



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 13

NEW YORK, FRIDAY, FEBRUARY 26, 1937

FIVE CENTS

Bill Asks 5-Year License

CBS WORKSHOP OFFERS EXPERIMENTAL DRAMAS

Five novel radio dramas, conceived and executed in experimental radio technique employed on "Columbia Workshop" programs, are announced by Irving Reis, producer of the series. Beginning with the program on a WABC-CBS network March 7, 7-7:30 p.m., the presentations will range from a psychological tale to dramatizations of a music theme.

The psychological drama, first of the group, is entitled "Split Seconds," and was written by Reis himself five years ago, his first radio script. It deals with the racing thoughts of a

(Continued on Page 8)

5-Year Film Contract Signed by Phil Baker

Under contract just signed with Samuel Goldwyn, Phil Baker will make two pictures a year for the next five years, starting around September. His first will be the Goldwyn "Follies". Baker was represented by Louis Nizer, his attorney; Goldwyn's representative was James Mulvey.

Lord & Taylor Trying One-Time Shot on WJZ

Lord & Taylor, New York department store, will take a one-time shot on WJZ, March 1, 7:15-7:30 p.m., to broadcast a program about the new spring fashions. "Clothes Are Really Different This Spring" will be the title of the quarter-hour, with Dorothy Shaver, first vice-president of L. & T. and director of fashions for the store, conducting the program. James R. Flanagan, New York, placed the account.

School on Air

Boston—The Frank A. Day Junior High School in Newton, a suburb, claims the distinction of probably being the only public school in the United States to broadcast over the air regularly.

The complete program broadcast every Thursday afternoon for 15 minutes is the work of the school's Broadcasting Club.

Value!

George Logan Price, of Mertens & Price, Inc., Los Angeles radio feature service and advertising counsel, after reading the first few copies of RADIO DAILY, writes: "Your daily is a real asset to the industry, and we get the full value of a year's subscription from every issue."

ADD EIGHT STATIONS FOR "VIC AND SADE"

Procter & Gamble Co., Cincinnati (Crisco), has added eight stations (WTAR, WJAX, WFLA, WSB, WAPI, WSMB, WIOD, WSM) to its "Vic and Sade" program on the NBC-Red, 3:30-3:45 p.m., and will add WMC on March 22 and WRVA when time is available. P. & G. (Ivory soap) has also enlarged the "Gospel Singer" NBC-Blue network by four stations WTAR, WRVA, WJAX, WIOD, with WFLA to be added when available. Compton Advertising, Inc., New York, has the accounts.

N. Y. Radio Executives Attending Wash'n Dinner

New York radio executives who expect to attend the White House Correspondents' Dinner in Washington this Saturday include John F. Royal, Alfred H. Morton, A. A. Schechter and Clay Morgan, all of NBC. Fred Willis, Donald Higgins, Paul White, Edward Murrow, of CBS; G. W. (Johnny) Johnstone of WOR.

3 Radio Citations Included In Annual Advertising Awards

Fur House Sponsoring 12 Live Shows Weekly

Des Moines—At a time when most fur houses drop active advertising because their season is over, the Cownie Fur Co. of Des Moines has just scheduled 12 live talent shows each week on Iowa network stations KSO and KRNT. The idea,

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Congressman Charles Anderson Introduces Measure for Longer Licensing of Broadcasting Stations

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington — Strong indications that new radio station license legislation will be passed was revealed yesterday when Congressman Charles A. Anderson of Missouri, introduced his bill asking for a five-year license term for stations. Although the question has been raised before, this is the first actual bill to be put in the hopper this session proscribing licenses for broadcasting stations.

Question of license fees has been raised in the Senate by Senators

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IOWA NETWORK AIRING HEAVY NEWS SCHEDULE

Des Moines—Benedict Hardman has been named news editor of Iowa Network stations KSO and KRNT, and is adding four daily news periods to the KSO schedule, giving the Iowa Network one of the heaviest bargages of news programs ever carried in the middle west. The news features added give KSO a total of seven periods daily, while KRNT and WMT carry five and six, respectively. In addition KRNT Hawkeye Dinner Time carries frequent news flashes, while IBS carries such off-trail and specialized news features as "Scotty Views the News" over KRNT-WMT; "Farming in the Day's News" over KRNT-WMT; "Oddities in the News," "Women in the News" and "Market News" over WMT.

Hudson River Day Line Signs for WEA F Series

Hudson River Day Line, New York, has contracted with NBC for a 13-week series of programs on WEA F, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., beginning May 17.

No talent has been set for the program as yet. Gordon Mills, who sold the account was once director of NBC's tours. Wendel P. Colton, New York, is the agency.

ASCAP COMMITTEE FORMALLY ELECTED

New Availability Committee elected by ASCAP include two newcomers in Jack Bregman and Max Dreyfus. Voting was done by mail, ballots being sent to the general membership.

Committee is as follows: Gustave Schirmer, Walter Fischer, Louis Bern-

(Continued on Page 8)

Commentators Sparkle At Ad Club Luncheon

Before a gathering that overflowed the main dining room and other nooks of the Advertising Club of New York, radio commentators had a field day yesterday when they attended a luncheon given by the club in their honor.

Lowell Thomas, who was respon-

(Continued on Page 8)

Sponsors Waiting

Des Moines — "Hawkeye Dinner Time", the hillbilly variety show emanating from KRNT, is sold up solid, with several sponsors on the waiting list for future availabilities, according to a statement from the Iowa Broadcasting System, operators of the station.

The program is a one-hour affair, presented on a daily schedule.

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Two Sponsors Dickering For Braddock-Louis Bout

J. P. Muller and Co., New York, which holds the exclusive radio rights to the Braddock-Louis fight to be staged in Chicago on June 22, has two firms interested in the radio sponsorship of the bout but no papers had been signed up to late yesterday afternoon, according to Jack Adams, vice-president of the agency, Adams also said that there would be no legal difficulties in connection with the broadcast of the event.

Remodel Boston Studios

Boston—The Kasper-Gordon Studios, Inc., have enlarged and remodeled their studios at 140 Boylston St. In addition to private audition studios, the company offers complete transcription and air check recording service with comprehensive production facilities.

FINANCIAL

(Thursday, Feb. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	176	175 1/2	175 1/2	...
Crosley Radio	25 3/8	25 1/4	25 1/4	- 1/8
Gen. Electric	60	59 1/4	59 1/2	- 1/8
North American	30 3/4	30 1/8	30 5/8	+ 3/8
RCA Common	11 7/8	11 1/2	11 5/8	- 1/8
RCA First Pfd.	78 1/4	78	78 1/4	+ 1/4
RCA \$5 Pfd. B.		(100 Bid)		
Stewart Warner	19 1/4	18 3/4	18 3/4	- 3/8
Zenith Radio	37 3/4	37 1/8	37 1/8	- 3/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
CBS A	49 1/4	51 1/4
CBS B	48 3/4	50 3/4
Stromberg Carlson	18	19

The Public Says:
IT'S METROPOLITAN MANIA
SPONSORS SAY:
IT SELLS MERCHANDISE
MARTIN BLOCK'S
MAKE BELIEVE BALLROOM
WNEW FEATURE

Complete Station List In Wyandotte Campaign

The complete station line-up for the J. B. Ford & Son Co., Wyandotte, Mich. (Wyandotte cleaner), show which begins March 2 over the CBS was announced yesterday. The following stations will carry show beginning March 2: WCAU, WJAS, WHK, WJR, WKRC, WADC, WBNS, WHIO, WKBN, WCSH and WWVA. On March 13 the following will commence airing the show: WEEL, WPRO, WDRC, WORC and WMAS. Program will be a script entitled "A Page From Your Life," and will be heard Tuesday, Thursday, Saturday, 2-2:15 p. m. N. W. Ayer & Son is the agency.

A.A.U. Meet on NBC

The A. A. U. indoor track and field meet to be held in Madison Square Garden tomorrow will be aired on the NBC-Blue, 10-11 p. m. Bill Slater and George Hicks will do the announcing, with Glenn Morris interviewing the track stars before the microphone instead of meeting them in direct competition as in the past. Early this year Morris was awarded the Sullivan Memorial Trophy as the best all-around amateur athlete in 1936. John H. Hartley will supervise the broadcast.

Jack Kennedy Joins WMBH

Joplin, Mo. — Jack Kennedy has joined WMBH as staff announcer and entertainer. He was formerly a staff entertainer on KMBC at Kansas City. He has been in show business since he was three years old, in vaudeville, as orchestra leader, and master of ceremonies at different entertainment spots. His specialty has been ad lib announcing, previous to joining WMBH.

KTUL Sprucing Up

Tulsa, Okla.—Radio station KTUL is doing its spring remodeling early. The addition of another studio has necessitated the shifting of the United Press News quarters and the control room, all of which make for more efficiency.

An enlarged script department also has shifted Rod Cupp, program director, into other quarters with his assistant, Vivian Stern.

CBS Easter Program

West Coast Bureau of THE RADIO DAILY
Los Angeles—Otto Klemperer and the Los Angeles Philharmonic Orchestra, with Francia White of the Fred Astaire program as soloist, will do a one-hour Easter Sunrise broadcast from Forest Lawns. CBS will carry it coast-to-coast, over the Canadian net and short-wave the show to England.

Dr. Dafoe Resumes March 1

Dr. Allen Roy Dafoe will resume his Lehn & Fink (Lysol) broadcasts from his home in Callender, Ontario, March 1. Dr. Dafoe, ill in the Toronto General Hospital, has been reading his CBS programs direct from his bed for the past week.

Belgian Congo to Get American Radio Plays

American radio plays in Kikonga, the native tongue of the Belgian Congo, will be an innovation on the African West Coast this spring and summer, which will be fall and winter there, since the Congo lies south of the Equator.

Mary Bonar, head of the Bonza Manteke boarding school conducted by the Women's American Baptist Foreign Missions Society in the Belgian Congo, heard The Sunday Players Bible dramas over Ohio radio stations while home on leave this winter. As a result, she carries the original scripts of twelve of the Sunday Players Bible plays with her when she sails on the Berengaria next Wednesday, and upon reaching Bonza Manteke she will translate these into Kikonga for reproduction by an all-African cast of Sunday Players made up from her students. The Sunday Players Bible dramas are already heard, it is said, over half the earth's surface each Sabbath, but the Belgian Congo is the farthest south to date. The Sunday Players are produced by Mertens & Price, Inc., Los Angeles.

Macfadden Adds KSTP

Macfadden Publications Inc., New York (True Story magazine), on April 2 will add KSTP, St. Paul, to its "True Story Court of Human Relations" program on the NBC-Red, Fridays, 9:30-10 p. m., with repeat 11:30 p. m. to 12 midnight. Arthur Kudner Inc., New York, has the account.

Million Sets for Canada

Toronto—Owners of radio receiving sets in Canada are likely to total in excess of a million this year. S. J. Ellis, inspector of radio for the federal government, announces 973,597 licenses to owners of radio sets were issued in Canada in 1936, as compared with 862,109 licenses in 1935. In Toronto alone, 116,721 licenses were issued during the past year.

Suggests Protection Bureau

That the FCC set up a department where radio scripts, ideas and non de plumes can be filed for protection of the originator, is suggested in a letter to the FCC by Allen Prescott, "Wifesaver" of the airwaves. Prescott says that, after working years to build himself up as "The Wifesaver", an imitator in Mexico has lifted his idea and is broadcasting to the southern part of the U. S.

Lord Suit Up in April

Action in which Phillips Lord of radio sues Pathe for breach of contract will go on trial before the New York State Supreme Court sometime in April. Lord's allegation is Pathe did not make all the promised pictures in connection with his round the world trip. He will ask \$100,000.

COMING and GOING

BERNIE FOYER is in Philadelphia, returning to New York on Monday.

MRS. GRACE WONDERS leaves for Atlantic City this afternoon. Will be away four days.

HARLAN EUGENE READ sails Tuesday for England. Will cover the Coronation for the nets.

JACK R. POPPEL, WOR chief engineer, leaves tonight for an 18-day trip on the Stendam to the West Indies and South America. He will be accompanied by MRS. POPPEL and their two daughters, JUNE and LORRAINE.

NELSON EDDY arrives in New York to do Sunday snow.

SAUL BORNSTEIN of Irving Berlin Music is back in town.

ARTHUR BORAN left yesterday for a vaudeville engagement in Philadelphia.

ALEXANDER GRAY has left for Miami.

JACK WHITE returning today from Florida vacation.

ARTHUR KASS of Kass-Tohrner leaves Monday for Chicago.

GEORGE RAFT is at the Warwick from Hollywood.

MARY LIVINGSTONE arrived in New York yesterday from Hollywood.

JACK BENNY leaves the coast Tuesday for New York and will do his Sunday airing here.

LOUIS SHURR, theatrical agent, leaves for Hollywood in two weeks to establish offices there.

GEORGE JESSEL returns tomorrow afternoon from Miami. He will do Woodbury show on Sunday from Radio City.

PHILLIPS H. LORD, author and director of the CBS "Gang Busters" series, is on his way West for a three-week vacation.

THOMPSON L. GUERNSEY of WLBZ, Bangor, is expected in town today.

NBC Staging Contest For Newsboy Barkers

NBC special events department on March 3 will stage a novel program over the NBC-Blue network, 11:30 p.m.-12 midnight, which will bring the best newsboy barkers from newspapers in Los Angeles, Boston, San Francisco, New York and Chicago to the microphone in a "Newsboys Hawking Contest."

A board of judges consisting of Pat Kelly, NBC chief announcer, James Barrett, Press-Radio editor, ANPA officials and other newspapermen will select the best newshawker and award the prize.

Each newspaper will be allotted about five minutes to prove that they employ the best newshawker. Papers which have already agreed to participate are Call-Bulletin, News, Chronicle, and Examiner in San Francisco; Times, Herald-Tribune, Sun, News, Mirror, in New York; Examiner, Evening News, Herald and Express in Los Angeles; Citizen-News in Hollywood. Boston and Chicago papers to be entered will be announced later.

Leo Sava
TONIGHT'S BEST BET:
Venturi—Montanez Fight
From 9:45 p.m. to Finish

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

COMMENTS

On Current Programs

JAZZ NOCTURNE, presented Wednesday nights at 10 over WOR, is one of the more distinctive interpretations of music. With Connie Miles as the deep-throated, rhythmic commentator, the program has the flavor of Beale Street and the mood of "St. Louis Blues," yet a lilting, fascinating style and tempo of its own. Those who like something different but solidly tuneful in their music undoubtedly enjoy this very much.

PROFESSIONAL PARADE, which Fred Niblo genially emcees over WJZ on Wednesday nights as a plea for support of stage shows, has good intentions in back of it, and some good talent. But you cannot appeal to the public to help keep stage shows alive without admitting in the same breath that the stage is dying—and nobody cares to string along with a dead one.

GLADYS SWARTHOUT and Frank Chapman, who duet vocally over the NBC-Red network on Wednesday nights, always bring a very pleasing program of varied numbers to the mike. Their voices blend harmoniously and in a half hour they manage to crowd in quite a diversity of concert, operatic and popular numbers. Unlike the screeching type of sopranos and the thundering baritones, the Swarthout-Chapman vocalizing is pleasurably soothing.

Tastyeast Off March 25

After a hectic existence, Tastyeast, Inc., Trenton (yeast candy), has signified its intention of signing off the NBC-Blue network with the March 25 broadcast. Program started out to feature James J. Braddock in a radio serial, but suddenly dropped the fighter and started the "Tastyeast Jesters" who are currently on the air. Earlier this month the sponsor signed a 39-week renewal with NBC which went into effect on March 2, and now comes the cancellation notice.

Review "Billy and Betty"

Sheffield Farms Co., New York (milk), on March 22 will renew the WEA program, "Billy & Betty," Mondays through Fridays, 6:45-7 p.m. Renew is signed for 52 weeks and was placed through N. W. Ayer & Son, Inc., New York.

New Deanna Durbin Film

Deanna Durbin, singing star of the CBS Texaco Co. show, begins work on her second starring film immediately. Picture will be called "One Hundred and a Girl," and will feature, in addition to Miss Durbin, Leopold Stokowski.



"HAWAII MUSICAL SALUTE TO PRES. ROOSEVELT"

Special

NBC-Blue Network, Wed., Feb. 24, 10-10:30 p. m.

PLEASING NATIVE MUSIC AND SINGING COMBINED IN SPECIAL BROADCAST.

A fine salute to President Roosevelt was sent over the Pacific in this program employing the massed and individual bands of the Army, Navy, Marine Corps, and Royal Hawaiian musicians. Presented on the island in the afternoon and reaching the Atlantic seaboard at 10 p. m., the concert embraced such popular selections as "Aloha Oe," "Song of the Islands" and other well-known numbers, along with lesser known but enjoyable native pieces, some played and some also vocalized, with a generous interspersing of guitar work.

Shift "Marlin" Time

Procter & Gamble Co., Cincinnati (Ivory snow), has shifted the time period for its "Story of Mary Marlin," which begins March 29, on the NBC-Blue to the 5-5:15 p.m. period. Eight stations (WJZ, WBZ-WBZA, WBAL, WSYR, WHAM, WXYZ, WLW) comprises the network. Series will be heard Mondays through Fridays. Same program will start on the 31 NBC-Red stations on the same date, five days a week, 12:15-12:30 p.m. Compton Advertising Inc., New York, is the agency.

"Dude Ranch" Ends March 23

General Foods Corp., New York (Log Cabin syrup), on March 23 will broadcast the last program of the "Log Cabin Dude Ranch" series on the NBC-Blue, Tuesdays, 8-8:30 p.m., with repeat 11:30 p.m. to 12 midnight. Program stars "The Westerners". Sponsor is also using transcriptions on numerous stations in the South which will also sign off during the last week in March.

Job Clinic at KDYL

Salt Lake City—KDYL here has joined the list of radio stations conducting job clinics in cooperation with the National Re-Employment Service. Program, called "Wanted—a Job," will run for 15 minutes on Tuesdays at 6:30 p.m., offering eight applicants.

Sam Henry Laid Up

Sam Henry, WBS sales promotion manager, out of the office yesterday because of illness.

SELLING THE STATIONS

Consulting Listeners

ANOTHER in the series of talks in the form of "consultations with listeners," will be broadcast 9:30-10 p. m. Monday from WQXR by John V. L. Hogan, president of Interstate Broadcasting Co., operators of that station.

Hogan will tell the audience about some of the recent ideas which have been exchanged between the station and the listeners, on the question of the ideas and ideals which he and his associates are endeavoring to use in creating an improved radio service both in regard to advertising and entertainment.

As part of the program he will include certain sound tests to demonstrate the features of High-Fidelity broadcasting. His topic, "Building a Better Radio Service," covers the matter of broadcasting from the point of view of mechanics of radio transmission, as well as the program material itself.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

WHEN Margaret Sullivan failed to show for one-shot appearance on commercial the other day...gal called in to sub was Elizabeth Love...who did a swell job...Four years ago La Sullivan was her understudy...“Jane” of the recent Astaire broadcasts has Nancy Leach for her behind-the-mike moniker...she’s so good she’s expected to adorn the show for keeps...Charlotte Buchwald, “The Playgoer,” is working on script that has nothing to do with play-going...When Evelyn Laye sailed on Wednesday, Martin Starr gave her and husband Frank Lawton “Bon Voyage” via one of his “Gangplank Interviews”...“Roving Reporter” Frankie Basch attended the “Ladies’ Home Journal” tea-fight t’other afternoon, determined to probe rumors anent possibility of the First Lady’s entering next Presidential Sweepstakes...Frankie’s still mum on the subject...



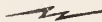
Gretchen Davidson and Carlton Young...both of “Trouble House”...have gone roller-skate currazer...Songstress Benay Venuta will guestar for “Hammerstein’s Music Hall” March 9...25 girl scouts go choral on the same program...Pretty Kitty Kelly,” premiering March 8 in place of Continental Baking Company’s “Renfrew of the Mounted” will have Arline Blackburn...who debuted at three in Barrymore’s “The Copperhead” in the name part...Authoring of script on “Kitchen Cavalcade”...sponsored by Mueller...is chore of Dorothy Neff...she’s with the Jean V. Grombach radio outfit...Crosby Gaige’s second featured drahma guest will be Irene Purcell...March 1. Niela Goodelle, vocalist and Alan Kent, announcer, sounding romantic note on radio row.



Marquerite Sedgewick, KONO Fashion Reporter, has the distinction of being sole femme announcer on that station...Medico Datoe resumes his tri-weekly broadcasts from his study in Callender March 1...with demon “flu” defeated...Elsie Hitz’s characterization of “Jean Page” in “Follow the Moon” caused an interesting reaction...According to recent fan letters to Elsie three new girl-babies have been named for “Jean”...



● ● ● Changes anticipated in style of the “Show Boat” feature shortly...Sonny Kendis and his Stork Club ork replaces Stuff Smith on WMCA’s Lucidin show...Arthur Godfrey, the Washington word-slinger who created the recording-ad lib shows, called to N. Y. to be the announcer of Professor Quiz’s Kelvinator airing March 6...Ralph Wonders went to Miami from St. Petersburg to discuss another deal...Betty Finley goes with him to either job...Alexander Gray opens at the Miami-Biltmore Monday for 4 weeks...Arthur Kass of Kass-Tohrner jumps to Chi to interest auto sponsor in people...Benton & Bowles Agency and Young & Rubicam say production men and directors are scarce...Andre Baruch, the CBSlinger of commercial talk, weds Gertrude Aaronson, radio dramatress, next week...“When I Grow Up” a kiddie take-off of “We, The People” to be auditioned for a shoe sponsor...Small-Landau, Hollywood office, peddling Sid Gary to the talkies...Cal Tinney, the hillbilly columnist, talking over deal to write Zeke Manners’ scripts...Prexy Paley of CBS has his name on one door, while Walter Pierson of the Sound Dept. has the distinction of having his on three doors.



● ● ● Col. Jay C. Flippen will be toasted at a midnight party Sunday at Leon & Eddie’s...Those expected to honor the Colonel are Jimmy Durante, Billy Gaxton, Ethel Merman, Bert Lahr, Wini Shaw, Jack Pearl, Frank Parker, Henny Youngman, James Barton, Bea Lillie, Eddie Dowling and others...J. C. will introduce a game called “Kiss The Donkey”...Abe Lyman will try getting away from his farewell party at the New Yorker to attend...Jerry Lester follows Youngman into the Yacht Club...Publicity Associates signed Harlan Eugene Read, the aircaster to an exploitation and management contract.



● ● ● “Kitty Kelly”, which replaces “Renfrew of the Mounted” will switch time with Myrt & Marge after build-up...Last night Floyd Gibbons dramatized the story of a man who was believed dead and nearly embalmed. The sound effects man on the show was Jack Emerhine, who is an undertaker in his spare time...Kate Smith’s singing of Nick Kenny’s “Carelessly” was tops...Rudy Vallee manages the affairs of the Bernards and DuVals now at the Ritz-Carlton...“Death Takes a Holiday” with Philip Merivale and Gladys Cooper will be the Bandwagon feature Thursday with George M. Cohan following the week after.



● ● ● A. L. Alexander will do a repeat on Shell tomorrow with a human interest feature...Attempts are being made to spot the star permanently on this show...Teddy Mack, formerly maestro of the Roxy and who gave up this job to study radio, will audition for CBS...Ida Bailey Allen’s recipe for chocolate layer cake was easy for Lester Lee...Sunday he’ll try her short cake concoction...Jane Pickens is the first guestar on Thomas Atterbury McGinley’s NBC show tonite...He’s the wealthy Pittsburgh steel man who’s buying time so that he may play the organ.



● ● ● His Forest Hill neighbors complained that the radio in the apartment was too noisy, so sound effects man Bob Prescott brought in his effects machine and one night ran a “thunder” recording which had everyone running to shut windows...Another night he had a “plane crash” with the recording mimicking the sound of a plane going 400 m.p.h., crashing and then exploding...The police were called and Bob decided to quit his pranks...Along Radio Row they’re calling Mark Plant the “lease breaker” because he broke two for friends with his dynamic warbling.

PROGRAM ★ IDEAS ★

What Local Stations Are Doing

THE series of Public Forum programs just inaugurated by KDYL in Salt Lake City is expected to prove a highlight in Intermountain radio history. The idea is to offer in discussion form an interesting program which will deal with all phases of questions of community interest. It will be in the nature of a friendly argument referred by a well-known University of Utah professor. The program is broadcast at 7:45 p. m. on Wednesdays.

A new type radio program designed exclusively for women will be heard over station WBIG at 10:30 a. m. starting Monday. The program, “The Woman’s News Parade,” will be broadcast five times each week, Monday through Friday. “The Woman’s News Parade” is sponsored by the Carolina Baking Co., bakers of O Boy Vitamin D Bread.

New Tower for KOIL

Omaha—Contracts are to be let immediately by Central States Broadcasting Co., which controls KOIL, KFAB and KFOR, for a new 300-foot steel tower for KOIL. Located on the Missouri river bottom lands where the soil, engineers say, is the best in this vicinity for radio conductivity, the tower will increase the free-of-fading area for KOIL several fold.

KOIL recently was granted permission by the federal radio commission to increase daytime power from 2,500 to 5,000 watts.

Lions to See Ford Show

N. W. Ayer & Son, in co-operation with the Danbury Motors, Inc., Danbury, Conn., have arranged for the Lions club of that city to attend, en masse, the Ford broadcast next Tuesday. Every seat in the Columbia playhouse will be reserved for the 1100 members who are making a special trip to see the Al Pearce performance.

7-Week Lyman Contract

Abe Lyman, who replaces Bob Haring on the NBC Wednesday night American Tobacco (Lucky Strike cigarette) show, will have a seven-week contract with his sponsor. Mark Warnow will take over the Hit Parade show on CBS for a one-shot March 6. Hoff’s contract runs until March 20 and it is reported that Warnow will bow in the Saturday night spot the following week for a series of six broadcasts.

WAAW Buys Building

Omaha—Purchase for \$25,000 of an apartment building here has been announced by Chief Engineer Walter F. Myers of WAAW.

☆ Chatter ☆

HENRY M. NEELY (The Old Stager) is going in for candid camera work seriously. Current demand by mags for unusual shots also is making it a profitable pastime.

Nelson Eddy is billed for an engagement at the Municipal Auditorium, San Antonio, April 28.

Harfield Weddin, formerly of KABC, San Antonio, is now on the announcing staff of KTSA, Columbia outlet.

Dewey Long, sales manager of WBT, Charlotte, was recently officially inducted into the Lions Club. He has returned from a business trip to Atlanta.

Jay Coffey is the newest addition to the announcing staff of WELI, New Haven. He takes the place of Ed Lush, who resigned for another connection. Coffey was one of the original Radio Robins, said to be the first vaudeville act to use a public address system.

Bob Mayberry, heard many times on Seattle's KOMO-KJR programs, playing and singing his own compositions, which are of a satirical musical comedy nature, has displayed some more versatility. He has branched out as a writer. Mayberry has been added to the production department.

William Gavin, announcer at KOMO-KJR, Seattle, recently became the father of a girl, Sally Jane. The youngster boasts of having three great-grandmothers living.

Lewin S. Cassell has joined the commercial department of WIS as salesman. He was formerly affiliated with the display advertising department of the Columbia Record. Cassell replaces H. A. Deadwyler, who has accepted a position with the Nachman-Rhodes Advertising Agency of Augusta, Georgia.

S. S. Fox, president and general manager of KDYL, Salt Lake City, and John M. Baldwin, Chief Engineer of KDYL, have left for the Pacific Coast on a business trip.

Walt Lochman, KXBY sports announcer who for the third consecutive year will handle the Wheaties baseball broadcasts, is planning to leave Kansas City on March 14, for McAllen, Tex. to cover the spring training of the Kansas City Blues. In addition, he will follow the team on a tour of southern Texas and to Mexico City, broadcasting descriptions of exhibition games. During his absence Ivan Flanery will take over the mike for the nightly sports chat from this station.

M. Leonard Matt, WDAS news commentator, slated for the City Controller post in the next Philadelphia election.

STATIONS OF AMERICA
Highlights in the Development of Outstanding U. S. Radio Stations:
No. 5 of a Series.

KDKA—Pittsburgh
50,000 Watts—980 K.C.

H. A. WOODMAN, Gen'l Mgr. W. E. JACKSON, Sales Mgr.
JOHN GIBON, Program Director

KDKA, the oldest broadcasting station in the world, is owned and operated by the Westinghouse Electric & Manufacturing Co. Established in 1920, KDKA is today one of the most powerful stations in the country, servicing unestimatable millions daily. Their broadcasting day begins at 7 a.m. and continues until 1 a.m. the next morning.

KDKA is a basic station of the NBC-Blue network. Its studios are located in the Grant Building in Pittsburgh, and the transmitter is in Saxonburg, Pa. On Nov. 2, 1934, KDKA observed a two-fold celebration. New quarters were completed, at a cost of \$150,000, and the station began its fifteenth year of consecutive daily broadcasting. The new studios are patterned after those now in use by NBC in Radio City, N. Y. Matter of fact, KDKA's studios were designed and constructed under the supervision of NBC engineers.

THE station was the first to broadcast a complete presidential election report. Four years later, in 1924, every station then transmitting followed suit. In 1936, with Pittsburgh fighting a devastating flood, KDKA was the only station in that area to remain on the air with any degree of regularity. When normal power supply failed, an emergency plant was set up with batteries used to generate the power.

IN addition to the regular programs originating at the station, KDKA carries a majority of the leading commercial shows aired over the NBC-Blue net. Listeners are afforded an unusual bill-of-fare which includes Lowell Thomas, Beatrice Lillie, Magic Key, a variety of daytime dramatic programs, the Tastyest Jesters and many other shows of equal caliber. KDKA also maintains short-wave station W8XK. The master control board is equipped to feed a steady supply of programs constantly to both KDKA's and W8XK's transmitter at Saxonburg.

Varied Viewpoints

**Radio—the New Deal
In the Public Service**

RADIO naturally carries the burden of the pioneer, but radio can laugh at its critics, for radio has by service earned its place as the greatest of all public utilities, by serving in the interest, for the convenience, and as the necessity of our masters, the American public.

Public ownership of radio would defeat the very cause that it is so ably serving at present. Government control, or control by any organization with a particular axe to grind, would undoubtedly cause radio to lose the confidence of the American family in its neutrality, and in its sincerity, now guaranteed by the Federal Communications Commission.

When the members of the American family can buy for as small a sum as ten dollars a receiving set that enables them to listen to the President of the United States address them as "My Friends," and mean it, and take them into his confidence by discussing important governmental affairs, that is a new deal for the American citizens and a new opportunity for the Chief Executive.

Radio in its present set-up pro-

vides the safe-guard for the people, and the defense for sincere and honest officials. The day of the demagogue has gone, the selection by a group of men, in a smoke-filled room, in some convention city, of any man for high executive office has passed . . . unless that man has that necessary sincerity and honesty in his voice that carries to that radio in the American family living room.

It's the new deal . . . and like it or not . . . radio did it!

The humble broadcaster just cooperates. He is still a step-child to everybody. He comes down to his office and is afraid to take his hat off before he opens the mail, for he may find that some wild-eyed reformer, defomer, or what not, has applied for his license to educate the paralyzed Hottentots, or unwashed Siwash, or some other delirious dream of some impractical seeker of publicity.

He's the man for the new deal . . . but afraid of a mis-deal.
Col. Edney Ridge,
Director WBIG,
Greensboro, N. C.

GUEST-ING

BOB PARRISH, who was to have appeared on Eddie Cantor's program last Sunday but was prevented by a throat illness, will be on that CBS 8:30-9 p.m. show this coming Sunday.

HELEN MORGAN will head the list of Hammerstein Music Hall guest stars over CBS at 8 p.m. Tuesday. Del Casino and Lucielle Browning also will be on the bill.

HUGH HERBERT and Judy Garland are scheduled for Jack Oakie's next Tuesday broadcast over CBS at 9:30-10:30 p.m.

MARIO CHAMLEE, Met opera star, is to guest-star on Your Hit Parade and Sweepstakes over CBS tomorrow, 10-10:45 p.m.

BERT LAHR goes on Leo Reisman's "Nine O'Clock Revue" over WOR at 9 p.m. Sunday.

ESTELLE TAYLOR will be heard on the Jeff Sparks "Varities" bill Sunday at 3 p.m. over WOR.

BUDD HULICK, of Stoopnagle and Budd, and Dorothy Jeffers, Coconut Grove dancer, will be guests of Jack Eigen on his WMCA "Broadway Newsreel" at 11:30 p.m. Monday.

RAY SCHINDLER, president of the Adventurers' Club, is to be on the "Moments You Never Forget" show at 7:30 p.m. tomorrow via WOR.

Drama Broadcasts Set

The weekly broadcasts of the Front Page Drama will be aired over the following stations this week. Today: WGNV, WNEW, WCNW, WBRB, WFBG and WCAM. Tomorrow: WINS, WTEL, WVFV, WIP, WDAS, WMCA, WBAX, WATR, WTNJ, WWRL, WBNX, WCAP, and WFAS. On Sunday, show will be heard over WOV and WNLC. Broadcasts are aired simultaneously with the release of the drama nationally in a weekly syndicate.

WNBZ Being Sold

Syracuse, N. Y.—WNBZ at Saranac Lake, owned and operated by Earl J. Smith since 1927, will be sold to a Syracuse radio man, Smith announces. Smith refused to disclose the purchaser's name until the sale has been approved by the FCC, but did say that he is not connected with a Syracuse radio station. The station is a 100-watter.

"BARON MUNCHAUSEN"
JACK PEARL
RALEIGH and
KOOL CIGARETTES
WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network
Dir.: A. & S. LYONS, Inc.



LUD GLUSKIN, west coast musical director for CBS, wants a good looking young tenor who wants to go places in radio, and will start auditions this week to find him. Must be less than 25 years old, good looking, besides having a voice.

Burns and Allen will do two successive guest appearances on Hollywood hotel, first Friday, next the week following.

Abe Correnson has been made commercial manager for KMTR, and Tex Rickard moved up a notch to general managership of the station.

Hugh Brundage, from KEHE, has joined the KHJ Don Lee Mutual announcing staff.

Carroll O'Meara is writing an original satirical drama for KHJ, "Devil Grass in Paradise".

Doug Douglass, dean of Southern California's newscasters, this week celebrates his tenth year of airing the news. He began on old KHJ when it was the L. A. Times station; now gives it on KRKD.

Lucia Laska, stooge, and Norman Nielsen, singer, have been added to the permanent cast of Gilmore Oil's revival of Gilmore Circus.

KMTR starts a new program idea Sunday afternoon which it hopes to hand over to a sponsor if it clicks, called Hollywood Bureau of Missing Persons, offering time to relatives who want to get track of missing movie struck persons thought to have landed hereabouts.

Eddie Cantor wrote words and music for "Garbo Loves Taylor", which he will introduce Sunday, when he promises Bob Parrish positively will sing.

Eddie Peabody, who already has one audience show a week in the new KFWB radio theater, is expected to add a second one, taking over the time that has been used by Mac Quarrie's "Want to be an Actor", which now becomes exclusively Chase & Sanborn's coast-to-coaster.

Mischa Auer, Universal player, will be Bing Crosby's guest on the Kraft program March 4—immediately after which Auer will taxi to the Academy dinner at the Ambassador hotel—where it is expected he will receive the award as best supporting player for 1936.

ONE MINUTE INTERVIEW

JOHN F. ROYAL

"My only form of relaxation is the playing of handball. It is this game which permits me to think the ball is that so-and-so I had an argument with in the morning and I have a grand time knocking it all over the place."

CBS ANNOUNCER COMMITMENTS

Assignments listed herewith include important current commercials originating in New York and Hollywood, plus a few from other points. Agency men working on shows such as Harry Von Zell on Young & Rubicam's Gulf Oil program with Phil Baker, and Tiny Ruffner on the Benton & Bowles "Palmolive Beauty Box Theater," are not included.

ANDRE BARUCH:

"News of Youth"—(Ward Baking Co.)

"Kate Smith's Band Wagon"—(A. & P.)

"Tomorrow's News Today"—(Liberty Mag.)

"Your Hit Parade"—(Am. Tobacco Co.)

* * *

HUGH CONRAD:

"Rubinoff and His Violin"—(Chevrolet Motor Co.)

"March of Time"—(Time Inc.)

* * *

PAUL DOUGLAS:

"Alexander Woollcott — Town Crier"—Granger—(Liggett & Myers Tobacco Co.)

"Chesterfield Presents"—(Liggett & Myers) on Friday night show only.

"Children's Hour"—(Horn & Hardart)

* * *

RALPH EDWARDS:

Horace Heidt Alemite show—(Stewart-Warner)

George Rector—food talk—(Phillips Packing Co., Inc.)

"The Wife Saver"—Allen Prescott—(Manhattan Soap Co.)

"Major Bowes Amateur Hour"—(Chrysler Corp.)

* * *

DAN SEYMOUR:

"Gillette Community Sing"—(Gillette Safety Razor Co.)

* * *

KEN NYLES

"Hollywood Hotel"—(Campbell Soup Co.)

Burns & Allen—(Campbell Soup Co.)

* * *

PAUL RICKENBACKER:

Al Jolson show—Rinso-Lifebuoy soap—(Lever Bros. & Co.)

* * *

JACKSON WHEELER:

Joe Penner—Coco Malt—(R. B. Davis Co.)

* * *

MELVILLE RUICK:

"The Lux Radio Theater"—Lux toilet soap—(Lever Bros. Co.)

* * *

JIMMY WALLINGTON:

"Texaco Fire Chief"—Eddie Cantor—(The Texas Co.)

* * *

BILL GOODWIN:

"Jack Oakie's College"—Camels—(R. J. Reynolds Tobacco Co.)

* * *

PHIL STEWART:

"Lady Esther Serenade"—Wayne King—(Lady Esther Co.)

* * *

TRUMAN BRADLEY:

"Ford Sunday Eve. Hour"—(Ford Motor Co.)

* * *

DAVID ROSS:

Chesterfield cigarette program—

Wednesday—(Liggett & Myers Tobacco Co.)

* * *

FRANK GALLOP:

Dr. Allen Roy Dafoe—(Lehn & Fink, lysol)

"The Pet Milky Way"—(Pet Milks Sales Corp.)

* * *

JOHN REED KING (Free-lance):

"Magazine of the Air"—(H. J. Heinz Co.)

Fels Naphtha Soap program—Jack Berch—(Fels & Co.)

* * *

JEAN PAUL KING (Free-lance):

"Gang Busters"—Palmolive shaving cream—(Colgate-Palmolive-Peet Co.)

"Myrt and Marge"—Supersuds—(Colgate-Palmolive-Peet Co.)

* * *

ART MILLET:

"Gold Medal Feature Hour"—(General Mills, Inc.)

"Rich Man's Darling"—(Affiliated Products)

"Nash Speedshow"—Lopez-Gibbons—(Nash-Kelvinator Corp.)

* * *

HAL MOORE:

"Pick & Pat"—(U. S. Tobacco Co.)

"Home Maker's Exchange"—(National Ice Advertising, Inc.)

* * *

WILLIAM PERRY:

"The Gumps"—Pebeco—(Lehn & Fink)

* * *

WILLIAM RANDALL:

"Cook's Travelogue"—(Thos. Cook & Son, Ltd.)

* * *

JOHN ALLAN WOLFE:

"Jack and Loretta"—Kirkman soap—(Colgate-Palmolive-Peet Co.)

* * *

KENNETH ROBERTS:

"Between the Bookends"—Hind's Honey & Almond Cream—(Lehn & Fink)

"Johnnie Presents"—(Phillip Morris & Co., Ltd.)

"News Thru a Woman's Eyes"—(Pontiac Motor Co.)

* * *

DEL SHARBUTT:

"Broadway Varieties"—Bi-So-Dol—(The Bisodol Co.)

Guy Lombardo—Bond bread—(General Baking Co.)

"Ma and Pa"—(Atlantic Refining Co.)

"Cavalcade of America"—(E. I. Du Pont De Nemours)

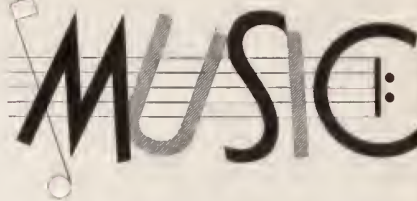
* * *

FRED UTTAL:

"Big Sister"—Rinso—(Lever Bros. Co.)

"Aunt Jennie's Real Life Stories"—Spry—(Lever Bros. Co.)

* * *



CAB CALLOWAY and the Cotton Clubbers have been booked by Mills Artists, Inc. for a 12-week theatre route, starting with RKO Memorial, Boston, on March 18, and winding up at the Orpheum, Minneapolis, June 18.

Duke Ellington and his boys, east-coast-bound from California to rehearse for the new Cotton Club Show, will play an all-Ellington Swing Festival for the Saturday Night Swing Club over WABC and the CBS network, March 13, at 6:45 p.m.

Dick Stabile, Ben Bernie alumnus, and ork will be "airwaved" from the Italian dining room and the Chatterbox of the Wm. Penn in Philly, over WCAE, effective March 4.

New Haven's maestro Eddie Weaver, heard with his band over WICC Tuesday and Friday evenings, will "etherize" a program of organ melodies Friday evenings, 8:45-9 p.m. direct from the Taft Grill, effective this Friday.

Giuseppe Bamboschek, for years Met conductor, owns one of three existing scores of opera composed by Jean Jacques Rousseau in 1752. He intends to produce it via radio at an early date.

Don Ferdi and his band take the ether from the Ross Room of the Stratford Hotel, Bridgeport, via WICC over the nationwide NBC Blue Network tonight in the first of a new series of evening dance broadcasts 12:30 to 1:00 a.m.

JOHN S. YOUNG:

"Hammerstein Music Hall"—Kolyonos—(Kolyonos Sales Co.)

* * *

Ted Husing and Bob Trout, special announcers, are currently unassigned to commercials; working out of special events department.

DO YOU KNOW

KNOW

Most spectacular gains in regional network advertising last year occurred in the retail field, which jumped twelve-fold; beverages, up 255 per cent, and toilet goods, up 169 per cent. The clothing, confectionery, household equipment and tobacco divisions declined.



KXBY is now using from 36 to 40 hours a week of remote control broadcasts of sports events, night spot entertainment, and various other types of local features of which twenty-five per cent is sponsored.

The two daily experimental television broadcasts made from experimental television station W9XAL, Kansas City, are synchronized and broadcast as a feature program by the allied radio station KXBY as a means of acquainting the radio audience with the work of the television school, which operates the station.

A news broadcast will be sponsored by F. W. Gray Co., Waverly Oil distributors, over KSL, Salt Lake City, starting March 7 and continuing on successive Sundays.

Independent Coal & Coke Co., Salt Lake City, has renewed a twice-weekly schedule with KSL.

The Sentinels, male quartet, heard from New Haven's WELI last summer will be on the air with a new series early next month. New to Sundays at Four-Thirty on the March 7 program will be a picked group of twelve male voices from the University Glee Club.

The WOWO (Fort Wayne) Farm Hour, heard daily, 6:45-8 a.m., CST, is piloted by the rustic comedy team, Sari n' Elmer, assisted by Fred Henry, the Farm Hand. In addition to comedy and human-interest features, the Farm Hour offers news comments, time service and general information of interest to rural audiences.

Along dramatic airlines, WOWO presents "The Little Theatre," Thursdays 9-9:30 p.m., CST. Radio plays of all types are interpolated on this program by the WOWO dramatic staff under the direction of Franklin A. Tooke, experienced thespian.

Lawrence Witte, a radio columnist for a syndicate of newspapers and magazine writer, now airs his "Static" via WPG, Atlantic City, every Saturday morning at 11:15 a.m.

Charlie Mitchell and his Mountaineers, introduced to the WIS (Columbia, S. C.) audience only three weeks ago, are rapidly becoming the biggest "mail-men" on the schedule. More than 500, letters and cards had been received up to early this week. The Mountaineers replaced the Dixie Reelers, long-time favorites of South Carolina listeners. The program is heard as a sustaining feature deaily except Sunday.

New Vocal Trio

A new vocal trio consisting of Fred Astaire, first bass; Johnny Green, second bass, and Charley Butterworth, short-stop, will give its world premiere performance during the Astaire musical comedy hour from Hollywood with Conrad Thibault and Francia White over the NBC-Red network on Tuesday, 9:30 p.m., E.S.T.

Astaire, Butterworth and Green, whose voices are short of a barber shop quartet in number only—have been practicing their weird harmonies in the mountain recesses back of Hollywood.

Bernie Disbanding Band

Ben Bernie, currently airing for American Can (Beer cans), will disband his orchestra effective March 15, it was announced yesterday. Bernie, now in Hollywood completing a movie with Walter Winchell, will leave for his Miami Beach home next month and continue his broadcasts from there with a pick-up orchestra.

Mason and Dixon in P. M.

Mason and Dixon, southern singing duo who were heard on WHN in the mornings at 8:30 o'clock, are now broadcasting their ballads and original poetry via the WHN microphone from 12:30 to 12:45 p. m., on Mondays, Wednesdays and Fridays. The program is called "Pages From Our Old Song Book."

Emily Klein Improving

Emily Klein, mistress of ceremonies on WMCA's "Grandma's Night Out," is recovering from an illness that ran nearly four months. She will resume direction of her programs within another few weeks.

☆ "Quotes" ☆

PHIL DUEY: "I think I find myself in a position to be envied by other radio personalities. I feel that I am on the most interesting program on the air, what with Charles Martin and his 'Three Minute Thrills' to occupy my mind between solos. Only last week, I nearly missed my cue, so enrap was my attention with the story."

RED NICHOLS: "The sameness of the majority of studio orchestras, which naturally eliminates originality, is due to the constant use by no less than seventeen regular air shows of the same featured instrumentalists, of whom there are about 20. These artists don't pay much attention to leaders because they're independent. They play the same with every performance. That's what makes the other orchestras outstanding, and the field is now wide open for new maestros with their own organizations."

WHO READS RADIO DAILY

STATIONS

SPONSORS

STARS

ADVERTISING AGENCIES

RADIO EDITORS

MUSIC PUBLISHERS

RADIO ENGINEERS

PROGRAM PRODUCERS

TALENT AGENCIES

MOTION PICTURE
EXECUTIVES

EQUIPMENT
MANUFACTURERS

SONG WRITERS

BAND LEADERS

EVERY DAY

3 RADIO CITATIONS IN ADVERTISING AWARDS

(Continued from Page 1)
vidual, who by contemporary service has added to the knowledge or technique of radio advertising."

Young & Rubicam, Inc., for "An advertiser, agency, broadcast facility, or individual for outstanding skill in program production." Special reference made to the Jack Benny-Jell-O program.

William J. Cameron, Ford Motor Co., on the Ford Sunday Evening Hour, for, "An advertiser, agency, broadcast facility or individual for excellence of commercial announcements." Ford account is handled by the N. W. Ayer & Son, Inc., agency.

Rest of the awards were for advertisers, agencies and individuals for outstanding merit in one branch or another in the advertising field.

CBS Workshop Offers Experimental Dramas

(Continued from Page 1)
man near exhaustion as he swims for aid for his friend clinging to an overturned boat drifting out to sea. Further "Columbia Workshop" presentations will be:

March 14: Two 15-minute dramas written and directed by two recently-graduated college honor students. It is the first venture into this field for either of the writers.

March 21: A dramatic interpretation of St. Saens's musical fantasy, "Danse Macabre".

March 28: A dramatization of Keats' famous poem, "Eve of St. Agnes."

April 4: A musical aptitude test, in which the rhythmic, tonal and pitch sensitiveness of an individual may be tested to determine his potential qualifications as a musician. The period will be completed with a 15-minute sketch.

FCC ACTIVITIES

EXAMINER'S REPORT

Loyal K. King, Pasadena, Cal. CP for new station to operate on 1320 kc., 250 watts, daytime, be denied.

KWBG, The Nation's Center Broadcasting Co., Inc., Hutchinson, Kan. CP for change in frequency and power to 550 kc., 250 watts, unlimited, be denied.

WTJS, Jackson, Tenn. CP for change in frequency and power to 920 kc., 250 watts night, 500 watts LS, be denied.

WCOA, Pensacola, Fla. CP to change power from 500 watts to 1 Kw. be granted.

APPLICATIONS GRANTED

Albert Lea Broadcasting Corp., Albert Lea, Minn. CP for new broadcast station, 1200 kc., 100 watts, daytime.

Winona Radio Service, Winona, Minn. CP for new broadcast station, 1200 kc., 100 watts, daytime.

APPLICATION DENIED

Tri-State Broadcasting Co., El Paso, Tex. CP for new broadcast station, 1500 kc., 100 watts, unlimited.

Columbia Composers' Commission Reports on New Works for Radio

Deep in their plans and studies for compositions to be completed by June 1, members of the Columbia Composers' Commission, appointed last fall by CBS to write music specifically for the microphone, have just given a behind-the-scenes glimpse of their efforts in a series of "progress reports." William Grant Still, the Negro composer, has already submitted the first completed work, a program composition of 11 musical episodes for chorus, orchestra, and announcer entitled "Lenox Avenue."

The other members of the Commission include Aaron Copland, Louis Gruenberg, Howard Hansen, Roy Harris, and Walter Piston.

From Harvard University's Division of Music, Walter Piston tells of studies covering microphone technique, the grouping of instruments and other problems, and adds: "I have settled on a concerto for piano and small orchestra for my commissioned work. It is well under way, but I am unable to say how far on account of my method of working, in which I am prepared to throw aside quantities of material at any time."

From Chicago, Louis Gruenberg writes of his plans to experiment further in certain effects in Columbia's studios and concludes with: "I shall endeavor to write a short symphonic number which will fit radio purposes as well as concert uses."

From the Eastman School of Music in Rochester, Director Howard Hansen writes: "I had originally planned a full length four movement sym-

phony as my contribution to the Columbia Commission. Since getting started on the work, however, I am afraid that it might be perhaps too long for practical purposes and I am, therefore, seriously considering the idea of taking two movements from it under the title of Andante and Scherzo. These two movements, which are already in fairly complete sketch form, I believe, be particularly suitable for radio performance. This work will take, I believe, in the neighborhood of fourteen minutes. Later, of course, I hope to expand it to a full length symphony."

In New York, Aaron Copland reports: "I've started work on the Columbia commission. I'm doing a short work, possibly 10 minutes, to be called 'Radio Serenade.' My idea is a simple one; in the old days a composer who wrote 'serenades' addressed them to his beloved, who sat on a balcony. Nowadays, thanks to radio, a composer has the opportunity of 'serenading' the entire country. This is an irresistible idea—therefore my 'Radio Serenade.'"

From Princeton, N. J., where he teaches at the Westminster Choir School, Roy Harris writes that he is well into the creation of his novel composition entitled "Time Suite for Radio" devised for a half-hour program. This work will be in six movements as follows: (1) Fanfare for Brass; Hymn—for strings, woodwinds, and horns; a gigue—with woodwinds and trumpets emphasized; a march for the entire orchestra; a chorale, and a double fugue for full orchestra.

Fur House Sponsoring 12 Live Shows Weekly

(Continued from Page 1)
worked out between Charles Cownie, president of the firm, Roy Flynn, president of the Lessing Advertising Agency, and Bill Ward, IBS salesman, is to plug the firm's 1937 Fur Coat Club, urging women to join the club now, paying small weekly or monthly dues. They select the coat now and it is stored free until next season by Cownie's.

To do the major portion of the selling to women, Dick Teela, high-voiced tenor, will be on KSO nine times a week, billed as a romantic personality to get the femme trade. He was formerly star of Chicago NBC's Breakfast Club. Hired with him on the programs are announcer Bill Spargrove and pianist Bill Baldwin. Three times a week Cownie's will use the hill-billy talent on the noon KRNT Hawkeye Dinner Time.

KRRV Tower Wrecked

Sherman, Tex.—A sudden gust of wind wrecked all but 20 feet of the 186-foot steel tower of Station KRRV, a few days ago.

Commentators Sparkle At Ad Club Luncheon

(Continued from Page 1)
sible for the event, acted as chairman. After telling a couple of lively anecdotes, he introduced a number of other leading lights, including Boake Carter, John B. Kennedy and H. V. Kaltenborn, describing each one as "America's foremost radio commentator, the man with the largest listening audience and the foremost moulder of public opinion." Each of the speakers made a brief and entertaining talk.

The new "Commentator Magazine," which was launched this month by Lowell Thomas and associates, came in for a good deal of mention by most of the speakers.

Golden Gloves Finals on WEF

The New York City finals of the Golden Gloves boxing tournament will be described by George Hicks and Gene Hamilton in a broadcast over WEF from 11:05-12 midnight on March 8. Champions later will meet those selected as the topnotchers in Chicago.

FIVE-YEAR LICENSE ASKED IN NEW BILL

(Continued from Page 1)
Green of Rhode Island and McAdoo of California, but FCC Chairman Prall, when approached, stated that such license fees, to be equitable, could only be collected upon the basis of income. Prall further assured Senator Byrnes, South Carolina, that the FCC would not authorize 500,000-watt superstations without most careful consideration.

In reporting on the new bill yesterday, the NAB Reports states: "There is no issue less controversial among our membership. Enactment of this bill would greatly increase the stability of the industry and would be in the public interest."

Anderson told RADIO DAILY he was confident his bill would go through. It is before the House Interstate and Foreign Commerce Committee.

ASCAP Committee Formally Elected

(Continued from Page 1)
stein, Jack Bregman, Walter Douglas, Saul Bornstein and Max Dreyfus.

Re-classification of their availability, sought by the Warner Bros. group of music houses, is still tabled at Warner request. Matter will be taken up again whenever the demand is made. ASCAP dividends of course are now based on the availability of the publisher member's catalog or works.

"Time" Skips March 4

March of Time will definitely be off the air March 4. Due to air at 10:30 p. m. over the CBS network, the show is being cancelled to allow President Roosevelt to speak to the Victory Dinners being held on that date throughout the nation. March 4 program was to have marked the completion of 6 years of broadcasting by the March of Time.

Coming Events

Feb. 28-March 8: Spring Fair of radio and television, Leipzig.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

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

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

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

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