff, music critic who closed the deal abroad for NBC. Otherwise no soloists have been provided for as yet. Total cost to NBC for the 10 concerts is figured to reach the \$125,000 mark, or more.

One concert a week is the schedule, strictly as an NBC sustaining. Two outside concerts at Carnegie Hall or some other spot may be played by Toscanini for the benefit of whatever organization the maestro chooses.

NBC concerts will be held in studio 8 H which holds 1,500 people, method of ticket distribution is undecided, but it is believed that music students and some schools will come in for a share. Prime interests, Sarnoff pointed out, is the vast radio audience, rather than the small studio gathering. All Toscanini doings during the 10 week period in question will be exclusively for NBC. While the maestro will not be sold commercially during these weeks, Sarnoff stated it was up to the maestro to decide whether he would commit himself to a commercially sponsored broadcast thereafter.

Other NBC and RCA officials present included: Clay Morgan, Wayne Randall, Frank Mullen, Tom Joyce, Vance Babb.

"Hit Parade" Additions

American Tobacco Co., New York (Lucky Strike cigarettes), adds WFEA on March 3 and WIRE on March 10 to its "Hit Parade" half-hour on the NBC-Red each Wednesday night.

★ ★ COMMENTS ★ ★ On Current Programs

FIBBER McGEE, with Molly, Ted Weems' orchestra and others, had an unusually hilarious half-hour on Washington's Birthday over the NBC-Red Network. A visit by Uncle Ezra provided one of the highlights. Humor was snappy, spontaneous and side-splitting, and there was plenty of it.

THRILLING DETECTIVE DRAMAS, thrice-weekly night feature over WMCA, had a punchy melodrama, "Kick-Back," on Monday night. Based on the current racket probe, it dramatized the ruthless activities of gunmen and higher-ups who prey on little business men, exacting tribute for alleged protection.

DILL TOBACCO program, over WABC on Monday, had Tito Guizar and the Landt Trio doing entertainment honors, along with the Kreuger orchestra, while Pick and Pat vacation in Florida. The pinch-hitters did themselves credit. It is about time, though, that this program got rid of the hard-of-hearing guy who keeps asking, "Did you say ten cents?"

JACK PEARL had Morton Bowe in for some pleasing vocalizing on his Monday night program over WJZ. The Baron Munchausen and his sidekick, Cliff Hall, wear very well on the air, and their show is always a

lively half-hour. A salute, too, to Tommy Dorsey's orchestra.

GRACE MOORE, making her first appearance on the air this year via the General Motors concert Sunday night, was in excellent voice, despite her recent illness. Miss Moore sang a program of two parts, opening with the "Louise" aria and "Musetta's Waltz" from "La Boheme." The second group included "Vissi d'arte" from Tosca, "The Old Refrain," and, as an encore, Jerome Kern's "Our Song." The diva's radio airing came simultaneously with the nation-wide release of her new motion picture, "When You're in Love."

JOHNNIE of the Phillip Morris program on WABC was home abed last Saturday night, so the show had to go on without him. The program's dramatic portion, labeled "Circumstantial Evidence," put on by Charles Martin, was a decided improvement over the previous week's initial offering. Both writing and staging were better.

QUESTION BEES are almost beginning to stumble over each other. Two of them followed each Saturday night, though on separate networks. Uncle Jim's Question Bee ran over WJZ, 7:30-8 p. m., while Prof. Quiz and Bob Trout went on at 8-8:30 over WABC. The latter formerly were an afternoon attraction. What's more, a deterioration is noted in the nature of the questions.

WAAB Show Steals Show

Boston — An innovation in auto salesmanship in the form of an actual radio broadcast starring well known radio artists stole the show at Boston's annual Washington's Birthday Open House for automobile dealers.

The C. E. Fay Co., Chrysler-Plymouth dealers, sponsor a regular Sunday show, "Fay-vorite Melodies," starring Danny Dennis, tenor; Perry Lipson, guitarist, and Milton Brody, pianist. For the Open House, the whole cast was transported to the C. E. Fay Co. show rooms at 730 Commonwealth Ave., from which point their regular program was presented to the air audience, through WAAB.

The public was invited to come in to watch the broadcast.

New Orleans Commercials

New Orleans—William B. Wisdom Inc., announces the following commercials placed:

Brown's Velvet Ice Cream, twice daily over WBNO, two 15-minute sports broadcasts with Jack Halliday spielen.

Eureka Homestead, United Homesteads and Bohn Motors, spots daily over WSMB.

WMBH Joins Press Service

WMBH, Joplin, Mo., recently joined the United Press Radio News Service and is taking full advantage of the news reports. In addition, the station staff prepares three full length news periods on local happenings.

The news service has H. D. Robards as editor, with Phil Hannum as night editor. The whole staff joins in when an opportunity comes to dramatize an event of particular interest to the city. Recently a story about a former Joplin man who is now a movie star enabled the staff to go into an impromptu dramatization that was well liked.

12 Years as Announcer

Boston — Carlton Dickerman, the oldest announcer from the point of service among local radio stations, celebrated his 12th year as an announcer yesterday. He is senior announcer at WEEI.

Edes Giving Radio Course

Boston—Arthur F. Edes, connected with radio for the past 14 years and at present program director for WEEI, is giving a course at Emerson College on "Radio Speech and the Technique of Broadcasting."

RIGHTS TO PATENTS ASKED BY A.T.&T.

(Continued from Page 1)

Erpi and the film companies provides that the latter give the phone company and its subsidiaries rights to any development within the sound picture field, the making of sound picture records and of reproducing apparatus.

After months of consideration by the legal staffs of the companies, the agreement is now before the executives for review. There is likelihood that the movie company heads will demand some changes before signing the agreements.

Vocanews Will Air News, Canned Music

(Continued from Page 1)

flash, a loudspeaker system designed to broadcast news and sport events with only occasional breaks for music. There is no sponsored time sold on the Teleflash set-up. Present headquarters in New York are located at 1770 Broadway.

Korb Shifted West

A. H. Korb, WGY (Schenectady) studio engineer, has been transferred to the NBC Hollywood studios, with P. F. Narkon being added to the WGY staff in his place. Narkon comes from Buffalo.



LEADS IN
**ROVING
REPORTERS**

Los Angeles

SILVERWOODS, pioneer local men's store, has signed with KFI for a weekly half-hour live talent dramatic program, with cast headed by Lila Lee. Probable starting date is March 10. Production will be in charge of KFI's own staff. Account placed by Landsdale & Cruikshank agency.

Dan Thomas has checked in at the Bob Taplinger agency and started organizing the new motion picture branch of this organization which has heretofore been all radio.

Mutual Don Lee has signed, for immediate start, a Monday-Wednesday-Friday series of 15-minute live talent dramatic episodes for Sylmar Olives, through Swartz Agency. True Boardman will do the script, probably play some of the parts. Serial will be titled "Casandra" and will use episodes in early California history. Full 10 stations of the Don Lee group will carry it, with KHJ originating.

Through John Driscoll agency, Hilton Clothes has signed for hour and 15 minutes seven nights a week on KFVD, for all request record program.

March 4 announced as the new starting date for Eddie Peabody and his show on KFWE, with the opening show including Gus Edwards and gang as guest artists. The show will be participating sponsorship, and will have audiences.

Vera Marsh has been added to the Joe Penner cast to play the girl friend.

Paul McClure, assistant sales manager for CBS central division, is in Hollywood from Chicago for a short business stay.

Marion Talley, whose Ry Krisp option is expected to be taken up for another 13 weeks, has sold her Kansas City home and is moving her family west.

"Welcome Valley" for WABY

Household Finance Corp., Chicago (personal loans), on March 23 will add WABY, Albany, to its "Welcome Valley" program on NBC-Blue network, Tuesdays, 8:30-9 p. m.

Hillbillies to Record

Pappy, Zeke and Ezra, have been signed by Ralph Wentworth, head of Langlois and Wentworth, and will start at once on a recorded series which will become a part of the Lang-Worth planned program library.

RCA Gets Patent

Camden, N. J.—Patent for an automatic gain control circuit awarded to Winfield R. Kock of Camden has been assigned to Radio Corp. of America.

Would Bar Court Airings

Trenton, N. J.—News-camera men and broadcasting will be prohibited from court rooms in New Jersey if Senate 117 is enacted into law.

MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● George Jessel recalled from Florida jaunt to do a repeat airing for Woodbury's Sunday night...After clicking big at the F.D.R. Ball in Washington, Ann Lester has been booked into the Loew house there March 11...There's a "whispering campaign" going on at CBS to make Mark Warnow musical director of the chain, similar to Frank Black's job at NBC...Polly Moran comes east shortly to take a fling at radio... There are three production men working the John Held, Jr., Varsity Show; Paul White's ass't, Jack Rocke, is one...Men set up colleges and wait three weeks for their turn to go on...Irving Reis, CBS staff director, having his scripts peddled to the movies...Budd Hulick of Col. Stoopnagle and Budd and Dorothy Jeffers on WMCA Monday night as guestars...Fred Allen, Portland Hoffa, Jimmie Johnson and Reg. Gardiner in the Tavern last night.

● ● ● George M. Cohan in "Fulton of Oak Falls" may be on next week's Kate Smith show...Walter Hampden will do Ibsen's "An Enemy of the People" on Smith show tonight. "You Can't Take It With You" off because the male lead had "mike fright" and A. & P. wouldn't accept the understudy...That's right, Youngman's in again...Songwriter Lew Brown entertaining the Mad Ritz freres and Frances Carroll of the sister-act...Paul Whiteman will conduct the National Symphony ork of 100 men in Baltimore, March 17 and on the 18th do a repeat in Washington... "Vox Pop" will change their Tuesday night repeat show to Mondays from 12:30-1 a.m., beginning the 8th.

● ● ● Zeke Manners and his Gang (of Hillbillies) go on the Ford show within the next two or three weeks...Buddy Hassett's audition clicked...He will etherize as a singer during the ball season...Joe Besser, the "Oh, You're Crazy" fellow from the vaude era, being peddled for radio...Curtis and Allen have acquired the radio dramatization rights for the Broadway stage success "Yes, My Darling Daughter", featuring Lucille Watson and Peggy Conklin...Jerry Blaine introduces "Music Publishers Mondays" at the Cocoanut Grove. Idea is to have the boys sing and play the numbers that they believe the public should be hearing... Miff Mole made a few recordings for Brunswick last week with his own band...Rodney McLennen being held over in Florida...James Melton has been signed to be the permanent m.c. of the Saturday Night Party... John S. Young returned to the Gold Medal hour after attending the funeral of his father, who passed away Monday in Springfield, Mass.

● ● ● Major Anthony Fianlo, the Arctic explorer, doing transcriptions for Edgeworth...Fields and Hall start Monday on a series of NBC Thesaurus recordings with hill-billy songs, to be called "Ol' Man of the Mountain"...WMCA will carry the presentation of the deed to the Will Rogers Memorial Hospital by Will H. Hays, Jesse H. Jones, Major L. E. Thompson of RKO and Harold Rodner of Warner Brothers...Program will come this afternoon from the Fox Movietone studios...NBC-Red web will carry "Income Tax Blankouts" tomorrow night...Prepared by Edmund Birnbryer, staff writer, program will feature the comedy and drama of income-tax filing...The characters who will discuss their tax problems will range from a man in the lowest income bracket to a multi-millionaire, and the dramatizations will include scenes from a country club where four wealthy men are teeing off...Backstage in a theater where chorus girls are dressing.

Chicago

RUTH HANNA McCORMICK deal in which she hoped to reorganize Affiliated Broadcasting Co. (now dead) into a net of her own is now also dead.

Nelson Eddy still in Presbyterian Hospital waiting for throat to heal so he can resume concert tour with his next appearance scheduled for New York on Sunday.

WLS Barn Dance begins its sixth year next week.

Jerry Ellis, head local Columbia recording, to N. Y.

WHO, Des Moines, looking for half hour dramatic shows to play sustaining. Prefers dramatized biographies.

Cherry Preisser, dancing star of the Follies, will make her radio debut as songstress here Sunday. Cherry and her sister June will appear on "Melodies from the Skies" program over WGN and the Mutual net along with Harold Stokes and his ork and galaxy of regular performers featured each Sunday on this musical production.

New member of the WLS continuity staff is Vic Taylor, formerly director of the University of Wisconsin "College of the Air" on WHA, Madison.

John Baker of the WLS special events department is the father of a three-pound son.

Service Men Meet

Manchester, N. H.—A representative group of radio service men gathered here from this city, Nashua, Wilton and surrounding towns to form the Manchester chapter of the Institute of Radio Service Men, Inc.

Coming Events

Today: National Education Association Convention, Civic Auditorium, New Orleans.

Today: 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 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 21-24: Seventh Credit Congress of Industry, Chicago.

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

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

ADD REGGIE SCHUEBEL, in charge of Biow radio department, to the roster of radio femme execs...She buys time for Bulova...her pet account...which makes her most consistent purchaser of time in radio...Reggie reverses the usual reactions...She adores the business phases of her job...says they're not routine or boring...but oh—those temperamental radio artists...Nadine Connor, Nelson Eddy's barbarous coast discovery—she's from California—is in town for at least a month which she'll devote to study. He's due here today or tomorrow...Newspaper sensation of yesteryear, Evelyn Nesbit Thaw, is aired today over WMCA in an interview with "The Roving Reporter"...Hollywood-nymph Sally O'Neill will guest-star it on same program...

Rita Hudson will draw Nancy Hatch...figure stylist...out on the subject of woman's chief concern...and how to whittle it down...today... Cast addenda...Doris Rich has joined "Rich Man's Darling" as "Rosa Davenport"...Jimmy Dean and Maura Martin added to "Modern Cinderella"...Elizabeth Reller, back from Horace Greelyland, relieving Sister Gretchen who subbed for her in "Betty and Bob"...A deer (quadruped) at the Sports Show liked Frances Adair...Russ Morgan soloist...so well he ruffled her coiffure...Quin-medico Dr. Dajoe still bedside broadcasting from Toronto General Hospital...Teddy Salzburg of WOR's program department is taking a winter vacation... Eleanor Hennessy of the same organization...who's been less pleasantly occupied...having her appendix abrogated is getting better fast...

Tobe...waited back from foreign parts on the Queen Mary Monday will go psychic over the ether about what the gals will wear for Easter and the Coronation today...At the end of the broadcast several representative femmes will ask clothes questions and get expert answers...Estelle Taylor...who reneged last week...has been captured for "Varieties" this Sunday at 3...When Martha Raye finishes "Waikiki Wedding" for Paramount she'll rush right into "Mountain Music"...And now it seems Gracie Allen's initials were G. A. B. all the time...WOR's Winter Racing Season contest proved that gals gamble...10,434 of the 43,369 contestants were women...

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Working Up Kid Interest

ESPECIALLY designed to capture the interest of public school children and their parents, are the two series of regular weekly programs broadcast by WROK, the Rockford, Ill., radio station.

WROK officials, headed by Lloyd C. Thomas, veteran radio and newspaperman, are firm in their belief that the so-called younger generation is a vital factor in a radio listening audience, and accordingly have intensified their connection with the local public school system.

Early last winter an arrangement was made with the Rockford senior high school dramatic department, headed by Edna Youngquist, whereby students in her dramatic classes were to produce and present a series of 15-minute programs featuring thumbnail dramatic sketches of school life. Called "The Camera Catches Rockford High," the broadcasts were staged at 9 o'clock each Sunday evening and immediately proved a popular attraction with school students, their families, and relatives.

So successful has been the dramatic program venture, that a new series of broadcasts has been inaugurated, featuring the work of the various musical organizations and departments in the junior and senior high schools. The broadcasts are presented during a half-hour period at 7:30 p.m. every Wednesday under the direction of Miss Astrid Gustafson, public school music supervisor.

Nearly 800 students will participate in the Wednesday evening broadcasts, which are designed to demonstrate the variety of musical instruction available to students in the city schools. Boys and girls glee clubs, choral groups, quartets, orchestras, bands, and music students receiving private instruction will have their place on individual programs.

On the Sunday evening dramatic broadcasts, the 15-minute programs are each devoted to three sketches of true-to-life representations of actual happenings at the senior high school, with students doing all the work in connection with the presentation.

Typical of one program was an opening sketch depicting an unusual class room incident in which students displayed a remarkable initiative and interest in their work during the absence of their teacher. In the second sketch the senior class elections were portrayed. Listeners were taken to a portion of the senior class meeting as it had been held and were shown the manner in which votes were tabulated.

The closing incident dealt with a review of the season's sport activity and included an incident which occurred during a practice session of a game, the actual conversation of players during the course of a game, and a description of the event as seen by the spectators.

Various phases of student activity

in school shops, publications department, various curricular divisions, and extra curricular interests are dramatized during the programs.

WPTF Promotion Dep't

When a sponsor signs with WPTF, on Raleigh, for time on the air in order to present his message to the public, he is assured every possible assistance in exploiting his program before it is presented. WPTF maintains a Sales Promotion Department to contact local dealers in station territory, keep these dealers informed of programs in their interests, and make regular reports to the sponsor on the effect his program has on business. Then, WPTF's publicity efforts assure each sponsor of adequate news releases relative to his program. The station publishes its own News Bulletin each week, which it distributes to agencies and stations throughout the nation, and has agreements with other media of publicity for printing its news.

Promotional Series

KSTP, St. Paul and Minneapolis, has started a new promotional series of broadcasts which will include description of manufacturing processes in the plants of some of the station's advertisers. Station announcers will visit Twin Cities factories with a mobile short-wave transmitter. The short-wave signal will be picked up by the station and re-broadcast on the regular band (1460 kilocycles).

The story of crackers and cookies will be broadcast direct from the Griggs, Cooper plant, St. Paul, makers of "Minuet Wafers," at 3:05 p.m. (C.S.T.) Thursday, Feb. 25. A later broadcast will originate in the Ford Motor company's glass plant, St. Paul.

No charge will be made against the advertisers for these broadcasts, and trade names will not be used on the programs. The short-wave truck to be used in the series is the same machine which originated a flood broadcast from the Cairo, Ill., region Jan. 31 on the Magic Key program. The KSTP truck was in the flood area for about a week.

Time Not Expanding

Reports that Time Inc., New York (Time & Life magazines), was planning to extend its present "March of Time" series on CBS from a half-hour once weekly to a quarter-hour five times a week, were denied yesterday by Time's agency, Batten, Barton, Durstine & Osborn, Inc., New York.

Mona Pape on Vacation

Sheboygan, Wis.—Mona Pape, program director of WHBL, is on a vacation trip of several weeks through Central and South America. She is accompanied by Mrs. Peter Reiss of this city.

★ "Quotes" ★

DICK BALLOU: "Directing an orchestra and arranging for it is a haven of refuge for any aspiring bandleader. There can be no discrepancies with other bands who may, by a coincidence, have the same arrangement of the same tune handed to them. To my way of thinking, a man who can sing and whistle has that much more to offer a fickle public."

LENNIE HAYTON: "Broadcasting swing music is a menace to music publishing. If swing continues to feature counter melodic playing, and swinging out by soloists submerging the original melody, the public cannot recognize the song, and therefore does not buy it. Publishers spend huge sums to plug their songs, but swing music engulfs them in trick arrangements."

DON VORHEES: "Trying to make a band of more than 30 pieces sound intimate over the air is as impossible as attempting to hold a tete-a-tete in Grand Central station. Not long ago 16 pieces were all that a mike would assimilate. Today 30 is the limit, but there's not much sense in using all thirty. Eleven will sound almost as well unless a concert hall effect is desired."

ED WYNN: "Am I excited? My son, Keenan, opens in a Broadway play this spring, 'Hey, Diddle, Diddle,' and I'm more jittery than I've ever been in my entire professional career!"

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NEW PATENTS

Radio & Television

Compiled by
JOHN B. BRADY, Attorney
Washington, D. C.

2,070,640. Means for and method of detection. Stuart Ballantine, Boonton, N. J., assignor, by mesne assignments, to RCA.

2,070,647. Crystal oscillator circuits. Arthur M. Braaten, Riverhead, N. Y., assignor to RCA.

2,070,651. Wireless direction finding system. Harry Melville Dowsett and Louis Edward Quintrell Walker, London, and Robert Cadzow, Argyllshire, England, assignors to Electric & Musical Industries, Ltd. of Great Britain.

2,070,666. Modulating system. Frederick B. Llewellyn, Montclair, N. J., assignor to Bell Telephone Laboratories.

2,070,681. Oscillatory circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,070,691. Electron discharge device. Percy L. Spencer, Medford, Mass., assignor, by mesne assignments, to Raytheon Manufacturing Co.

2,070,772. Method of eliminating hum in push-pull circuits. Arthur C. Ansley, New York.

2,070,779. Radio tune-in control device. Charles R. Bowen and John M. Southwell, Los Angeles, assignors of 15 per cent to Harry Scheiner of New York.

2,070,816. Gas-filled discharge tube. Carl J. R. H. von Wedel, Newark, N. J., assignor to Electrons, Inc.

2,070,958. Frequency determining system. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,070,968. Anode for electron discharge devices. Cabot Seaton Bull, Hillingdon, England, assignor to Electric & Musical Industries Ltd. of Great Britain.

2,071,057. Electronic relay. Sydney N. Baruch, New York, assignor, by mesne assignments, to Nortron Patents Corp.

2,071,113. Detection of frequency modulated signals. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,071,227. Portable telecommunications system. William G. H. Finch, New York. Original application Feb. 26, 1936, Serial No. 65,869. Divided and this application May 18, 1936, Serial No. 80,313.

2,071,311. Micro-wave oscillator and detector. Ernest G. Linder, Camden, N. J., assignor to RCA.

WHBY Expansion

Chicago—WHBY, Rock Island, has moved into completely remodeled studios and is preparing a number of aggressive broadcasting changes and addition of several new radio features.

Ivan Streed, production manager, has added Roy Maypole and Bobbie Lee to the stations staff, with Maypole to produce and Lee, famous a decade ago in radio as a singer and uke player, as a stellar entertainer on the outlet.

WHBY is also organizing a dramatic stock company of professional actors and augmenting sales staff with two men to do sales promotion work for advertisers.

1	9	3	7
4	5	7	8
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	30

February 25
Greetings from Radio Daily
to

Elpha Ellington
David H. Schatzow

Chatter

NEWSPAPERS and radio are now on the same basis in the press box as far as the unicameral legislature in Lincoln, Neb., is concerned. John Edwards, legislative radio commentator, got Senator Charles Dafoe, Tecumseh, to present a resolution okaying the ether links, and it prevailed.

"Shag" Shaughnessy, president of the International Baseball League, has resigned as sports announcer over CFCF, Montreal, due to heavy baseball duties, and is replaced by Frank Starr.

J. F. Whaley of NBC has been appointed a vice-chairman of the Advertising Media Group of the Seventh Credit Congress of Industry to be held in Chicago, June 21-24.

Fred Laws, advertising solicitor in radio for the past 11 years, has been appointed assistant sales manager of KSTP, St. Paul, Twin Cities independent station.

The Milwaukee Junior Chamber of Commerce has made Russ Winnie and John Olson, WTMJ announcers, honorary members in recognition of the work they have done on the organization's "Executive's Club" programs every Wednesday noon over the station.

A weekly "Question Bee" program has been inaugurated over WTMJ, with Larry Lawrence at the mike.

Louis K. Lear, president of KIRO, Seattle, is launching plans this Spring for a \$100,000 movie house in the Green Lake district of Seattle, where he is president of the Green Lake State Bank.

When Marian M'Dermott, soprano, parts from WICC, Bridgeport, in March, she sings a program of La Haye's new concert compositions as a parting compliment to Judson La Haye, program director.

The Rambling Cowboys, the newest and most popular feature on WOAI, San Antonio, who harmonize and make merry music daily at 7:30 a. m., are averaging around 450 letters a week, 75 per cent of them showing proof of purchase.

Russ Davis, late of XERA in Del Rio, is back again with KWTO-KGBX, Springfield, Mo. Russ is handling many of his former programs with these stations, where he had served before going to XERA four months ago.

Thomas Reid, after a month's announcing at KWTO-KGBX, has gone to KSD in St. Louis. During his brief stay in Springfield, Reid became one of the most popular newscasters ever featured on those stations. Before his work at KWTO-KGBX, Reid was with KFPW in Fort Smith, Arkansas.

Theil Sharpe, control room operator of WOAI, recently opened a transcription studio in San Antonio, where he makes transcriptions for stations and advertisers throughout the Southwest.

WSMB, New Orleans, has completed its transmitter for a short wave mobile set to be mounted in a truck and to be used for moving broadcasts. The transmitter will send short wave to the station where it will be converted into long waves and sent out from the station. Equipment can also be moved aboard vessels if necessary.

William Robertson, formerly with WSBT, South Bend, Ind., operated by the South Bend Tribune, has joined the Carter, Jones & Taylor advertising agency of that city as an account executive.

Albert W. Marlin, manager of Station WMAS, Springfield, Mass., has been appointed chairman of the entertainment committee for the annual banquet of the Springfield Advertising Club.

Leona Bender, whose main job is taking care of the secretary work of Hugh A. L. Halff, WOAI general manager, also participates in several dramatic programs, dialogues and dramatized announcements each week. She has also helped with the news commenting and has sung in several roles on WOAI studio programs.

Lillian Malone, staff artist at WCAE, Pittsburgh, is now Mrs. Frank J. Lonergan. Lillian, who is best known to radio fans as "Polly" Malone, will continue her broadcasting work.

Charlie Hick, WSOC (Charlotte) program assistant, has been out for a few days with flu.

WMAS, Springfield, Mass., has added the Springfield National Bank as a commercial sponsor. Wednesday and Friday p. m.'s the bank broadcasts a program, "Your Financial Counsellor" a five-minute talk on banking.

Phil Alexander of KABC, San Antonio, is planning a trip to Dallas next month.

A. M. (Woody) Woodford, former operator for WBAP, Fort Worth, has been promoted to chief engineer, replacing R. C. (Super) Stinson, who is now technical supervisor for Carter Publications, of which WBAP is a part. Stinson has been in Oklahoma City for past month installing new equipment at Station KGFG.

FOREIGN

LONDON—Electrical Musical Industries-Marconi Co., whose television transmitting system has been officially adopted by the government-controlled British Broadcasting Co., has cut in the price of television sets from about \$450 to \$325.

SYDNEY—Recent figures issued by the government shows there are 860,000 radios throughout the Commonwealth, a ratio of 13 per 100 persons.

MELBOURNE—Two popular American hit programs recently introduced here are "Community Sing" and "Hit Parade."

MELBOURNE—Kay Van Riper's "English Coronets" is latest American serial script to be used by 3XY. "Coronets" was on the air two years from KFWB.


NEW ZEALAND is now operating a new station, 2YA, which broadcasts on 60 Kw. making it the most powerful transmitting station in the Southern hemisphere. Station was officially opened on Jan. 25. The mast is 710 feet and it is located at Titahi Bay.

PRAGUE—Construction of the new antenna of the Praha station has now been completed and the station is operating on its regular schedule. Construction was under the Blair-Knox system.

Would Govern Libel Suits

Indianapolis—The Indiana Senate has approved a bill requiring three days' written notice before a party can file for libel or slander suit against radio or television station. A retraction within ten days by station prohibits recovery except for actual damage to character, business, or occupation. The measure now goes to the House for consideration.

DO YOU KNOW



KNOW

According to the department of Commerce, Mexico now has 250,000 radio receivers, 10 per cent of which are operated with batteries. There are 75 commercial stations, eleven government-operated transmitters, two non-commercial cultural stations and 528 amateur transmitters.



RADIO PERSONALITIES

No. 7 in the Series of Who's Who in the Industry

LOUIS K. SIDNEY. Managing Director of WHN. Real showman in radio. Left school at 14 and got a job as water boy at the N. Y. Hippodrome. Opened his own motion picture theater in 1912, later going with Fox to manage a string of theaters. Made midwest sit up and take notice when he nursed sick houses back to paying box-offices. About 15 years ago he went to Pittsburgh for Loew's and gave the city its first stage presentations, also installing symphony orchestras. In 1929, Nick Schenck brought him to New York to supervise all Loew stage shows, including the Capitol theater. Late in 1934 he was placed in complete charge of the Loew-M-G-M subsidiary WHN, taking it on in addition to his other duties. He revolutionized the old outlet within a month, putting the station on a firm foundation after it had lapsed into a near state of coma, despite many pioneer features to its credit years ago. Major Bowes and his amateurs graduated from WHN during Sidney's regime and the duties handled by Bowes were added to his already full hands.



Nursed Sick Theaters Back to Health.....

TINY Town Revue, to be presented over WICC on Thursday afternoon, 5:15-5:45, starting March 4, will use young juvenile stars under the direction of various music-and-dancing school heads of Bridgeport. The program will be presented in the interests of Harolds, Inc., children's outfitters and clothiers.

Pepper Young's Family, NBC-Blue network script, will be heard over the WICC channel starting March 1 at 10:30 a. m. On the same date at 8:15 p. m. the station starts an Italian Civic Project series.

Don Bova is a new addition to Pittsburgh radio circles and will present two programs each week from KDKA studios. Don has had an extensive experience in network broadcasts, theater performances and night clubs. He is dark, handsome, plays the guitar and sings popular songs. In addition to announcing his own numbers, Bova injects bits of patter in his programs. His 15-minute spots on KDKA are at 5:15 p.m., Wednesdays, and 4:45 p.m., Fridays.

The leading skiers of the U. S. and Norway, who will compete Feb. 28 in the U. S. Western Amateur Skii Association meet at Denver, will be interviewed at the skiing course Saturday, 6-6:15 p.m., E.S.T., over the NBC-Red network.

"The Listeners Nightmare," new Sunday 3 p. m. program at WELI, New Haven, is Goluboff-conceived and written. With the aid of the WELI Players, it burlesques the big names in radio. Among the coming takeoffs will be Jack Benny, Stoopnagle and Budd, Walter Winchell, and "We, The People."

A new program dramatizing comics in The Omaha Sunday Bee-News has been started by KOIL, Omaha, as a weekly 9-9:30 a. m. Sunday feature. Don Kelly, staff announcer, takes the role of "Uncle Don," heading a cast directed by KOIL's dramatic director, Arthur Faust. Wolf Bros. Clothing Co. is sponsoring the program, which was arranged by Promotion Manager Bill Wiseman of The Bee-News.

Bozell & Jacobs, Omaha ad-

Communal Radio

Berlin—German folk who do not own a radio set have the privilege of entering a neighbor's house to listen to speeches by Hitler, according to a decree by the ministry of propaganda.

vertising agency, has placed the "Northern Naturals" program on WOW at 3 p. m. Sundays. The half-hour program is sponsored by Northern Natural Gas Co. Program Manager Harry Burke of WOW arranged the presentation, which features an all-string ensemble conducted by Madge West, Harpist Louise Seidl and Eleanor Thatcher, formerly on the Kraft Music Hall.

With the conclusion of the "Friends O' Mine" series of programs starring Harriet Page, the Utah Power and Light Co. began a new three-a-week series of programs. "The Laugh Parade," heard at 10 p. m. MST on Tuesdays, Fridays and Sundays. Commercials are built around the mythical character, "Reddy Kilowatt" used in the Utah Power's newspaper and billboard advertising.

The tenth annual concert of the New England Music Festival Association, featuring the Festival Orchestra, Chorus and Band composed of high school students from the entire New England area, will be broadcast from Hyannis, Mass., over WAAB, Boston, and the Colonial network throughout

New England on March 13, 2-4 p. m. The program will originate through the facilities of WNBH, Colonial network station in New Bedford, Mass., and in addition to being broadcast to the New England audience will be fed to a coast-to-coast MBS hook-up.

Rea Hudiberg has joined the sales staff of WBT, Charlotte.

Clair Shadwell and Don Jarvis are featured in a new show over WBT, Charlotte, daily except Sunday. Shadwell is known as the "Old Shepherd." The spot features comedy chatter by Shadwell and singing and playing by Jarvis.

Corwin Riddell, announcer WOAI, San Antonio, is the father of a boy.

Ken McClure, news editor of WOAI, San Antonio, was recently elected vice-president of the organization formed in New York for commentators of radio stations and broadcasting networks. McClure flew to New York for the meeting.

★ ★ **SHORT WAVES** ★ ★

CALL LETTERS of "Broadcasting Caracas" have been changed from YVIRC to YV5RC. The South American station remains on its old frequency of 5.8 megacycles.

President Eamon De Valera of the Irish Free State will speak via short wave from Dublin over a coast to coast CBS hook-up on March 17. Speech will be dedicated to St. Patrick's day.

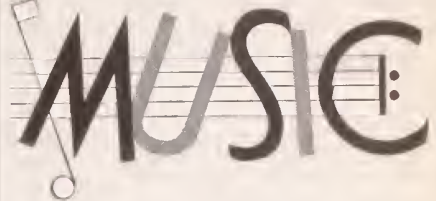
Broadcasting of programs by South and Central American countries for American listeners is on the increase. Full programs in English have been instituted lately by Argentina, Colombia, Costa Rico, Mexico, Venezuela and Guatemala. Haiti, Hon-

duras and the Dominican Republic have been making announcements in English for some time.

An "Overseas Program" will be broadcast at 12 midnight tomorrow (EST) from Tokyo, Japan, over JVB, Nazaki, 20.5 m., 14.6 meg.

From Vancouver, at 12 midnight tonight, will come "Ye Olde Medicine Show," under the direction of Harry Pryce, with the Hillbillyettes and Harry McKelvie. It goes over CJRO, 48.7 m., 6:15 meg.; CJRX, 25.5 m., 11.72 meg.

News in English and "Rome's Midnight Concert" will be broadcast at 6 p. m. (EST) Friday from Rome via ZRO, 31.1 m., 9.63 meg.



RAY SINATRA on Monday will celebrate his fifteenth year in radio and his third year as a conductor. His program goes over the CBS network at 1 p.m. that day.

Vincent Travers celebrated his second year as musical director of the French Casino by playing host to the music publishers at a luncheon in Leon & Eddies.

Fred Jaegel of the Met and Salzedo, noted harpist, will guestar Saturday March 6 for Ed Wynn.

Sweeney Prosser and his Hot Point Stream-lined Strings gave pre-hearing of program they will inaugurate for General Electric over WBT Charlotte, March 16, at a recent convention of General Electric dealers.

Homer Drye, 14-year-old singing sensation of WBT, will make a series of records for RCA.

General Motors goes musical in a big way with Muriel Dickson, Scottish soprano, Percy Grainger, Australian pianist-composer, the Schola Cantorum of New York, Erno Rapee and the 70-piece General Motors Symphony Orchestra combining on the General Motors Concerts hour Sunday over the nation-wide NBC-WEAF network.

The New York Philharmonic concerts, heard currently over the CBS network every Sunday from 3 to 5 p.m., will fade for the summer following the broadcast of April 18.

The first of "Did You Ever Wonder" programs by WSOC, Charlotte, was broadcast from the Mountain Island power plant recently. It goes on the air every Tuesday at 2:45.

Sonny Kendis and his Stork Club Ork will be aired via WMCA, beginning next Monday evening. Program, sponsored by Ludidin eye lotion, will be heard Mondays, Wednesdays and Fridays at 6:45 p.m. Bobby Parks is the vocalist.

ONE MINUTE INTERVIEW

BUDDY ROGERS

"Today's radio star has twice the opportunity of being heard that he had four years ago. Radios in autos, trailers, restaurants, etc., plus the new custom of having more than one set in the home, have tremendously increased the size of the radio audience. Then, too, the portable radio has been a great help."

GUEST-ING

LANNY ROSS will have Amelia Earhart on his Show Boat program March 4, 9-10 p. m., NBC-Red net.

CHARLES WINNINGER, Richard Arlen and Sally Eilers are booked for the March 1 Radio Theater show from Hollywood, 9-10 p. m. EST, over CBS.

GEORGE BURNS, Gracie Allen, Warden Lawes of Sing Sing, Victor McLaglen, June Lang and Peter Lorre are to be on the Hollywood Hotel program over CBS, March 5, 9-10 p. m. There will be scenes from the 20th Century-Fox film, "Nancy Steele Is Missing." Lawes will speak from New York.

MAURICE EVANS, noted English actor now appearing on Broadway, and Jessie Matthews, British stage and screen star, will be on Sunday's Magic Key program over NBC-Blue net, 2-3 p. m. Miss Matthews will be heard from London. Bidu Sayag, Brazilian soprano; Henri Deering, pianist, and Rufe Davis, comic, also will appear.

HOWARD BARNES, Herald-Tribune film critic, will be guest speaker on Saturday's WOR-Herald-Tribune Radio League, 10:15-10:30 a. m.

EARL HARPER's "Inquiring Mike" will present Alfred E. Smith and two M-G-M beauty contest winners from the top of the Empire State Building at 12:45 noon tomorrow.

Promotional House Organ

WOAI, San Antonio, has issued what it believes to be a new format for radio station promotional material by presenting the March issue of its house organ, WOAI Newscast, through a Roto-Gravure style. The new Newscast presents pictures of outstanding artists at WOAI as well as a complete list of 1936 advertisers and several testimonials. This Newscast has been sent to advertisers and agencies throughout the country.

So many requests have been received for copies of WOAI's 1936 booklet on its news department, which was proclaimed both colorful and unusual as well as authentic, that it will soon issue a new enlarged 1937 edition devoted to a complete description with many photographs of the News, Sports and Women's departments of WOAI.

Standard Market Data, a three-color promotional piece issued by WOAI and Edward Petry & Co. is available for distribution to agencies and advertisers. This brochure gives complete market data, personnel, and a new coverage map of WOAI.

Countess Albani Set

Countess Olga Albani, who returned to radio last Friday after a year's absence as guest in Rex Chandler's "Universal Rhythm" broadcast, will continue indefinitely with the NBC-Blue network show.

Varied Viewpoints

Owning Radio Station Helps Small Newspaper

OUR station, KRNR (K-Roseburg News-Review) has been operating 2 months. Although we elected to get it firmly established and with favorable public acceptance before attempting to make a systematic effort to sell radio advertising, we have made a modest profit with the station every month thus far.

We have received numerous inquiries from newspaper publishers. They seem to ask pretty much the same questions. They ask, in fact, the same things we would have liked to ask someone when we were contemplating the venture.

Question number one always seems to be: What does it cost to install a radio station? This is the toughest question to answer so it will be disposed of first. Apparently \$10,000 is minimum, at least at the present time, but this figure should not be accepted as one on which to base a decision. Where a station is installed, when it is installed, and how it is installed are factors that have a lot to do with cost. The Federal Communications Commission has been tightening up on equipment standards. The fact that someone who you may know built a station a few years ago for very low cost means nothing. It could not be done now.

"Does your radio station take advertising revenue that otherwise would go to the newspaper?" we are asked. No doubt a few of the dollars now going to the radio department would have found their way to the newspaper cash register, but not enough to be concerned about. Our newspaper advertisers now using radio too have not noticeably decreased their newspaper budgets. A substantial amount of the radio station business comes from accounts which never were newspaper advertising accounts.

Another question is: Do you sell newspaper and radio advertising on a combination rate? We do not. We endeavor to keep the radio station business entirely separate from the newspaper in every possible way. In fact there is a spirit of friendly competition between the News-Review advertising manager and the commercial manager of KRNR. We have found this policy to be entirely satisfactory and see no reason for changing it.

Some ask, "When you give news on the radio doesn't it take away from the importance of the News-Review?" We have not found it so. The point is that when news is broadcast on KRNR (and we give very liberal news broadcasts) it is always the News-Review giving the news. Furthermore listeners are always told that the News-Review carries the complete story. We feel if the station were independently owned and presented news broadcasts, though it would not seriously affect the business or circulation of the newspaper, it would take something from the prestige the News-Review enjoys as the only daily news medium in our area. When the News-Review gives

news on the radio it is a supplementary service rendered by the newspaper to its subscribers.

Does the radio station do the News-Review any good—that is, do you use it to promote the newspaper? That question is often asked. Our answer, borne out by our circulation records, is that the radio station is a decided aid in building circulation. Almost from the very moment we began using a consistent plan of circulation promotion on KRNR, and without using any other type of selling or promotion, our circulation began to climb. That was six months ago. In those six months our circulation has increased 20 per cent and is still climbing. This is the first time in 10 years that the circulation of the News-Review has climbed during the summer months. Usually temporary vacation stops offset the normal gain and the circulation curve remains about level. This summer it climbed at a sharp angle. Did the radio promotion do it? We think so because there is no other good reason for the increase.

One newspaper publisher wrote us, asking among other things, "What have been your headaches with the station, if any?" Naturally we have had some minor difficulties—about comparable to the troubles involved in beginning the operation of a new typesetting machine or a new press. But on the whole our experience with owning and operating a radio station thus far has been pleasant and satisfactory.

HARRIS ELLSWORTH,
Publisher, News-Review,
Roseburg, Ore.,
in Editor & Publisher.

Untrained Performers

Find Field in Radio

RADIO is one of the few major fields of endeavor which holds fame and success for the untrained performer.

Most of the "name" singers in radio never studied music and reached the top on the strength of natural gifts and the magic of personality. Consider Bing Crosby, Kate Smith (who trained to be a nurse), Morton Downey (who was a "news butcher" on trains), Virginia Verrill, Mary Small and Mildred Bailey, none of whom was trained for singing careers. To this day, Kate Smith cannot read a note and learns her songs by having the orchestra play it over and over until she knows it.

Helen Morgan worked as a candy-maker and manicurist. Ethel Merman and Ethel Waters, heard on the air from time to time in addition to their stage activities, never studied music. The latter still can't read a note, while Miss Merman started her business career as a typist.

It is encouraging to know that radio will reward natural talent and charm. A good example of this is Mary Small, who already has won fame with her lovely voice. With its doors wide open, radio is thus able to attract and develop inherently gifted performers.—GEORGE HALL

AGENCIES

LAWRENCE WITTE, N. W. Ayer & Son, radio publicity man in the Philadelphia office, will air a sustaining show every Saturday over station WPG. Witte, a former newspaper columnist, will devote his fifteen minute periods to radio personalities.

HANFF-METZGER ad agency, Chicago, readying 15-minute transcription musicals to be used in an extensive spot campaign for ABC Washing Machine Co. To run once weekly for an indefinite period.

BOZELLE & JACOBS, Omaha radio agency, has announced the opening of a new radio department in its Chicago branch. Firm handles public utilities chiefly at present, with branches in Indianapolis, Cincinnati, Houston and headquarters in Omaha.

CLEVELAND

WGAR's latest showmanship bid is a Sunday evening series of half hours staged from the auditorium of Baldwin-Wallace College in Berea, O., near Cleveland. College puts on the shows, which include music and drama by both students and faculty before a visual audience.

Tom Waring is not with Brother Fred's outfit which recently played the Palace here. It's said Tom is now writing spirituals and giving recitals on his own. He may go to Hollywood, however, to appear in the Waring talkie which gets going in April.

WTAM has been offering a late show pointed at Canadian dialers across the lake. Wally Pooler, veteran broadcaster, who does "Joe Peno," only French-Canadian comic on radio, heads the broadcast. Program Director Hal Metzger is all warm over show's prospects, even believing he has another "One Man's Family." Fan letters will tell.

Ben Bernie's brother, Harry, is song-plugging in this territory. Harry once played a sax in the Bernie Band.

Jack Carstairs, one of the town's former broadcasters who did dramatic bits on radio shows out of New York for some time has returned to his merry England. Carstairs recently did a bit in a Marlene Dietrich picture there and expects BBC to use him as one of its coronation announcers.

Radio Chess

Fostoria, O.—An unusual long-range chess game will be played via short wave radio by Prof. C. A. Ward, Fostoria, and Victor Alderson, Mansfield, over W8-CVZ, Fostoria, and W8-JJM, Mansfield.

Both have played long-range games before, using the mails and sometimes taking six months to complete.