



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 14

NEW YORK, MONDAY, MARCH 1, 1937

FIVE CENTS

## Chevrolet Resuming Campaign

### RAPID PROGRESS MADE ON MUSIC TRADE CODE

Fair trade practice code of the popular music industry, actual administration of which will be under supervision of the Federal Trade Commission, and which will have jurisdiction over alleged cases of radio artist bribery now extant, is making rapid progress, according to John G. Paine, chairman of the board of the Music Publishers Protective Association.

The request that those concerned in paying for some plugs on the air, (Continued on Page 7)

### Coronation Will Test Big-Scale Television

The first practical use of television on a large scale in connection with a public event will take place in May when televised broadcasts will emanate from the scene of the coronation procession in London. Broadcasts will be aired by British Broadcasting Corp.

Engineers are now working along the entire route of the procession laying wires that will connect machines on the spot with the company's Alexandria studio. It is reported that the venture will involve a huge expenditure by the BBC. Wires alone are costing \$5 a yard.

### WHDL, Olean, Increases Facilities and Sphere

Olean, N. Y.—WHDL, which has nine studios and 35 permanent remote points, increased its spot broadcasting facilities last week with the addition of a portable short-wave transmitter using the call W8XAB.

Special aviation broadcasts will be inaugurated by WHDL soon, using a 10-pound short-wave transmitter de- (Continued on Page 2)

### RCA Meet April 6

Annual meeting of RCA stockholders will be held at 3 p. m. on April 6 in the RCA Bldg.

The corporation had 242,614 stockholders on its books as of Dec. 31 last.

Number of employees in the RCA organization averaged 21,942 monthly for the past year, an increase of 12 per cent over 1935.

### "Bank Night" on the Air

Pittsburgh—Theater bank night is moving in on local airwaves beginning today under the title disguise of "Curbstone Cash." The feature, to be broadcast weekly in front of Louis DeRoy's jewelry store, sponsor of the program, affords each listener possessing a numbered store coupon to win \$5.44. Should no one claim the money during the first broadcast it will be added to next week's award. The affair will be handled by Walter Frammer and Terry McGough.

### CANADIAN SERIES SET BY IMPERIAL TOBACCO

Imperial Tobacco Co. (Sweet Caporal cigarettes), have signed for a series of 13 programs, with option for an additional 13, with the Canadian Broadcasting Network. Programs will be aired every Sunday, 5:45-6:30 p. m., over the net's 56 stations, and will emanate from CFCF, Montreal. Program will feature transatlantic pick-ups, a band, a choir, soloists and commentator. Ken Sisson, arranger for Al Goodman's orchestra, is the only American connected with the series. He will make all arrangements for the popular music heard on the show. Program was booked by W. Victor George, president of the Whitehall Broadcasting Ltd., Montreal and Quebec.

### P. & G. Using Spots Over Upstate Stations

Procter & Gamble Co., Cincinnati (Crisco), is using WBS spot announcements over up-state New York stations, including WGY, WOKO, WABY, WSYR and WFBL. Ninety one-minute announcements will be used. Compton Advertising, Inc., New York, is the agency.

### STATIONS PROFITING FROM COURT DEBATE

Hartford — Customers buying time to talk against the Supreme Court changes sought by President Roosevelt have placed WTIC on the list of stations throughout the country that are cashing in on the controversy. The 50,000 watt, an NBC affiliate, is selling every available 15-minute spot on its evening schedule to organizations opposed to court changes.

In addition to prominent Connecticut persons taking to the ether, organizations are also sponsoring the periods, such as Connecticut Economic Council, the Women Investors (Continued on Page 7)

### "Woman's News Parade" Set for Southern Net

Atlanta—"The Woman's News Parade" a new quarter-hour daytime program sponsored by the Columbia Baking Co. and presented over a network of 11 Southern stations, goes on the air this morning for a series of 65 broadcasts, Mondays through Fridays.

The program, a sequel to the popular "Highlights of Hollywood," conducted last year by Columbia Baking (Continued on Page 2)

### Spot Series Returns to 380 Stations March 8

Chevrolet, through its advertising agents, Campbell-Ewald Co., Detroit, has issued orders to over 380 stations for the resumption of the WBS spot radio campaign during the week of March 8. Series was suspended Jan. 4 because of the General Motors strike.

In the telegram sent out by Campbell-Ewald last month asking that stations discontinue broadcasting the Chevy disks, the agency asked the radio stations to interpret the order as a suspension and not as a cancellation. Hence the same list of stations that were on the Chevy schedule last month will be used.

It is also understood that all stations have a sufficient number of WBS transcriptions on hand for two or more weeks of broadcasting so no production or shipment problem is evident. Transcriptions are of quarter-hour duration and are broadcast two or three times weekly by most stations. Rubinoff and his Violin, Evelyn Case and Jack Arthur make up the talent in the series. Disks up to last month had been on the air continuously since April, 1935, when the Toledo strike forced an interruption.

At present Chevy is using a series of one-minute announcements on an unannounced list of stations which includes the watch-word, "Chevrolet Forges Ahead."

### New NBC Coast Studios May Adjoin CBS Plants

West Coast Bureau of RADIO DAILY Hollywood—NBC's new Hollywood studios are to go on a block adjoining the new site of the block long CBS studios, and Hollywood will have its (Continued on Page 7)

## ★ THE WEEK IN RADIO ★

### ... Five-Year License Bill—A Long Shot

By M. H. SHAPIRO

THE station owners' dream, a longer license period, came to the front in Washington when Congressman Charles A. Anderson of Missouri introduced his bill on Thursday asking for a five-year license term for stations. . . . Question of license fees was raised in the Senate by Senators Green of Rhode Island and McAdoo of California. FCC Chairman Prall, however, stated that such a fee would have to be based on income. . . . Chairman Prall also assured Senator

Byrnes of South Carolina, that the FCC would not authorize 500,000 watters without the most careful consideration.

A.T.&T., through its subsidiary Electrical Research Products, sought all patents developed and to be developed by major film companies involving electrical communication of intelligence, including radio and television. These were the terms extended to film companies by ERPI as (Continued on Page 2)

### Midnight Commercial

Omaha—Bill Baldwin, Evelyn Mason and Ida Gitlin, artists on the program known as "Out of the Night To You", sponsored by the Woodmen of the World Life Insurance Association and aired over WOW every Sunday at midnight for 30 minutes, are working on what is called "Grave Yard Hours."

Program originates from the Orpheum Theater.





★ THE WEEK IN RADIO ★

... Five-Year License Bill—A Long Shot

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18 Southern Stations  
Get WSB Disk Series

Schwob Co., Columbus, Ga. (clothing), tomorrow will inaugurate a new series of WBS quarter-hour transcriptions on 18 Southern stations. Disks will be broadcast once weekly. "Schwob-Built Silver Anniversary Party" will be the title of the musical programs. Stations in the list are WSB, WDOD, WSBC, WJDX, WMAZ, WQAM, WSFA, WCOA, WTOC, WTAL, WFLA, WMFJ, WBRC, WAGF, WJAX, WCOC, WALA and WDBO. James A. Greene & Co., Atlanta, placed the account.

Baseball Broadcasts

Syracuse, N. Y.—Although the final OK has not been given, WSYR expects to broadcast play-by-play accounts of some of the home games of the Syracuse Chiefs in the International League this season. Nick Stemmler will do the splicing again. Sponsorship alternates between Wheaties and Socony Vacuum Oil Co.

a consideration for signing the proposed new agreement. Film execs are expected to demand a few changes before signing, but in the main the pact is expected to go through. ERPI, incidentally, has taken over \$1,000,000 from radio via electrical transcriptions the past three years.

National Independent Broadcasters, Inc., group of low watters seeking national biz are in line for some good news after nearly two years of waiting—waiting as an organization. Patiently, and realizing that after all they weren't missing anything for the most part, and putting their trust in the veteran adman James O'Shaughnessy, who is general sales representative. O'Shaughnessy has had long experience and is shrewd in the way of advertising—all phases. He now sees an opening to get a goodly share of the national advertising now going to several thousand country weeklies. These weeklies derive upwards of \$2,500,000 annually from national accounts. . . . Federal Trade Commission got after alleged unfair trade practices of various television studios which offer courses for the gullible and their brethren.

Post Office Department in Washington was still looking over the Old Gold cigarette newspaper contest, said series involving tremendous monetary outlay in space. It was believed that if the routine investigation proved adverse and the contest was called a lottery, then radio would have to be used quickly in order to save the day. Not that radio is a subterfuge for a lottery. . . . Similar contests in the past have always been given a clean bill of health. . . . Advertising Federation of America set June 20-23 as the date for its 33rd Annual Convention, the place being Pennsylvania Hotel, New York.

Co-op. Analysis of Broadcasting reported that the most popular type of daytime program was the adult serial dramas. . . . the report being based on info supplied by more than 161,000 radio homes located in 33

leading cities. Report gave detailed account of over 800 hours of commercial network broadcasting time and over 160 sponsored programs were analyzed according to 24 types, four income levels, four geographical sections and length of broadcast. Considerable other information was contained in the report. . . . Ad agency got busy on the rights to the Brad-dock-Louis fight to be held in Chicago next June. . . . Don E. Gilman, NBC West Coast chief, told the Los Angeles Advertising Club members that Hollywood would eventually equal or pass New York as a radio talent center.

Resignation of Samuel Becker, special FCC counsel in charge of the A.T.&T. investigation, brought out that the probe was coming to a close with radio and television being left out in the cold in so far as the investigation was concerned. . . . However Becker stated that any probe regarding tele should be on the basis of it being an uncompleted art. David Sarnoff, President of RCA personally held a press conference to tell music critics and radio editors about the forthcoming Toscanini series of 10 concerts starting sometime next December. . . . RCA prexy was suffering from a slight cold, but stood up well under the questioning, both sound and silly, from members of the press, and alleged members—judging by the alarm in their ways of thinking.

Don Lee chain on the Coast made a deal to add four additional outlets to the system, arrangements consummated by Lew Weiss, general manager.

RCA reported 1936 net of \$6,155,937, equal to 20.5 cents a share on the common stock; an increase of 20 per cent over the 1935 earnings. Gross for last year was \$101,186,310, against \$89,228,898 in 1935. Quarterly dividend of 87½ cents a share was declared on the \$3.50 cumulative convertible first preferred stock.

WHDL, Olean, Increases  
Facilities and Sphere

(Continued from Page 1)

signed by the station's engineering staff. Russ Brinkley, chief announcer and a licensed pilot, will go to Buffalo to take the radio operator's examination.

WHDL has the first all-glass transmitter building in the U. S. and its new 308-foot radiator is one of the tallest self-supporting towers in New York State.

A brochure recently released by WHDL lists 360 advertisers for the year 1936. At present the station is conducting a letter contest with a big list of prizes offered for answers to the question, "Why Do You Like to Listen to WHDL?"

"Woman's News Parade"  
Set for Southern Net

(Continued from Page 1)

embraces three topics, "Women in the News," "Fashion Trends" and "In Movieland."

Details of the program were worked out by the Freitag Advertising Agency of Atlanta. Stations using the programs include WBT, Charlotte; WDAE, Tampa; WTOC, Savannah; WIS, Columbia; WFBC, Greenville; WDBO, Orlando; WSB, Atlanta; WBIG, Greensboro; WRUF, Gainesville; and WJAX, Jacksonville.

NBC Artists Marry

Marge Morin of the Morin Sisters Trio and Bob Casey of the King's Jesters Orchestra, both NBC artists, were married Saturday in Chicago.

COMING and GOING

JACK ALICOATE, publisher of RADIO DAILY, sailed Saturday from New York on the Santa Elena for Los Angeles, to look over the radio situation there.

LEON BENSON of the Paramount press book department left New York last week for Hollywood, where he will assist on the new Paramount NBC radio program, "Paramount on Parade." Benson at one time was with the Crosley Radio forces, writing scripts and doing production work on WLW, and originating network commercial programs on the side.

PAUL WHITE, of the CBS special events department, and BOB TROUT, announcer, leave New York shortly for England to complete preparations for broadcasting the Coronation.

VICTOR RATNER, CBS sales promotion director, attended the White House Correspondents' Dinner in Washington last Saturday.

HENRY CRISTAL of Edward Petry & Co., Station representatives, has left for a winter vacation.

WILLIAM S. FALEY, president of CBS, returns to New York early this week from the coast.

ARTHUR J. KEMP, Eastern local sales representative for the CBS Pacific Coast Group, left for Los Angeles and San Francisco yesterday on behalf of the local Radio Sales Inc. office. Kemp stops over in Chicago. He expects to stay on the West Coast for about two weeks before returning East.

A. L. MILLER, account executive of Erwin, Wasey & Co., with MRS. MILLER, sailed on the French liner Paris Saturday for Plymouth and Havre.

S. Q. NOEL, president of First National Television, Inc., operators of radio Station KXBY, Kansas City, is on a business trip to New York and Washington. Noel will be gone for two weeks.

MR. and MRS. FRANKLIN E. QUINN of New York have left on the Oriente for a month's honeymoon at the National Hotel, Havana, Cuba. Quinn is advertising manager of the Philco Radio & Television Corp. in New York.

JACK BERTELL returned to New York from Florida yesterday.

MURRAY ARNOLD, WIP publicity director, arrived in New York to discuss Inter-City network exploitation plans with AL ROSE. Returned to Philadelphia the same day.

FRITZ REINER, symphony conductor, arrives on the Berengaria tomorrow. He will lead a series of air programs and then return to Covent Garden and the Coronation. C. F. NIELEY, vice-president of American Tobacco Co., arrives on the same steamer.

Childs Co. Restaurants  
Going on Air March 5

Childs Co., New York, (chain restaurants), will start a series of programs on WOR beginning March 5, using the 7:15-7:30 p.m. spot on Mondays, Wednesdays, and Fridays. Program will emanate from Childs Spanish Garden Restaurant on 59th Street with Ted Mack and his orchestra as the talent. In addition to conducting the orchestra, Mack will take a hand-microphone among the patrons for informal chats about the weather, how they came to eat in the restaurant, etc. Ruthrauff & Ryan, Inc., New York, has the account.

Leo Says  
TONIGHT'S BEST BET:  
Broadway Melody Hour  
with Col. J. C. Flippen  
8:00 to 8:30 p.m.  
WHN DIAL 1010  
AFFILIATED with M-G-M & LOEW'S

FINANCIAL  
(Saturday, Feb. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	177½	176¼	177½	+ 1¼
Crosley Radio	25	25	25	+ ¼
Gen. Electric	61¼	60¼	61¼	+ ¾
North American	30	29½	30	- ½
RCA Common	11¾	11½	11½	....
RCA First Pfd.	77½	77¼	77¼	+ ½
Stewart Warner	19½	19	19½	....
Zenith Radio	37	37	37	....

NEW YORK CURB EXCHANGE

Nat. Union Radio	3¼	3½	3½	....
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The Public Says:  
IT'S METROPOLITAN MANIA  
SPONSORS SAY:  
IT SELLS MERCHANDISE  
MARTIN BLOCK'S  
MAKE BELIEVE BALL ROOM  
WNEW FEATURE



**COMMENTS**

On Current Programs

**Universal Rhythm**

Addition of Countess Olga Albani to Rex Chandler's Universal Rhythm, heard over the NBC-Blue at 9 p. m. Fridays, has built up the program quite a bit. The countess, after a too-long absence from the radio, has returned in great vocal form. Other members who helped to make Friday's show an entertaining affair were the Landt Trio and the Caroleers, not forgetting the Chandler orchestra.

**Twin Stars**

There was a lot more life in the Twin Stars program emanating from the coast over the NBC-Blue net last Friday. The troupe seemed to have recovered from the temporary loss of Buddy Rogers, whose orchestra is being guest-conducted by Lou Kosloff. The show started off with zip, the comedy of Victor Moore and Helen Broderick was a lot funnier, and the singing of Mary Martin hit the right spot. An added comedian, who sounded like Billy Gilbert, contributed generously to the amusement.

**Hollywood Hotel**

With George Burns and Gracie Allen guest-starring, last Friday's Hollywood Hotel show was somewhat livelier than some recent editions of this west coast airing over the CBS net. Besides the typical nonsense dispensed by Burns and Allen, there was singing by four types of voices, a bit of chatter with Hal Roach about the Santa Anita race, and a tabloid preview of a new film with Barbara Stanwyck and Joel McCrea.

**Kraft Music Hall**

Josephine Tumina, operatic soprano, pinch-hitting for Mary Garden, who was stricken by flu, did herself credit on Thursday night's Kraft Music Hall program over the NBC-Red network from the coast. She has a clear, ringing voice, and apparently a nice personality. Two of Emcee Bing Crosby's other guests, James Cagney and Sidney Skolsky, registered rather weakly over the air. But there was enough of the crooning Crosby and the bazooking Bob Burns and other help to keep the program pretty well up to its usual standard.

**Vallee's Varieties**

Rudy Vallee's distinguished guest of his last Thursday program at 8 p. m. over the NBC-Red network, Hillaire Belloc, the noted English writer, did not come over the air very effectively. It could be ascertained by strained listening that Belloc had some witty and some meaty things to say, but his voice did not have mike quality. Much better was the dramatic skit in which that sterling cinema actor, Jean Hersholt, played the chief role. And there was delight in the vocal work of Jean Sablon, a French version of Bing Crosby. Sablon has a persuasive flav-



**"JUNIOR G MEN"**

Fischer Baking Company (Buttercup Bread)  
WOR Mondays, Wednesdays and Fridays, 6:30-6:45.

**EXCITING CROOK SERIAL DRAMATIZING REPORTS OF YOUNG SLEUTHS.**

This is a program calculated to thrill the 13-year-olds and the adults who still retain a love of adventure. The episodes are based on reports submitted by the Junior G Men, an organization of more than 300,000 young boys living in and around New York City who are pledged to inform officials of suspicious occurrences. The crime does not pay idea is emphasized from the initial sounding of the police siren through the explanation that follows it to the thrilling moment when the culprit is taken. The Friday broadcast, "The Man on the Inside," featured Junior G Man Lester Lonigan and an excellent supporting cast of youngsters. The suspense was nicely maintained until the well-known moment of reckoning. Donald Peterson is the producer.

**"VOICES FROM OTHER LANDS"**

Sustaining  
WNEW, Thursdays, 8:45-9 p. m.  
**TIMELY INTERVIEWS WITH STUDENTS FROM VARIOUS COUNTRIES ON TOPICAL QUESTIONS.**

Larry Miers, for some years foreign cable editor of International News Service, plays the role of interviewer in this six-week series in which students from different foreign nations are given an opportunity to discuss topics of important timely interest. The Intercollegiate Branch of the New York Y. M. C. A. is sponsor of the programs, and a chap from India was the lead-off interview subject, with representatives of China, Japan, Alaska and other countries to follow. It sounds like a worthwhile little series, interesting and conducive to better international understanding.

or in his crooning. He ought to win plenty of friends. Edgar Bergen, the ventriloquial exponent, also was good.

**Terry and Jerry**

Heard over WNEW at 8 p. m. on Wednesdays, the Terry and Jerry series is performed by a couple of players who will bear watching. They are Tonia Lawton, a Broadway newcomer who made her bow recently as Terry, and Douglas Warren in the role of Jerry. The little skits they do in this series are more or less in the beaten path of boy-and-girl episodes, but Miss Lawton and Warren give them an unusual amount of life and feeling.

**"HOUSE THAT JACK BUILT"**

Duff-Norton Mfg. Co.  
NBC-owned and operated stations,  
Fridays, 7:45-8 p.m.

**FAIRLY DIVERTING ORGAN AND MUSICAL PROGRAM WITH POSSIBILITIES.**

Walker & Downing, Pittsburgh  
Employing guest artists, with Alexander Gray and Lois Miller as the initial stars, this program has possibilities of being a bright quarter hour, although the first show was not wholly up to its potential standard. Alexander Gray did fine with his renditions of "Why Do I Love You" and "Play, Gypsy," while Miss Miller played the organ and also vocalized.

☆ "Quotes" ☆

"It has been reported to me that a lot of bands are imitating my style. The more bands that imitate me, the more popular I will become. Imitation is not only the sincerest form of flattery, it is also the most profitable. Band history has proven that no imitator ever got very far, so why worry?"—HAL KEMP.

"The man doesn't live who is competent and prepared to broadcast television. The job calls for a combination of talents that haven't been developed yet. He would have to know radio production, movie technique, be enough of an artist to know how to frame his pictures artistically and in a hurry, and be a master of technicalities 100 times more complicated than those in broadcasting."—DON E. GILMAN.

**MOTION PICTURE LIGHTING & EQUIPMENT CORPORATION**

Everything Electrical for Studios

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

**RADIO STATION! AUDITORIUM! DISPLAY!**

Also a complete line of electrical supplies including Mazda bulbs.

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

Telephone  
CHickering 4-2074-2075



## WITH THE ★ WOMEN ★

By ADELE ALLERHAND

RADIO goes to the opera...with two of Victor Arden's lasses vocalizing at the Met...Muriel Dickson and Natalie Bodanya both warbled in Thursday night's presentation of "Clandestine Marriage"...the latter in a starring part...the gal was extraordinary...Another ether-lark...Lucy Monroe...could give the nod to Philly opera offer...she'd have to decide to omit broadcasts... Three blue-bloods of theater and radio...Ethel Barrymore, Helen Hayes and Beatrice Lillie (Lady Peel, to you) serving as judges on Daily Eagle Personality Poll...Meri Bell... "Five Star Revue" chanteuse...posing for fashion shots in Central Park the day of the blizzard... her Rue de la Paix spring tailor silhouette against St. Moritz winter sports background... Audience at "Fashion Show of the Air"...one-time La Salle sponsored program...consisted of breathless femmes with a yen to see Elizabeth Arden and her complexion...

▼ ▼

Elephants never forget...to do their chores...is what Adele Nelson, ex-vaudevillian, will impart on Sunday's "We the People"...She'll tell of how she acquired pachydermous pets in Ceylon...made domestics of them without benefit of every other Thursday off...According to Phillips Lord of the same program ten men want spots on "We the People" broadcasts to one of the sex called show-off...Singing Sally Singer of the Krueger show began her vocalizing on a Lake George showboat... Census addenda! WOR Sales Manager Bill Gellatly is parent to a new gal-child...Ditto Ruby Entler, supervisor of CBS mimeographic department...Tim and Irene premiere for "Admiracion Shampoo" first week in April, with Bunny Berrigan's ork...They'll make two transcriptions for "Norge."

▼ ▼

"Busiest woman in the United States" title-holder is Mrs. Kathryn L. Dicks... station agent of Nickel Plate Road of Buckland, Ohio...car checker, switch tender, baggage handler and crossing watchman...who'll rest from her labors when she tells the bridge-playing crowd how she does it...on March 15, for "Heinz Magazine of the Air".



● ● ● The J. P. Muller agency holds a ninety-day option on the services of Dizzy Dean, obtained by Jack Kofoed down in Florida...Dizzy will be spotted on a two- or three-a-week program for either an oil or gas concern during the ball season...Kofoed is preparing the scripts now... Plan is to pick up the hurler from cities the team plays...Sponsors will be set this week...Same agency has the contract on Jimmie Braddock and are trying to sell him for a three-times-a-week show up until his Louis bout, hoping that the same sponsor will also take the fight airing...Ralph Kirbery, the Dream Singer, purchasing a farm in Northern Jersey as a retreat...Jean Paul King, the word-slinger, jostled around in a taxi collision, between the Jessica Dragonette rehearsal and the Myrt & Marge etherization...a truck got the cab on the right and another taxi made certain to hit the left...Paul Yawitz, former columnist for the Sunday Mirror, and now receiving big money from RKO pix, considering radio offers on the coast...Matty Rosen down with a mysterious malady.

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● ● ● CBS musicians enjoying their rest room in the Seventh Avenue studios because of the view it provides...Same studio has the best organ of the web with Fred Holmes designated to care for these pipes...NBC will carry the "Play Ball" of the American League from Washington April 19, when the Senators meet the Athletics...F.D.R. will be the star-pitcher...Dave Apollon appointed a Texas Ranger by Gov. James V. Allred...Sheila Barrett, now in Detroit at the Athletic Club, will double at the Fox Theater there next week...She's also slated for the Saturday Night Party the 13th.

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● ● ● Doris Blake, the "Advice to the Lovelorn" columnist, preparing herself for an air show, which may be sponsored by a beauty cream manufacturer...Jules Nassberg asking people the price of kiddie-cars...Frank Parker celebrates his 10th year on the air this week...Earl McGill, CBS casting director, picks his horses a la "Oi-win" (blindfolded)...Corinna Mura, Spanish singer at the Palmer House in Chi, rushing to New York in answer to an agency call for audition...Tip to musicians: If you want a unique sound from the bass fiddle, place a sheet of paper between the strings and play naturally...Phillips H. Lord did not reveal the course of his three-week vacation to anyone...Because he appeared on the Magic Key with scenes from his play, George M. Cohan will not do a shot on the Bandwagon...Margaret Sullivan in "Stage Door" will be substituted. Sylvan Taplinger will handle the program with Ted Collins.

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● ● ● A Broadway producer refused to allow Harry Hershfield to review his show via the air a night after it had opened, claiming that the damage had been done by the drama-destroyers in the papers and Hershfield would only be adding salt...Ricardo cigars heard two CBS auditions last week...they were "Make Believe," a sustainer with Bill Perry and Ruth Carhart...and Irene Beasley with ork and a commentator...Both were half-hour try-outs... Bill Bacher will do another few Al Jolson shows...John Mayo, formerly FDR announcer, down in Knoxville heading the Scripps-Howard station there...The Press Photographers Ball will not be aired...This action is taken to avoid embarrassment to the guest stars whose contract commitments forbid appearance via strange mikes.

## PROGRAM ★ IDEAS ★

What Local Stations Are Doing

### Theater-Radio Hookup

A NEW and unusual program hits the air over WMT, Cedar Rapids-Waterloo, six times a week for 52 weeks with local Paramount theater sponsoring the show. Program is known as the "Movie Man" with Bill Brown, WMT announcer, emceeding the show. Feature originates in the lobby of the theater and is really packing them in.

Showmanship angles enter in from every source with Anne Oakleys and personally autographed pictures being given to all who take part in the broadcast. Thirty-five different questions concerning movie stars are used on each broadcast with tickets being given to those who send in questions used on the show.

"Movie tests" are given by having audience read commercials and act portions of films showing at the theater.

A "Music Memory" contest is held in conjunction with the movie man show. Numbers in current pictures showing at the theater are played in the lobby, with free tickets for those who send in the list of numbers played.

Show is proving to be one of the most popular features heard over WMT. John Grier, manager of the Paramount, reports box office pull much improved since taking on the "Movie Man" broadcast.

### New Programs on KTUL

Tulsa, Okla. — "Pickmore Movie Pictorial" is a new program over KTUL, sponsored by Froug department store. "Movie Pictorial" is a regular United Press news feature—the "Pickmore" being the store's trade name for its ready-to-wear.

Local Tulsa men's clothing store has adopted a new advertising with a feminine appeal predicated on the fact that the feminine influence sells the largest amount of men's wearing apparel. A radio program "Women in the News Today," a regular United Press news feature, starts tomorrow for S. G. Holmes & Sons over KTUL.

### WSYR Job Clinic

A recent idea in audience participation programs will be tried out on Sunday afternoons over WSYR, Syracuse. The scheme is a free unemployment bureau, with six jobless persons telling their stories to prospective employers. Set for a half-hour on Sunday afternoons, the venture is sponsored by the Wesley Furniture Co. and is being directed by Dan Dwyer.

### MCA Signs Arthur Boran

Arthur Boran, the CBS mimic-comedian, has just been signed by the Music Corporation of America for a period of one year.



**AGENCIES**

**FRED H. WILSON** of Arthur Kuder, Inc., New York, has been appointed Chairman of the Committee on Mechanical Production of the American Association of Advertising Agencies. Members of the committee include: John F. Aldinger, Young & Rubicam T. J. Carnese, Benton & Bowles; G. B. Dearnley, McCann-Erickson; Ernest Donohue, Batten, Barton, Durstine & Osborne; G. Finley, Federal Advertising Agency; W. T. Geller, Ferry-Hanly Co.; Charles G. Ickrath, Newell-Emmett Co.; S. A. Levyne, Joseph Katz Co., Baltimore George W. Speyer, J. Walter Thompson Co., Chicago; V. Spiegel, Lord & Thomas, and A. A. Thomas, J. Walter Thompson Co.

**HY McKEE**, former radio director of Cecil, Warwick & Cecil, sailed last Friday for a month's cruise. His resignation at the agency became effective the same day. McKee has announced no plans for the future.

**DON STAUFFER**, Young & Rubicam radio executive, has returned from his western vacation.

**TINY RUFFNER** of the Benton & Bowles Agency is very busy with steamship folders, planning a trip to England for a month. Date for departing not set.

**FRANKLIN D. CARSON**, for 12 years with Marshall Field & Co., has been appointed advertising manager of the Glass Container Association of America, for which the U. S. Advertising Co., Toledo, is agency. Large radio campaigns are planned.

**Readying New Serial**

Gene Stafford, copy chief of Langlois and Wentworth and writer of Columbia's "Treasure Adventure of Jack Masters" series, is readying a new serial called "The Girl From Reno." Series will run in weekly half hours.

**Gets Break at Last**

Florence Starr, a Dixie girl who has been singing since she was 2½ years old, gets her first coast-to-coast break tomorrow as Johnny and Doty's "deserver" on the "Listen to This" program over the Mutual net.

**F. C. C. ACTIVITIES**

Washington Bureau of THE RADIO DAILY

**APPLICATIONS GRANTED**

**WTRC**, Elkhart, Ind. Mo of license to change time of operation from simultaneous day, share night with **WLBC** to unlimited.  
**WKBW**, Buffalo, N. Y. CP to move transmitter locally and employ radiating system of **WGR**.  
**WGR**, Buffalo, N. Y. Mod. of CP to move transmitter locally and change antenna system.  
**WFOY**, St. Augustine, Fla. License to cover CP as modified; 1210 kc., 100 watts, unlimited.  
**KROC**, Rochester, Minn. Renewal of license for period Dec. 1, 1936. to June 1, 1937. 1310 kc., 100 watts, unlimited.  
**Charleston Broadcasting Co.**, Charleston, W. Va. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 5 watts.  
**WJAC**, Johnstown, Pa. License to cover CP; 1310 kc., 100 watts night, 250 watts day, share time with **WFBG**.

**RENEWALS**

The following stations were granted renewal of licenses for the regulation period: **KFEL**, Denver, **KFKA**, Greeley, Colo., **KFRU**, Columbia, Mo., **KUSD**, Vermillion S. Dak. **KVOD**, Denver, **KWTO**, Springfield, Mo., **WCOC**, Meridian, Miss., **WDAF**, Kansas City, **WELL**, New Haven, **WFIL** and auxiliary, Philadelphia, **WFMD**, Frederick, Md., **WICC** Bridgeport, Conn., **WIS**, Columbia, S. C., **WJAX**, Jacksonville Fla., **WLBZ**, Bangor, Me., **WMC** and auxiliary, Memphis, **WORL**, Boston, **WOSU**, Columbus O., **WQAM** and auxiliary, Miami, **WSUI**, Iowa City, Iowa, **WREC**, Memphis and **WSVA**, Harrisburg, Va.

The licenses of the following stations were extended on a temporary basis only, pending receipt and action on applications for renewal: **KGBU**, Ketchikan, Alaska, **WGHs**, Charleston, W. Va., **WJAY**, Cleveland, **WLBL**, Stevens Point, Wisc. **WPHR**, Petersburg, Va., **WSYR-WSYU**, Syracuse, **KGFG**, Oklahoma City, **WRPR**, Ponce, Puerto Rico, **KFUO**, Clayton, Mo., and **KSEL**, Pocatello, Idaho.

**SET FOR HEARING**

**Galesburg Printing & Publishing Co.**, Galesburg, Ill. CP for new broadcast station; 1500 kc., 250 watts daytime only.  
**W. W. Luce**, Fort Lauderdale, Fla. CP for new broadcast station; 1050 kc., 1 Kw. unlimited.  
**Dan B. Shields**, Provo, Utah. CP for new broadcast station; 1200 kc., 100 watts, unlimited.  
**Northwest Research Foundation, Inc.**, Seattle. CP for new special b/c station; 1530 kc., 1 Kw., unlimited.  
**T. E. Kirksey**, Waco, Tex. App. for CP amended to request 930 kc., 250 watts night, 500 watts daytime, unlimited.  
**KUOA**, Siloam Springs, Ark. Mod. of license to change frequency from 1260 to 820 kc. and increase power to 5 Kw.  
**Clarence A. Berger & Saul B. Freeman**, Coeur d'Alene, Idaho. Amend application for CP to request 1200 kc., 100 watts daytime only.  
**F. W. Berton**, Coral Gables, Fla. CP for new broadcast station; 1420 kc., 100 watts, unlimited.  
**Roberts-MacNab Co.**, Bozeman, Mont. Amend application for CP to request 1420 kc., 100 watts night, 250 watts day, unlimited.  
**C. P. Sudweeks**, Spokane. CP for new broadcast station; 950 kc., 500 watts night, 1 Kw. day, unlimited.  
**WBZA**, Boston. CP to move transmitter, studio and install new equipment and directional antenna, change freq. to 550 kc., change time of operation from 1 Kw. night and day when synchronized with **WBZ** to unlimited.

**New Band for Benny**

When Jack Benny airs his Jell-O programs from New York the next three weeks he will be without Phil Harris and his orchestra. Young & Rubicam, agency handling the show, have been advised that Harris will be unable to leave the coast because of previous film commitments. Kenny Baker may also miss the first New York broadcast for the same reason. Benny and the remainder of his cast leave for New York tomorrow night following Benny's guest appearance on the American Can broadcast. No band has as yet been picked to substitute for Harris.

**Signs Library Service**

Latest additions to the WBS library service client-list include **WSGN**, Birmingham, and four South African stations located in Capetown, Johannesburg, Durban and Grahamstown.

**Roosevelt Talks March 9**

President Roosevelt will give his eighth "fireside chat" to the American public on March 9, 10:30-11 p.m., via the combined CBS, NBC, and Mutual networks. Inter-City Broadcasting System expects to carry the broadcast but plans are indefinite pending arrangement of its own pick-up of the President's talk. As in the past numerous independent stations will tie-in with the networks for the duration of the President's message.

**Dragonette in Story**

Jessica Dragonette will have an original musical love story, "Street Song," for her Palmolive Beauty Box Theater show Wednesday evening over the CBS net at 9:30 p. m. The playlet gives her a chance to sing several favorite songs.

**GUEST-ING**

**GERTRUDE BERG** has been signed by Herman Bernie to appear on the Ben Bernie broadcast for American Can on March 16.

**IAN HUNTER** and the Mauch Twins, in scenes from "Penrod and Sam," will be on the "Hollywood Hotel" hour over CBS on March 12.

**GREGORY RATOFF**, Hugh Herbert, Doris Nolan, Mischa Auer and Ella Logan are booked for "Hollywood Hotel" on March 19.

**JANET GAYNOR** and Fredric March do scenes from "A Star Is Born" on the March 26 "Hollywood Hotel."

**HOWARD HUGHES**, aviator and former film producer, will be guest speaker of the Advertising Club of New York at its March 4 luncheon, aired over **WMCA** and **WOR**.

**IRENE PURCELL**, Broadway actress, is the guest of Crosby Gaige on today's "Kitchen Cavalcade" over the NBC-Blue Net this morning.

**GEORGE JESSEL** returns to the west coast in time to appear as a guest on the Jack Oakie program March 9. Show is aired over the CBS net. 9:30-10:30 p.m.

**ADOLPHE MENJOU** makes his second appearance with Ben Bernie on March 9 over the NBC-Blue from Hollywood.

**FREDERICK JAGEL**, Met singer, will be with Ed Wynn on March 6 over the NBC-Blue.

**MARY GARDEN**, ill last week, and **Frddie Bartholomew** and **Mischa Auer** are to guest on Bing Crosby's March 4 show over the NBC-Red from the coast.

**GEORGE RAFT**, Capt. Eddie Rick-enbacker and **Susanne Fisher** will be among **Joe Cook's Shell Show** guests over the NBC-Red on March 6.

**MYRA HESS**, pianist, is the March 7 guest of the **Ford Sunday Evening Hour**, over CBS at 9 p. m.

**Singing Canary with Band**

Pete the singing canary bird, who warbles "Yankee Doodle," is scheduled to appear with the U. S. Marine Band tomorrow afternoon at 3 o'clock over the NBC-Blue net from Washington.

**Nellie Revell Returning**

Nellie Revell returns to the air March 9 at 5 p. m. in **Nellie Revell Interviews**, quarter-hour program over the NBC-Red network.

"BARON MUNCHAUSEN"

**JACK PEARL**

RALEIGH and KOOL CIGARETTES

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

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

|     |     |     |     |
|-----|-----|-----|-----|
| 1   | 9   | 3   | 7   |
| SUN | MON | TUE | WED |
| 2   | 4   | 5   | 6   |
| 8   | 11  | 12  | 13  |
| 14  | 15  | 16  | 17  |
| 18  | 19  | 20  | 21  |
| 22  | 23  | 24  | 25  |
| 26  | 27  | 28  | 29  |
| 30  |     |     |     |

March 1 Greetings from Radio Daily to

Jimmy Dorsey Charles Martin



## ☆ Chatter ☆

**HARRY W. FLANNERY**, daily news commentator on KMOX, St. Louis, in his program "Views On News," can count a successful part in at least one effort for civic betterment in St. Louis. Two years ago, he began to campaign for a reduction of the smoke volume in St. Louis. The people of the city had been talking about the evil for years. Flannery began to campaign for action. Now the campaign has already brought about a new ordinance that increased the number of smoke inspectors, required installation of approved equipment in all large buildings and factories and the use of "washed coal" in industrial plants.

*Angus Pfaff, chief announcer for WJBK, Detroit, suffered a broken collar bone in a fall from a horse—after announcing from a tightrope 60 feet in the air a week ago without difficulty.*

Gail Abbeys of the "Smoothies" program over WWJ, Detroit, has been called to Flint on account of the illness of her mother. The program is off the air for the time being.

*Walter Haas, Publicity Director of WDRC, Hartford, will return from a two weeks' vacation in Florida on Wednesday.*

WTIC, Hartford, announces a new commercial, sponsored by Hartford Light Co. on Sundays, 4-4:30. Moshe Paranov, conductor and dean of the Hart Music School, will present orchestral music, supplemented by a male chorus of eight.

*Portia Cuttino has resigned her position as reception secretary at WIS. Columbia, S. C. She has been with the station since July, 1936. Miss Cuttino plans to enter the real estate office of her father in Sumter, S. C.*

Briefs from WICC, Bridgeport: Hugh Shields adds a five minute discussion bit on "Our Times" to his Wednesday 7:15 p. m. broadcast of Sense and Nonsense . . . Adah Smith Alison added as accompanist and pianist to Dolores Hanford's Song Shop which shifts from the present Thursday period to Wednesdays at 5:30 p. m. . . . Wallingford's Elsa

## ONE MINUTE INTERVIEW

"I hope that radio will beckon more to concert singers and maintain the same ratio of musical progress that was achieved last year. The audience a radio artist plays to is often more intelligent and critical than the movie-goer. The latter may stay away from the theatre, while the former has his pick at his fingertips."

## RADIO PERSONALITIES

No. 8 in the Series of Who's Who in the Industry

**ALFRED J. McCOSKER**, president of the Bamberger Broadcasting Service, Inc., chairman of the board of the Mutual Broadcasting System, Inc., and vice-president of Radio Quality Group Service, Inc. One of the few men that have graduated from the newspaper ranks to an executive position in radio. Used same tactics at WOR as he did as editor. Soon elevated to station director and general manager. First to inaugurate the "spot" feature type of broadcasts and to install remote control lines in almost every possible source of such programs. Served two terms as president of the National Association of Broadcasters, being elected in 1932 and re-elected the following year. Served on executive committee of the NRA in 1933, having been appointed to that position by President Roosevelt. Was the first radio executive to be appointed a member of the board of directors of the Advertising Federation of America. Spends plenty of hours at his desk, but occasionally takes time off to attend the meetings of one of the innumerable clubs to which he belongs.



First to Inaugurate Spot Features .....

Hemenway programs her "Piano Miniatures" at 4:30 p. m. on Wednesday afternoons.

*Lester E. Cox, vice-president of KCMO (Kansas City) is expected to return early next month from a four-week boat trip through the Panama Canal and up the west coast.*

Norris West and Joe Gottlieb have taken over most of the production jobs on the dramatic shows now produced at WCAU, Philadelphia.

*"Jolly" Jack Yager, sponsor of the Cedar Valley Hillbillies, over WMT, Cedar Rapids, and long connected with the show, has decided to take a rest from active duties, leaving the program up to Bert Puckett, Dad, and all the boys. Hereafter Jack will devote his time to the Saturday show. All of the programs come direct from Yager's store.*

Roger Wheeler, the script writer for WEEI, Boston, is the author of many radio plays. He furnishes the script for the Campana Little Theater of the Air regularly. Next summer Wheeler will give a course at Emerson College on radio playwriting.

*Art Shepherd, WMT's "Question Man," is the father of a six-pound baby daughter, Judith Ann.*

Larry Vincent, exponent of the modern rhythms, moved in to the 11 p.m. period at WCAU, Philadelphia, when Alen Scott left for a vacation on Florida's shores. Vincent, a new addition to the late evening programs at WCAU, came to Philadelphia recently from the Columbia network in New York.

*Bill Dyer of WCAU, Philadelphia, will postpone his trip South so he may attend the Baseball Announcers Convention to be held in Chicago or Miami during the latter part of March. This Convention will draw*

*sports announcers from coast to coast and will include representatives from more than fifty cities that are broadcasting baseball games.*

Sam Serota returns to WIP to air the newspaper funnies for the Philadelphia Evening Ledger.

*Foster May, WOW's well known "Man on the Street" and news commentator, left Omaha last week for a three-week vacation motor trip to Mexico City. He is accompanied by Mrs. May. During his absence, Harry Burke, program manager of WOW, will serve as news commentator.*

Joseph DeOtto, WWSW (Pittsburgh) organist and production man, moved to WCAE as staff organist. Ed Scatterday, WCAE engineer, moved to WOR, Newark.

*John J. Davis, Pittsburgh actor, joined WWSW as staff announcer.*

Wini O'Keefe, casting director of Langlois and Wentworth, has added Marshall Bradford of "The Masque of Kings" cast as a member of the "Front Page Drama" players. Bradford's voice will be heard on the air for the first time this week over 236 stations.

*James Vincent, for 30 years connected with the theater and motion pictures, will be the speaker for American Plays Ass'n tomorrow at 11:45 a. m. over WBNX, the Bronx. He will talk on the Dickstein bill.*

Warren Stokes interviewed Mrs. Wallace Reid, who will supervise the forthcoming Monogram picture, "Paradise Isle," over KEHE last night.

*Duart Creme of Milk gave a series of luncheons last week to beauty and radio editors. Howard Williams, advertising manager, played host.*

## New Accounts

Renewals

NBC

PROCTER & GAMBLE CO., Cincinnati (Ivory snow), through Compton Advertising, Inc., New York, STARTS "Life of Mary Marlin" on 8 NBC-Blue stations (WJZ, WBZ, WBZA, WHAM, WBAL, WSYR, WXYZ, WLW), Mondays through Fridays, 5-5:15 p.m., on March 29.

CBS

J. B. FORD & SON CO., Wyandotte, Mich. (Cleaner, through N. W. Ayer & Son, Inc., New York, STARTS "A Page From Your Life" on 11 CBS stations (WCAU, WJAS, WHK, WKRC, WADC, WBNS, WHIO, WKBN, WCSH, WWVA, WJR), Tuesdays, Thursdays, Saturdays, 2-2:15 p.m., on March 2. WEEL, WPRO, WDRC, WORC, WMAS will be added to the network on March 13.

NASH-KELVINATOR CORP., Detroit (refrigerators), through Geyer, Cornell & Newell, Inc., New York, STARTS "Prof. Quiz" on 55 CBS stations, Saturdays, 8-8:30 p.m., on March 6.

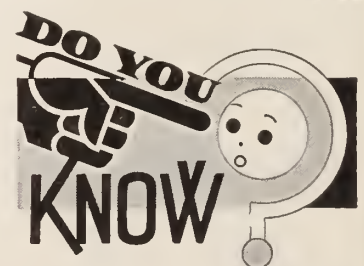
MBS

MENNEN CO., Newark shaving cream), through H. M. Kiesewetter Advertising Agency, Inc., New York, RENEWS "Famous Jury Trials" on 4 MBS stations (WOR, WLW, WGN, WAAB), Mondays, 10-10:45 p.m., effective April 12.

NORTH AMERICAN ACCIDENT INSURANCE CO., Newark, through Franklin Bruck Advertising Corp., New York, STARTS "Gabriel Heater" on 3 MBS stations (WOR, WGN, CKLW), Sundays, 9:30-10 p.m., on Feb. 21.

MBS

MACFADDEN PUBLICATIONS, INC., New York (True Detective magazine) through Ruthrauff & Ryan, Inc., New York, renews "Mystery Stories" on 2 MBS stations (WOR, WLW), Tuesdays, 9:30-10 p.m., effective March 9.



Although television in this country is still in the experimental stages, the Federal Communications Commission has granted 20 station licenses to date, for experimentation. Four of them are portable. Of the 20 licenses, NBC and RCA each have three.





ON Sunday afternoon programs from WWVA, Wheeling, two professors vie for the radio audience. From 4 to 4:15 Professor Brainbuster is presented by the Reichart Furniture Co. and makes 19 statements on the air. He asks the radio audience to write in telling him whether the statements are correct or incorrect. Prizes are awarded listeners who have the nearest perfect score and an additional prize is given listeners who send in statements used on subsequent broadcasts. Professor Blumenberg is one of the musicians in a new series of programs known as "Meditation," presented 4:15-4:30 by the Bertschy Memorial Mortuary of Wheeling.

"We Are Four," which will be sponsored by Libby, McNeil & Libby over WGN, Chicago, and the Mutual network starting Monday, boasts one of the largest permanent casts in radio. Program is directed by Edward Smith, producer of "Painted Dreams" and "Bachelor's Children."

Izzy Ginsberg acts as master of ceremonies on the only program on any station which originates within a pawn shop, known to WMT (Cedar Rapids) listeners as "Izzy on the Air," and heard every Monday through Friday at 2:00 p.m. Accordion music as only Izzy's boys can play it is to be featured on the show.

WHK, Cleveland, has contracted to broadcast games of the Cleveland Baseball Club again this season, announced H. K. Carpenter, manager. Jack Graney, former Cleveland Indiana left fielder, will be at the mike.

"Day Is Done" program over WBNS, Columbus, with Geer Parkinson at the organ, and Adrian Fuller, of the Columbus Dispatch editorial staff, with word pictures of scenes and events woven from his world travels, has been lengthened to a half hour daily, starting at 11 p.m. Included in the re-arranged program is the music of "The Humming Birds," girl trio. Program is sponsored by the Dispatch.

The Voice of Southland, one of the oldest and most successful studio programs of WFAA, Dallas, will be heard on Monday evenings at 8 instead of Tuesdays as in the past. Program is sponsored by the Southland Life Co., with Clarence E. Linz as master of ceremonies, and Hyman Charninsky, orchestra conductor.

"Vanda," recently of the West Coast and Houston, is filling a sustaining spot over WSMB daily for 15 minutes, featuring poetry and organ work.

## NEW PATENTS

Radio and Television

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

- 2,071,382. Electron discharge device. James R. Balsley, La Canada, Cal., assignor of one-half to Frank L. A. Graham, San Marino, Cal.
- 2,071,398. Radio receiver. Walter A. Frantz and Paul D. Kendall, Cleveland Heights, O.; said Kendall assignor to said Frantz.
- 2,071,423. Ultra high frequency oscillation generator. Pierre H. A. Nordlohne, Eindhoven, Netherlands, assignor to RCA.
- 2,071,515. Electron Multiplying device. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,071,516. Oscillation generator. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,071,517. Multipactor phase control. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television, Inc.
- 2,071,522. Thermionic cathode. Harold Heins, Dorchester, Mass., assignor to Raytheon Production Corp.
- 2,071,564. Cycle variable frequency oscillator. Alexander McLean Nicolson, New York, assignor to Communications Patents, Inc.
- 2,071,597. Stem for electron discharge devices. Anthony J. Vasselli, Newark, N. J., assignor by mesne assignments, to RCA.
- 2,071,630. Multiple electrode thermionic tube. Ralph M. Heintz, Palo Alto, Cal., assignor to Heintz & Kaufman, Ltd.
- 2,071,733. Reception system. Richard C. Curtis, East Orange, N. J., assignor to Wired Radio, Inc.
- 2,071,748. Rectifier tube. August Hund, West Orange, N. J., assignor to Wired Radio, Inc.
- 2,071,759. Electron discharge tube system. Nicolai Minorsky, Narberth, Pa., assignor to RCA.
- 2,071,773. Welding apparatus. Watson Sidney, Bloomfield, N. J., assignor to RCA.
- 2,071,774. Radio control device. Adolf Spottel, Berlin, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,071,849. Electrical discharge device. Erwin F. Lowry, Wilkingsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co.
- 2,071,858. Radio receiving system. Roger M. Smith, Merchantsville, N. J., assignor to RCA.
- 2,071,874. Electric discharge tube or incandescent lamp. Peter W. Dobben, The Hague, and Johannes Visser, Amsterdam, Netherlands, assignors to N. V. Phillips Gloeilampenfabrieken.
- 2,071,923. Electron discharge device. Samuel G. Frants, Princeton, N. J., assignor to RCA.
- 2,071,950. Super-regenerative receiver. John L. Reinartz, Manchester, Conn., assignor to RCA.
- 2,071,958. Method for producing intermittent effects and system therefor. Ward W. Wartrous, Jr., Bloomfield, N. J., assignor, by mesne assignments, to Westinghouse Electric & Manufacturing Co.

### New NBC Coast Studios May Adjoin CBS Plants

(Continued from Page 1)

own radio city on Sunset Boulevard, from Gower to Argyle streets, if reports are correct that a group of real estate men are representing NBC in their activities.

Strength is given the report because the site is practically the only open full block left in the business part of Hollywood, and NBC's projected building activities will have to be on a scale big enough to provide extra space for television when it comes.

New CBS studios are going up on the block on Sunset, between Gower and El Centro—the site of the old Christie studios. They will have a five-story structure covering the whole block.

In the block west, now used as a golf driving range, there is a slightly larger area, and zoned to permit the building of a structure as large as or larger than the new home for CBS.

This would concentrate a radio broadcasting group in the heart of Hollywood, a few blocks southeast of Hollywood and Vine.

### Stations Are Profiting From Debate on Court

(Continued from Page 1)

of America and the National Women's Committee for Hands Off the Supreme Court.

Altho considerable network time is being given gratis to political speakers and others for and against the proposed Supreme Court changes, local time is beginning to feel the stimulus of sponsored talks, according to reports from all parts of the country.

### Rapid Progress Made On Music Trade Code

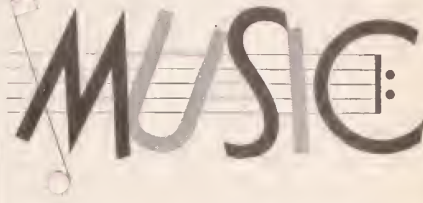
(Continued from Page 1)

also those who have received such money, communicate with Paine so that any complaint arising subsequently would not precipitate embarrassing investigations by the FCC, has resulted in numerous letters of explanation being received. (Request appeared exclusively in RADIO DAILY.) These letters to some extent justify certain transactions in question and by acting upon them now it is hoped to preclude later action on the same complaints by the Federal authorities.

Hearing in connection with the new code, scheduled in Washington on March 3, will do much to give all concerned a clean bill of health so that actual operation of the code as desired by the FTC will start the music industry off with a clean slate; also any orchestra leader or other radio artist involved will be in the position of beating the potential complainant to the punch by admitting or explaining transactions ament money, presents, or payment for special arrangements, etc.

### CBS Outside Bookings

CBS artists bureau has booked Virginia Verrill, into the Versailles night club, opening March 11, for three weeks; Alexander Gray into the Miami-Biltmore, March 1, for four weeks; Tito Guizar at the Roney-Plaza, Miami, March 7, for four weeks. Chez Paree, Chicago, has taken up Gertrude Niesen's option, and she will remain there another six weeks. Deals closed by Paul Ross.



JENO BARTAL and his Continental Ork have succeeded Dave Schooler and his band in the Piccadilly's Georgian Room.

Don Bestor will be aired via NBC wire on Sundays and Thursdays from the Netherlands Plaza, Cincinnati, effective this week.

Jan Peerce, concert-touring with first stop Cleveland on March 2nd returns Sundays for his broadcasts.

Charlotte Loughton and her harp have been added to the musical staff of KTUL, Tulsa. She appears several times a week in harp solo programs and is featured with Ralph Rose, Jr., and his KTUL Salon Ork.

The only instruments added to his band by Guy Lombardo in his seven winters at the Roosevelt are the mellophone and an additional piano.

Ralph Rose, Jr., KTUL musical director, has organized a new salon orchestra consisting of violin, piano, organ, cello bass and clarinet, with Melvin Tinsley as arranger.

Herbie Kay and his orchestra yesterday began an indefinite engagement in the Mural Room of the Baker Hotel, Dallas. While in Dallas he will broadcast regularly over WFAA.

In the Adolphus Hotel Century Room, with broadcasts over KRLD, Dallas, Will Osborne and his orchestra are now featured. Osborne succeeded Joe Venuti's Orchestra.

Joe Biviano supplies those entertaining musical backgrounds, with his accordion, on Crosby Gaiges "Kitchen Cavalcade" airings at 10:45 a.m. daily over NBC-Blue.

Wingy Manone is etherizing nightly over WDSU, New Orleans, by remote control from a local night spot. Manone is standing before Steve Loycano's band.

Sid Solomon and his Hollywood Serenaders will do their serenading Thursdays and Saturdays via WHN with Hollywood Restaurant as point of departure.

Ed Smalle, organizer of and arranger for "The Caroleers", of the "Universal Rhythm" program is still receiving royalties on recordings of piano solos 23 years ago.

Gladys Swarhout departs from her own precedent and offers a cycle of cradle and nursery songs to alternate with operatic arias on her weekly fireside recitals, effective March 10.



# Los Angeles

**JIM HARPER** of the Bob Taplinger Los Angeles staff, leaves publicity to return to the newspaper game as radio director for the Daily News and Evening News. Ken Frogley leaves the News to publish his own community magazine, and Ray Bufum, of the KFVB publicity staff, takes Harper's place with the Taplinger organization.

Don Wilson turned down the chance to follow Twin Stars over to Columbia when it switches networks on April 4, and will remain one of NBC's exclusive prides and joys.

Loyal Underwood, of the original announcing staff of KNX, finishes a dozen years' continuous service with the station to go freelancing. He's the Sheriff of the Barn Dance.

Jess Pugh of Wrigley's new Scatergood Bains cast announced he was going to change his name, backed out after a week's trial—and Pugh it is to continue. Bains is trying out on the Coast, if it clicks, will go nationwide.

L. Ward Wheelock, vice president J. Wallace Armstrong and H. F. Jones, Campbell ad chief, are here from New York.

Homer Canfield, radio editor of the Glendale News and associated with Larry Grant in a Southern California daily radio log and chatter syndicate, is getting ready to air a new program, sponsor not yet announced. Half the fifteen minutes will do a radio version of the Hollywood movie gossip, the other half will be replaying of air checks to show listeners what goes on in the rehearsals of favorite programs.

Cliff Webster, who has been assistant, moves up to full managership of NBC's Consolidated Radio Artists, in place of Phil Jacks, resigned.

KFI's Hollywood Extra programs got its first job for an extra after its second airing, when RKO heard and signed Kimbol Grant.

American Stove has bought a former KHJ sustaining feature, Katherine Muselwhite's "Easy Home Decoration," and will put the popular interior decorator on mornings, Monday, Wednesday and Friday. Thirteen weeks.

KMTR will start a new series of "bad dreams to you" thrillers, using the British players. Goes on 11:30 to midnight, Sundays.

## Greeting for WFEA

Manchester, N. H.—WFEA, which last fall signed a contract to become an optional member of the NBC-Red and the NBC-Blue networks, will be greeted as an active affiliate by NBC today. Salutes will be broadcast over both NBC networks during the day.

In addition to being the date on which WFEA becomes actively associated with NBC, today is the station's fifth anniversary.

## SELLING THE STATION

... Merchandising \* Showmanship \* Exploitation

### Sixth Year for Barn Dance

**CHICAGO**—The WLS Barn Dance Centers its sixth big year on the NBC nets on March 6. The show broadcast each Saturday from the stage of the Eighth street theater here to a radio-playhouse audience that numbers 1,100 has played to 562,036 paid admission for a total gross of \$421,527 during the past five years, while several intact touring units of the popular radio production have established box-office records throughout the country in theatres and auditoriums.

### Definite Campaign Plans

**EDWIN M. McCAFFREY**, seasoned, all-around advertising man who guides the commercial destiny of KPMC, Bakersfield, Cal., took the so-called bull by the horns at the

station's start a little over two years ago and has proven conclusively that it pays to use the utmost care in working out even the smallest of radio advertising campaigns.

Sensing the pronounced tendency for advertisers in small cities to get careless with their advertising presentations, McCaffrey insisted, at the outset, that no commercials went on the air without a definite advertising and merchandising plan behind them. At first some of the merchants thought he was "big timing" them; later they learned that this procedure "paid off."

Today KPMC not only enjoys a remarkably substantial volume of business, but it is all consistent, and the station's commercial department is regarded by advertisers as a valuable help rather than a bunch of peddling pests.

### 8 Commercials Added By WIS, Columbia, S. C.

Columbia, S. C.—WIS has added the following 8 commercials to its schedule: Stanback, effective immediately, three news periods throughout the week. J. Carson Brantley is the agency; Carolina Baking Co., beginning March 1, a 15-minute program devoted to women listeners, Freitag is the agency, George L. Williams Co. (Housing Loan Service) Sundays, 5:30-5:45 p.m., program entitled "Famous Homes of Famous Americans," contract calling for a series of 13 programs; Dr. O. L. Walter (optometrist), Sundays, 5:45-6 p.m., "Men of Vision"; Pet Milk Co., Tuesday and Thursday, 10:15-10:30 a.m., Household Hints; Columbia Lumber & Manufacturing Co., Sunday, 1:30-1:45 p.m., musical variety and speaker; The Church of God, Sunday, 8:30-9 a.m., religious services; Pilgrim Health & Life Insurance Co. and Pinckney Funeral Home, co-sponsors, Sunday, 4:30-5 p.m. church services.

### "Castles" Switches

"Castles of Romance." The program will be heard on Tuesdays over WJZ at 6:35 p. m., sponsored by Harvey Whipple, Inc., starting March 16. At present the show is heard on Wednesday evenings. The singing and acting of Alice Remsen and George Griffin will be featured. They will be aided by Al and Lee Reiser at two pianos. Miss Remsen will also write the script for the show.

### Ed Linehan Syndicated

Lincoln—Ed Linehan, scripter for the "Zero Hour" blood and thunder for the Iowa net originating at KSO, Des Moines, Ia., now becomes a syndicate. His former chief, Reginald B. Martin, now station manager here for KFAB and KFOR, has signed him to contribute his 30-minute hair raisers for re-broadcast here on KFOR. The listening area does not overlap.

### Back Up Air Campaign With Assorted Media

Cincinnati—Use of various other promotions in support of a radio campaign over WKRC has worked out highly successful for Rubel Baking Co.

Using a lovable youngster as its symbol and "The Freshest Thing in Town" as its slogan describing the kid and the bread, Rubel supplemented its radio series with billboards, truck-posters, movie reels, point-of-sale and newspaper advertising.

Results were so good that advertising agencies and bakers in many parts of the country have written for information on the campaign, according to John L. Sinn, radio director of Frederic W. Ziv., Inc., agency, which conceived and handled the campaign and is now placing transcriptions of it in other markets outside of Cincinnati.

The radio program is a continued story of interesting adventures involving the clever antics of little Johnny Lawrence, "The Freshest Thing in Town."

### Spot Announcements on Film

To advertise and promote the new picture "Lost Horizon," which will be road-showed throughout the country, Columbia Pictures is planning to use spot announcements if the Philadelphia test proves satisfactory.

Picture opens in Philadelphia on March 7 and a 50-word announcement campaign begins March 1 on WIP and WCAU. Plugs will be broadcast once daily for the first five days, and twice the day before the opening, twice after the initial performance. If campaign clicks picture company will use the same schedule in each city showing the picture. The Biow Co., Inc., New York, placed the account.

# Chicago

WENR Minstrels to resume their show here briefly.

Howard Chamberlin, announcer of the Barn Dance program has accepted an appointment as program director of station KMA Shenandoah, Iowa. Chamberlin's mike spot will be filled by Ed Paul of WROK, Rockford, Ill. Paul, on way to coast, stopped off here to visit his pal, Lynn Brandt, NBC announcer and is remaining to work for NBC here.

Don Quinn, who writes Fibber McGee, off to the coast for a well earned vacash.

Pat (Uncle Ezra) Barrett and the Missus, formerly Nora Cunneen and his vaude partner for years, celebrating their 24th wedding anniversary.

Tom Fisdale, radio publicist, mending in Michael Reese hospital after throat operation.

Pillsbury Flour Mills publishing "Today's Children," NBC dramatic serial from pen of Irma Phillips, in book form.

Tommie Bartlett of WBBM staff goes to Detroit March 2 to open series of femme gossip interviews for sponsors of "Meet the Missus" program.

Arch Oboler is the author of "Lights Out."

The Preisser Sisters, Cherry and June, originally scheduled for WGN-Mutual "Melodies from the Skies" program for Sunday, will defer their appearance on Harold Stokes program until March 7.

### Expand "Man on Street"

Lincoln—Going 100 per cent on "men-on-the-street," the Central States Broadcasting Co. has just sold KFOR's questioner to a baking company, KOIL, Omaha; KFAB, Lincoln and Omaha, and now KFOR have men on once or twice daily asking the public opinion. To find a man for KFOR's show, every announcer is given a day's trial, and the listeners asked to vote.

### Bible Stories Adding

West Coast Bureau of RADIO DAILY

Los Angeles—The Sunday Players, now on 22 American stations and two Australian stations with the 52 half-hour transcriptions of familiar Bible stories, will add three new outlets March 7.

### Music Week May 2

National Music Week this year will take place May 2-8, it is announced by David Sarnoff, chairman. Slogan for the 14th annual event is "Foster Local Music Talent".