



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 18

NEW YORK, FRIDAY, MARCH 5, 1937

FIVE CENTS

Mrs. Roosevelt Is Signed

FISHER GUILD SERIES ON 51 CBS STATIONS

Fisher Body Craftsman's Guild on March 10 will sponsor a series of four quarter-hour programs on 51 CBS stations to announce the 1937 Guild competition. The first program will be heard Wednesday at 7:30-7:45 p.m. Succeeding programs will be heard March 12, 17 and 19. A repeat broadcast for West Coast listeners will be made at 10:45 p.m.

W. A. Fisher, president of the Guild and vice-president of General Motors, will announce the details, this year's awards totaling \$80,000 in university scholarships, cash, and trips to the seventh Guild convention. Capt. Eddie Rickenbacker, with Jean Paul King, will also be heard on the first program. The second program of the series will feature Ted Husing. Arthur Kudner, Inc., New York, placed the account.

Tastyeast Continuing For Another 13 Weeks

Without announcement Tastyeast, Inc., Trenton, N. J. (yeast candy), has changed its plans again. Instead of signing off on March 25 as previously reported, sponsor has signed a new 13 week contract for a Tuesday, 7:15-7:30 p.m. spot on the basic NBC-Blue network of 21 stations. The series began March 2. Peck Advertising Agency, Inc., New York, has the account.

Met. Opera Spring Tour On the Air As Sustainer

NBC announced definitely yesterday that the Spring road tour of the Metropolitan Opera Association would be on the air as sustaining
(Continued on Page 2)

Job Clinic Clicks

Des Moines — "Opportunity Knocks," the new KRNT job clinic session presented for the first time last Wednesday night, with three unemployed persons interviewed, brought a flood of phone calls from employers and had the three placed almost immediately, one in a print shop, the second as a grocer's clerk, the third as a house-keeper. Five other offers of jobs were received after the trio was hired. A flurry of entries from job-hunters following the debut broadcast has the program schedule filled for seven weeks in advance.

FURGASON & ASTON SIGN WQAM FOR N. Y. OFFICE

New York office of Furgason & Aston, Inc., has signed station WQAM, Miami, formerly represented in this city by Craig & Hollingbery. This outlet makes 14 to be represented out of the New York office of F. & A., with the Chicago office representing 16 stations. Chi. branch already represents WQAM there.

Campana Sales Dropping Dreskin Series April 4

"Grand Hotel," sponsored by Campana Sales Co., Batavia, Ill., (Dreskin), will discontinue its NBC-Red network program, Sundays, 3:30-4 p.m., after the April 4 broadcast. Sponsor is a consistent network advertiser but ususally is off the air during the warm months.

Two New Spots, 9 Renewals For Webster-Eisenlohr Co.

Pretentious New Series Starts Sunday at KMOX

St. Louis—Union Electric & Power Co., St. Louis, inaugurates a new series of half-hour dramatic programs with music, "The Land We Live In," over KMOX on Sunday. These are said to be the most pre-
(Continued on Page 3)

First Lady Returns to the Air in April for 13 Programs Sponsored by Ponds Over the NBC-Blue Network

NEW MEASURE WOULD CURB ENDORSEMENTS

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — A bill introduced in Congress yesterday would require radio stars and celebrities personally endorsing sponsors' products to state specifically at the start of the program what product they are advertising and include the remuneration they are receiving for doing so. Congressman Paul H. Maloney, (Dem., Louisiana) who introduced the measure, did not divulge its sponsor. It was later referred to the House Interstate and Foreign Commerce Committee.

Congressman Maloney stated "That it was about time the American public was enlightened to the fact that most of the celebrities advertising products over the radio never used
(Continued on Page 2)

Packer Tar Soap Renews "Thatcher Colt" on NBC

Packer Tar Soap, Inc., New York (Tar soap), is renewing the "Thatcher Colt Mysteries" program on the 31 NBC-Red network stations, Sundays, 2:30-3 p.m., for 26 weeks, effective April 4. The renewal enlarges the station list to include the West Coast Red network and Red Mountain groups. Stack-Goble Advertising Agency, New York, has the account.

Mrs. Franklin D. Roosevelt will return to the air the middle of April over the NBC network for a series of 13 programs of comments on current news, glimpses of the nation's capital and news of the White House. Program will be sponsored by Lamont, Corliss & Co. (Pond's cosmetics), the same firm that aired Mrs. Roosevelt in 1932-1933. Compensation paid to her will be turned over to the American Friends Service Committee. Exact time, day and NBC network will be announced later. There is a possibility that Ponds will use the present time period which is being used by the same sponsor for the "Husbands and Wives" program on NBC-Blue, Tues-
(Continued on Page 5)

INCREASE IN EXPORTS ON RADIO APPARATUS

By MILTON F. LUNCH
RADIO DAILY Staff Correspondent

Washington—Exports of radio apparatus from the U. S. increased more than \$500,000 in one month compared to last year, was revealed yesterday by the Commerce Department's Divi-
(Continued on Page 3)

Bill Asks Protection For Music Arrangers

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Conductors who prepare special arrangements of musical compositions for radio, films, etc.,
(Continued on Page 5)

No Publicity Gag

William Kaiser, the man with the wooden legs he built himself, scheduled to appear on NBC's "We, The People" program Sunday, notified Phil Lord's office yesterday that he would be unable to appear because he fell and broke a leg—the stub of a real leg. Young & Rubicam, agency handling the show for General Foods, swears it is not a press agent stunt.

New Vic & Sade Time

The NBC-Red network evening spot for "Vic & Sade" will be Wednesdays, 7:45-8 p.m., beginning March 10. Sponsor, Procter & Gamble, will use WMAQ and WFAF in the hookup.

Web was formerly used by Jerry Cooper for Drene, another P. & G. product, signed off on March 3. Compton Advertising, Inc., New York, handles the account.

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FINANCIAL

(Thursday, Mar. 4)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	180 1/4	179 1/2	179 1/2	- 3/8
Crosley Radio	25	24 1/2	25	+ 1/8
Gen. Electric	61	60 1/8	60 7/8	+ 1/8
North American	30 7/8	29 7/8	29 7/8	+ 1/8
RCA Common	11 7/8	11 3/4	11 3/4
RCA First Pfd.	77 3/4	77 1/8	77 1/8	- 1/4
RCA \$5 Pfd. B.		(100 Bid)		
Stewart Warner	19	18 3/4	18 3/4	- 1/4
Zenith Radio	39 1/2	37	38 7/8	+ 7/8

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	4 1/2	4 1/2	4 1/2	+ 1/8
Majestic	4 1/2	4 1/2	4 1/2	+ 1/8
Nat. Union Radio	3 1/8	2 7/8	2 7/8	- 1/4

OVER THE COUNTER			
	Bid	Asked	
CBS A	50	52	
CBS B	49 1/2	51 1/2	
Stromberg Carlson	17 1/2	18 1/2	

National Recording Co. Producing Radio Shows

National Recording Co. is now functioning as a radio production unit. Radio script shows are being built for Billy K. Wells, Irving Kauffman and a choral group of girls. W. J. Duffield is the producer in association with National Recording.

Preparing Kid Serial

Paris & Peart Agency has appointed the producing firm of McKnight and Jordan, Inc., to prepare a 15-minute transcription serial for kids entitled "The Adventures of Big Bill Baker" for A. & P. Bread. Program released for WMAQ, Chicago, three times weekly and will be expanded to other spots.

MARTIN BLOCK'S
"MAKE-BELIEVE BALLROOM"
A WNEW FEATURE
1250 Kc.
10 to 11 A.M. - - - 5:30 to 7 P.M.

NBC Issues Sales Promotion Booklet

In the mails yesterday NBC sales promotion division delivered its most pretentious piece of promotion material to be dispatched to the trade this year. Piece is a 20-page 10" x 14" booklet in varied colors with the front caption, "Now 117 NBC Stations".

Book is really a station relations success story reiterating the job Lenox R. Lohr has done to build the NBC-Blue network into a coast-to-coast chain and plug up the weak spots in the NBC-Red chain, since he became NBC president in Jan. 1936. Thirty stations have been signed to the NBC web in the past 14 months says the booklet, most of them to the Blue net. Maps showing the location of Blue and Red stations are given on individual maps.

Details as to wattage, kilocycles, network affiliation, coverage, etc. for all the new stations is a part of the brochure. Last page sums up the technical improvements of NBC affiliates. Seventeen stations have installed new transmitters, 20 constructed new antennas, and 16 have been granted power increases by the FCC in the past 14 months.

Third Sanford Series Starts Sun. on WNEW

Sanford-Bigelow Carpet Co. is starting three series of programs over KNEW on Sunday. Program will be aired 10-10:15 a.m. and will feature the philosophy of an old-time loom worker. Show will be called "The Weaver."

"Hollywood Room Recipes," a series of transcribed programs broadcast all over the country by dealers, now has 102 sponsors. The third series, also in transcription form, features Teddy 'Blubber' Bergman. This program makes its New York debut March 9 over WNEW at 8 p.m. and will be heard every Tuesday and Wednesday thereafter. Bergman will appear on the first program only in person.

Three New Sponsors Are Signed by WCCO

Minneapolis—Three sponsors have signed new programs on WCCO, Minneapolis and St. Paul. All are placed locally.

Geo. A. Hormel Co., through B. B. D. & O.'s Minneapolis office, is sponsoring a noon-time dance program three times weekly. Featured soloist is Jacob Heiderick, violin virtuoso and member of the Minneapolis Symphony Orchestra. The broadcasts are for 15 minutes.

Through Olmsted-Hewitt, Inc., the B. F. Nelson Mfg. Co., makers of Nelson Roofing, will sponsor weather reports nightly at 10:35 p.m. over WCCO.

"Axel, the Newscaster," played by Clellan Card, popular WCCO announcer, performs each Monday, Tuesday, Thursday and Saturday at 8:30-8:45 a.m. for Red Owl Food Stores. B. B. D. & O., Minneapolis, is in charge.

WDGY Coverage Chart

Minneapolis — A new coverage chart, for distribution gratis to advertising agencies and sponsors, has been issued by WDGY, it is announced by Edward P. Shurick, assistant general manager. A survey of Twin City radio also is included in the booklet.

Met. Opera Spring Tour On the Air as Sustainer

(Continued from Page 1)

feature. Program will be aired over the NBC-Red instead of the Blue as is the present series, sponsored by RCA. NBC believes that listeners to the Red network should be allowed to hear the Met through their local stations. It is also a gesture by NBC to stations on the coast-to-coast Red web.

Three programs in all will be picked up. Two from Boston on April 3 and 10, and one from Cleveland on April 17. The regular Met-RCA series will conclude on March 27.

Carlton Smith to Talk On NBC Symphonic Hour

Chicago — Carleton Smith, well-known music writer, lecturer and critic, has been selected for the role of commentator on the new Chicago NBC Symphonic Hour, a weekly 60-minute feature including 125 choristers, musicians and singers under the direction of Roy Shield, music chief of the NBC central division, to be inaugurated tonight over the NBC-Blue network at 11 o'clock E.S.T.

Smith writes a monthly article on music for "Esquire" Magazine, is a music editor of Radio Guide, a member of the editorial staff of Music News and a frequent contributor to the music department of the New York Herald-Tribune. He has been heard often over NBC networks as a commentator on music.

English-French Time Set on Canadian Nets

Ottawa, Ont.—Hon. C. D. Howe, Minister of Transport, announces the division of radio program time of the Canadian Broadcasting Corp. between French and English, as 13 hours and 45 minutes per week to French in the Province of Quebec, compared to 9 hours and 45 minutes to English. In national network, 1 hour and 15 minutes in French outside of Quebec, and 11 hours and 45 minutes to English. Eastern network has 5 hours and 45 minutes in English; Midwest has 2 hours, and Western 13 hours.

COMING and GOING

TOM MOORE leaves New York today for the west coast, where he plans to open offices for the production of radio, screen and stage plays.

OTTO KRUGER has arrived in New York from Hollywood and is stopping at the Warwick. He will do a few guest appearances on the air.

RICHARD E. O'SHEA, WNEW vice-president, flies tonight to Florida for a two-week vacation.

FRED WEBER, general manager of Mutual, is in Oklahoma City today; in Chicago tomorrow and returns to New York on Tuesday.

BILL SWANSON, Boston society orchestra leader, is in New York organizing men for radio and personal appearance dates.

JIM WADE of Furgason & Aston, returned from Florida holiday.

DAVE LIPTON is back from Chicago, where he worked out the Major Bowles local details.

THELMA ALPERT arrives in New York today from Boston, visiting brother Mickey, and sails tomorrow for a three-week cruise to the West Indies.

Measure Introduced To Curb Endorsements

(Continued from Page 1)

them." Understood, of course, that he meant the personal endorsement during the commercial credits. Asked if he did not believe such a procedure would take the meat out of advertising, he said he did not think so.

"We don't want to take the heart out of advertising," Maloney told RADIO DAILY, "But we think the public should be put on the right track." In the event stars actually used the product they endorse, Maloney said, it would not be necessary for them to make announcements proposed in his bill. Asked if he was in favor of no advertising on the air, Maloney replied in the negative, adding advertising was all right, only celebrities should state that they were paid for endorsing the product in question.

Spot Series for WNEW

People's Credit Department Stores, Inc. will sponsor announcement Monday through Saturday over WNEW on the "Moments With Mar go" program, heard from 9:35-10 a.m. Contract calls for 13 weeks.

Leo Sava
TONIGHT'S BEST BET:
8:00 to 9:00 p.m.
WHN MOVIE CLUB
Guest Star: BETTY LAWFORD
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

AGENCIES

ILLIAN LOWANS, N. W. Ayer script nad commercial writer, resigned from that agency, effective today, to devote her time to writing the new J. B. Ford program.

ZENITH RADIO CORP., Chicago, Illinois, has appointed Dorland International, Inc. to place the company's foreign advertising.

EBERSOLD-OLIVER, INC., Chicago, has changed its name to Fred I. Eversold, Inc. The agency has removed its quarters to the Civic Opera Building.

CORNELIA VAN ROHN, Gladys Brown and Dorothy Berkeley, have been added to the secretarial staff of N. W. Ayer & Son's New York radio department.

Pretentious New Series Starts Sunday at KMOX

(Continued from Page 1)

entious programs ever to originate in a St. Louis station.

With a symphonic orchestra under the direction of Ben Feld, and a large dramatic cast directed by C. G. Renier and Arthur Casey, the weekly series will be devoted to the presentation of the history of St. Louis, the people of earlier days, their struggles and achievements, their efforts and sacrifices which have made St. Louis a better place in which to live.

Howard Barlow, well-known network orchestra leader, is arranging the musical score and the dramatic script is under the supervision of Bradford Simpson, director of radio of the Jim Daughtery Advertising Agency, the sponsor's representative.

Prior to the first performance, KMOX is giving a dinner for the St. Louis radio editors after which a special preview will be presented.

"Kitty Kelly" Cast Set

The cast decided upon for Columbia's "Pretty Kitty Kelly" consists of Arlene Blackburn, Charles Slatery, Florence Malone, Richard Kollmer and Charles Webster.



● ● ● Colonel Stoopnagle and Budd depart from their Sunday CBS show May 16...Possibility of their replacing Fred Allen when the latter leaves for picture work on the coast...Great set of Edgar Bergen photos displayed at NBC...Edgar remains on the Vallee hour indefinitely...Irene Beasley, who guestars on Leo Reisman's show Sunday night, leaves the Paradise Cabaret tomorrow...Allie Zugsmith, formerly with the CBS artist bureau and now publisher of the Atlantic City World, cannot stay away from the 52nd St. clubs...Enoch Light remains at the McAlpin Grill... Mario Braggiotti opens Sunday at Boston's Normandie...Al Shayne having trouble with his teeth...Bobby Hayes and ork, now at the Edison Green Room, switch NBC wires for CBS next week...Freddie Berrens may return to CBS as house conductor...Sam Taub has the record on fight announcing. He's described over 6,000 punch-by-punch fracasas via the airwaves... Mark Hellinger and Gladys Glad preparing new idea for the ether, with Mark still undecided as to desired sponsor...Joey Nash did two sets of fifteen-minute transcriptions...One under the name of "Nash" and the other under the nom de recording of "Jack Nelson"...Tuckahoe's gift to show business, Kathryn Rand, yelling for Tuckahoe's gift to the squared-circle at the Hipp fights the other night...Teddy Powell rushes into the Tavern exhausted, having just completed a song called "Honeybunch" with Walter Samuels and Leonard Witcup...which was placed with Popular Melodies the same night.

● ● ● Mickey Alpert takes Henny Youngman to the Tavern, the Hipp fights, Bali Club, Jack White's 18 and then for a whirl in Dave's...Shortly they will Benny-and-Allen-it on the nets...Belle Baker shares billing with Youngman at the State next week... Henry Dunn of Cross and Dunn being kidded because of the excess weight around the mid-section...Ted Hammerstein, who presents Connie Gates a week from Tuesday, angling for a sponsor on an operetta idea utilizing the family background...Bill Perry's wife received an offer to enter the legitimate theater in Europe... Bernice Claire is back to talk with sponsors...Appearance of Douglas Fairbanks Jr. on the Music Hall show last night marked his first airing for NBC, but he appeared on the Lux Theater from New York via CBS last year...Ed Reynolds, CBS sales promotion department, is out on a buying sprec for tropical fish...Tom Fizdale, Chicago press agent, is sending out samples of his new memo pads which measure 11" x 20".

● ● ● George Jessel will become a permanent feature on that Sunday night show where he did two guestar appearances...This will happen in about seven weeks and will emanate from the coast...Babe Ruth was offered to the same sponsor now about set to sign Dizzy Dean...Reports of the Yacht Club closing are ended...WCAE's Nancy Martin hasn't gotten over her encounter with Luke Barnett, the ribber...Pat Harrington of Jack White's is headed for a radio stooge spot...Monte Proser doing the late spots again...Vernon Richards will be guestar on WMCA Tuesday...Billy Glason did a shot in vaude this last week...Dick Fishel has removed the dark cheaters...Jack Kofoed moves on Monday...Ed Dukoff claims he's found a sponsor for his extracted teeth...Fellow makes corn that can be inhaled instead of chewed...Harlan Eugene Read will launch a new program when he returns from covering the Coronation, to be called "Teller of Tales"...I. P. King picked up \$150 in five weeks of bridge playing...Fortune mag will do a series in the May issue on the Hotel New Yorker...Don Kerr will be honored by the sponsor at a dance at which time he'll meet the sales force...Master and Variety recordings throw a party tomorrow at their new offices...Mary Small's Junior Revue goes on Showboat the 18th instead of the date previously announced... After this shot, she starts a vaude tour.

GUEST-ING

DALE CARNEGIE, lecturer and writer on applied psychology, will be on the "Show Boat" program March 11 over the NBC-Red, 9-10 p.m. Helen Morgan also is booked for this show.

FANNIE HURST talks on the "We, the People" program Sunday afternoon, 5-5:30, over the NBC-Blue.

DR. PAUL B. SEARS, whose book, "Deserts On The March," was recently awarded one of the four \$2,500 Book-of-the-Month Club fellowships, will be a guest speaker with Hendrik Willem Van Loon on two of the latter's regularly scheduled broadcasts, Sunday at 11:15 a.m. over the NBC-Blue network, and Tuesday at 7:30 p.m., over the NBC-Red.

MARIA GREVER, composer of "Te Quiero Dijiste", "Jurame" and many other melodies, will be the guest of Old Gold's "Tango Cabaret" program Sunday, 1 p.m., over WOV.

VIRGINIA VERRILL goes on the Ed Wynn program March 20, at 8 p.m. over the NBC-Blue.

CHARLES KULLMAN will guest-star with Ed Wynn on March 27.

VIOLET HEMING of "Yes, My Darling Daughter" is scheduled for Charlotte Buchwald's "The Playgoer" program on Tuesday.

Increase in Exports of Radio Apparatus

(Continued from Page 1)

sion of Foreign Trade Statistics in a special report.

Record export figure of \$2,584,000 in radio apparatus was recorded for January, compared to \$2,040,000 for January, 1936.

Figures for six months ending in December in 1935 and 1936 showed over \$2,000,000 increase during the period. Exports during the six months of 1936 amounted to \$15,884,000, compared to \$13,777,000 for the same period of 1935, an increase of \$2,107,000.

No imports of radio apparatus were noted by the report, reflecting an optimistic business note for the export radio apparatus industry. Reciprocal trade treaties acknowledging U. S. as leading in this field was thought responsible for this condition, together with economic recovery.

DREAM BOAT WEEK

Beginning March 15th

Don't fail to feature

WHEN MY DREAM BOAT COMES HOME

The Hit of the Year

MY LITTLE BUCKAROO

Dick Foran's sensational kid-cowboy ballad

M. WITMARK & SONS

RCA Bldg., New York City

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

March 5

Greetings from Radio Daily

to

Everett Mitchell

BIRTHDAYS



KOMA, Oklahoma City, is producing a daily script show entitled "A Modern Girl's Romance," using talent from the dramatic classes of the University of Oklahoma and Oklahoma City University.

Various peace officers of the Southwest have been cooperating with a group of Southwest radio stations in building a program known as "The Crime Reporter." The show is produced in Dallas and released through KRLD to Oklahoma through KOMA, Oklahoma City, and KTUL, Tulsa.

"The Crime Reporter", a new program of happenings in the Southwest, now being aired each Monday at 9 p.m. via KTSA, San Antonio. Sponsored by local Servel dealers.

WDGY, Minneapolis, has spotted a new program known as the *Mystical Ball Room of the Air*. Dance records are used in connection with Standard Crowd effect records. The program is very popular among the young people.

The Ramblers Quartet have discontinued their programs from KDKA, Pittsburgh, until after the Easter season.

The *Bellmen Male Chorus of New Haven* under director James Morton will play host to the *Mendelssohn Male Chorus of Waterbury* and the *Telephone Choral Club of Hartford* in a special broadcast over WICC, Bridgeport, on Monday, 9-9:30 p.m.

Renzo Chiappa, who has been featured on "Salon Favorites" Tuesday at 3 p.m. over WOV, is now also appearing with Vincent Lopez at the Astor Grill every Thursday evening. His engagement is for an indefinite period.

Mark Tyme, formerly of the *Yankee Network*, the *Affiliated Broadcasting Co.* and other independent stations including KSTP of Minneapolis, will begin a series of daily programs, known as the *Lamplighter* over WDGY. Mark Tyme is known as the *Poet Philosopher of the air*.

Gertrude Lewis, the only exclusive Woman News Commentator in Minneapolis-St. Paul radio, appears daily over WDGY at 2:15 p.m. in her program called "Musical Newsettes." This is a new type of news program, combining both news and music. It has a large following among the women in the Twin Cities.

Rev. Charles E. Coughlin has signed a contract with WDGY, Minneapolis, for 26 weeks. The contract calls for Sunday, 2 to 3 p.m. It is being fed to WDGY through the Mutual system.

Radio and Television

PATENTS

Granted March 2, 1937

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

2,072,240—Radio circuit actuating device. Charley Jacob Zigler, Chicago. Millard K. Zigler, administrator of said Charley Jacob Zigler, deceased, assignor to RCA.

2,072,262—Reflecting structure for electric waves. Robert Herzog, Berlin, and Walter Max Hahnemann, Berlin-Marienfelde, Germany, assignors to C. Lorenz Aktiengesellschaft.

2,072,267—System for landing aircraft. Ernst Kramar, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,072,268—Transmitter for electro-magnetic waves. Ernst Kramar, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,072,272—Radio receiving system. Harry J. Nichols, Henry C. Forbes, Walter S. Harmon, Dayton, and Homer J. Loftis, Ironton, Ohio, assignors, by mesne assignments to RCA.

2,072,279—Operation of radio broadcast stations. Paul Scharrer, near Spandau, Germany, assignor to Siemens & Halske Aktiengesellschaft.

2,072,283—Automatic gain control. Harold A. Snow, Mountain Lakes, N. J., assignor to RCA.

2,072,315—Push-pull detector. Kurt Schlesinger, Berlin.

2,072,342—Photoelectric tube. Archie J. McMaster and Charles E. Parson, Chicago, assignors to G-M Laboratories, Inc.

2,072,365—Amplification control system. David Grimes, Dongan Hills, Staten Island, N. Y., assignor to RCA.

2,072,370—Gas discharge tube with control cathode. Gunther Jobst and Dietrich Prins, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,419—Television method and apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor by mesne assignments to Mildred S. Reisman, New York.

2,072,455—Electro optical system. Walter F. Kannenberg, Lyndhurst, N. J., assignor to Bell Telephone Laboratories, Inc.

2,072,478—Electro optical system. Frank Gray, New York, assignor to Bell Telephone Laboratories, Inc.

2,072,527—Multiple sound and picture recording and projection system. Alexander McLean Nicolson, New York, assignor to Communication Patents, Inc.

2,072,528—Impulse television system. Alexander McLean Nicolson, New York, N. Y., assignor to Communication Patents, Inc.

2,072,604—Rectifying tube. Johannes G. W. Mulder and Daniel Marie Duinker, Eindhoven, Netherlands, assignor to M. V. Phillips Gloeilampenfabrieken.

2,072,637—Electron discharge tube. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,638—Electrode mounting for discharge tubes. Gunther Jobst, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,651—Electron tube. Fritz Schroter and Fritz Michelsen, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,278—Voltage multiplier circuit. Otto H. Schade, West Orange, N. J., assignor to RCA.

2,072,658—Receiver arrangement for electric picture transmission. Otto von Bronk, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,072,708—Amplification control. Nelson Perry Case, Bayside, N. Y., assignor to Hazeltine Corp.

2,072,733—Electrical discharge device. Gunther Dobke, Berlin-Reinickendorf, Germany, assignor to General Electric Co.

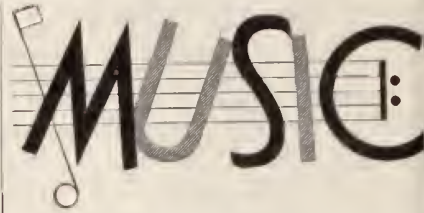
2,072,740—Volume control. David E. Earnshaw, Philadelphia, assignor to Philco Radio & Television Corp.

2 Sign Bakery Series

"The Freshest Thing in Town," a transcribed series, has been placed on WKMB, Youngstown, under the sponsorship of Schwebel's Bakery. Program also set for Grocers Wholesale, Inc., Des Moines, to be aired over the Iowa network stations, KSO and WMT. Frederic W. Ziv, Inc., Cincinnati, is the agency handling both accounts.

Midnight Sponsor on WHN

Madison Personal Loan Inc. will sponsor a 15 minute show, Monday through Saturday, over WHN. It will be aired from 12 mid. to 12:15 a.m. Program will be composed of dance music with Bud Rainey acting as emcee. Also Radio Recording handles the show.



PAUL WHITEMAN'S Ork combines musical forces with the National Symphony Orchestra, Washington, D. C. Philharmonic group, for two concerts, one March 17 to be given in Baltimore, the second to be a repeat of the first, the next evening in Washington.

Lou Kosloff, pinch-hitting for Buddy Rogers on the NBC "Twin Stars" program for six broadcasts until Rogers' return from abroad, was selected by Jack Hasty from among 37 bandsmen who applied for the job.

"Red" Nichols and his "Pennies" broadcast from Chi when they begin their engagement at the Hotel Sherman's College Inn, March 19. They'll be aired regularly over CBS.

Zinn Arthur's "cooperative band" owns a "cooperative" music library which was recently "cooperatively" insured for \$25,000.

Ed Smalley and his 7 Gs have their song numbers recorded and listen to a playback of them each week at National Recording Co. before they're airwaved. They pick out flaws and make corrections before taking the ether.

Words & Music Inc. will plug a new song "I'd Be a Fool Again", by the authors of "The Talk of the Town". Del Casino introduced it in his Tuesday broadcast and Guy Lombardo played it on last night's program.

Dick Stabile, who opens Thursday at the William Penn, Pittsburgh, has signed Muriel Byrd as vocalist.

Jimmy Livingston, maestro of the Hotel Charlotte Ork, aired nightly over WBT, Charlotte, is convalescing from an appendectomy.

The eleven members of the Shep Fields band are all learning to play the accordion, with a view to doubling.

Stephen Richards and his band replace Sid Solomon and his boys at the Hollywood Restaurant, where they are airwaved twice weekly over WHN.

"White Horse Inn" on WJZ

A condensed version of Erik Charell's extravaganza "White Horse Inn", with all the principals of the New York cast and the native Tyrolean dancers, will be given Monday 11:30-12 midnight, over WJZ.

WITH THE WOMEN

By ADELE ALLERHAND

MAIL to another femme exec, Elizabeth (Betty) Black, Ruthrauff & Ryan time buyer... She's been with the agency for six years, and in her present job for three... Was once with McCann-Erickson... Adores her job and thinks meeting people is the best part of it... Dodge, Fry, Lifebuoy, and Florida Citrus are all her accounts... When pressed, admitted she thought it was important for women in business (inclusive of advertising and radio) to retain a sense of humor... She's kept hers... Robert, who holds the lily... he makes gals like Helen Claire and Mitzi Green even more glamorous for mike encounters... working with a British firm on television make-up... When it's perfected he'll open a salon dedicated to radio alone... Russ Morgan is looking for a gal... She must have a voice, be blonde, delicate and easy-on-the-optics... She'll accompany the band on one-night stands, if she passes muster...

Reubens is concentrating on sandwiches again... one is being named for Grace Moore... it's turkey, not 'fightingales' tongues, as you thought... and one for Deanna Durbin... And now what develops is... Henny Youngman has a wife and babe... Lawrence Gray, just off the air, will soon take it again... with a new series... dramatization of "Medal of Honor" material... a big new sponsor is all agog over it... Kay Weber doing the social butterfly in Chi... A find 17-year-old Claire Niessen, optioned by 20th Century-Fox, was outstanding on Wednesday's "Professional Parade", Federal Theater Project Program...

A gal often up in the air takes it when "Roving Reporter" Frankie Basch interviews Winifred Bayer, femme d'arcevil and parachute jumper, over WMCA today at 3:45... Hollywood (restaurant not land of promise) songbird Josephine Huston to questar for Marion Cole March... She'll tell all about her push for China dogs, watch charms, antiques and bracelets... Carol Weyman goes screenie with a series of shorts for Educational Pix... all about society buds turned pro... Going to London to see the King... One-woman theater Cornelia Otis Skinner... She'll witness coronation ceremonies and tour continental theaters... Famous women currently in news will be Boswellled by Captain Tim Healy... Margaret Daum vocalizes on the Howard Barlow "Music of the Theater" program every Sunday over WABC.

RADIO PERSONALITIES

No. 10 in the Series of Who's Who in the Industry

FRANK E. MASON, vice-president of NBC in charge of station relations. One of the busiest men in the industry, yet is an associate in the School of Journalism at Columbia University. Graduated from Ohio State U. with a Phi Beta Kappa key, sheepskin and no job. Managed to connect as assistant editor of American Boy magazine. Then the war. 1919 found him in Berlin with a captain's commission and two medals. Resigned from the army in 1920 to take time out to get married, then become Berlin correspondent for the International News Service. This was his first newspaper job. Was transferred from Berlin to London and in 1922 to Paris. Roamed the continent for INS next five years, then returned to America to work up to prexy of INS. Resigned in 1931 to become vice-president of NBC, in charge of public relations. He was largely responsible for the present press-radio service and for creating better understanding and cooperation between newspapers and radio. Native of Milwaukee and is 44 years old.



He helps newspapers and radio good will.....

Mrs. F. D. Roosevelt Back on Air in April

(Continued from Page 1)

days, 9:30-10 p.m., but present plans indicate that the new series will be an additional half-hour spot on NBC. Mrs. Roosevelt's first commercial series on the air was under the sponsorship of Simmons mattresses through Fletcher & Ellis, New York. Her last radio series was on CBS with Selby Shoe Co. sponsoring through Henri, Hurst & McDonald, Chicago. Reported that the First Lady receives about \$2,000 per broadcast. J. Walter Thompson Co., New York, has the Ponds account.

Bill Asks Protection For Music Arrangers

(Continued from Page 1)

would be compensated and protected for their labors under a new bill, H. R. 5275, introduced in the House yesterday by Congressman J. Burwood Daly of Pennsylvania. The measure seeks to amend the present Copyright Act of 1909. It also includes the controversial \$250 damage fee clause which is exempted under the pending Duffy copyright bill. Congressman Daly feels it is essential for an association like Ascap or any association representing composers and authors to have a right to collect for the use of their works.

Gov. Lehman on Air

Governor Herbert Lehman will speak over a split CBS network tonight in support of ratification by the Legislature of the Federal youth control amendment. The program will be aired 6-6:15 p.m. over the following stations: WABC, WOKO, WNBC, WGR, WESG, WHEC, WFBL and WIBX.

In making a radio broadcast to

New Spots, Renewals By Webster-Eisenlohr

(Continued from Page 1)

8 will start a series of time signals, twice weekly, seven days a week, on WDAF, Kansas City. Sponsor is switching from KMBC. On March 26 the WTAM U.P. news reports will sign off the air, with a baseball score series to begin April 19, three nights a week with Penn Tobacco (Ruthrauff & Ryan) taking the other three nights. Sponsor is also splitting the time on WIND with Penn Tobacco. Both take three half hours weekly. Up to March 1, Webster-Eisenlohr was using six quarter-hours weekly on WIND.

Renewals for other stations on the list include KOMA, Oklahoma City, 21 time signals weekly, effective March 22; KPRC, Houston, three time signals each evening, seven days weekly, effective April 5; WOAI, San Antonio, where sponsor was formerly using one quarter-hour news report each week, under new contract effective March 7 will use announcements of the news reports each Sunday, Monday, Wednesday, Friday; WWJ, Detroit, on March 28 renews the one-quarter-hour period a week; WBT, Charlotte, time signals have been extended to March 29. KRLD, Dallas, effective March 8, the INS news reports will be renewed; KLZ, Denver, time signals continued, effective April 6; KTUL, Tulsa, time signals once each evening during entire week, effective April 2. N. W. Ayer & Son Inc., New York, has the account.

gain popular support of pending legislation, Lehman follows the practice of former heads of the New York government. Both Al Smith and Franklin D. Roosevelt employed radio during their terms.

STATION FLASHES

APLICATION to build a new radio station at Provo, Utah, has been re-submitted by the Provo Broadcast Co. The station would operate on 1210 kilocycles, 100 watts power, unlimited time.

Intermountain Broadcasting Corp., Salt Lake City, has applied to increase power of KDYL from 1,000 watts to 1,000 night time and 5,000 day time. A new transmitter site southwest of Salt Lake City also is contemplated.

XET, Monterey, Mex., has increased its power watts from 500 to 5,000.

A new 100-watt station at Great Bend, Kans., went on the air this week, broadcasting on a wave length of 1370 kilocycles. The station is owned and operated by E. E. Reuhlen, a retired Great Bend merchant, who also is general manager, while the following make up the staff: assistant manager, Jere W. Murphy, Jr.; commercial manager, Douglas Romine; program director, Chester L. Gowen; chief engineer, Carl L. Hall, and studio staff members, Leo Leglitter, Nolan Reuhlen, Ted O. Irwin and Miss Evelyn Guion.

Demonstrate Television For Lawyers Association

Members of the Communications Committee of the New York County Lawyers' Association will get their first practical experience in the operation of television tonight when they are the guests of National Broadcasting Co. at a television demonstration in Radio City.

The demonstration, arranged by A. L. Ashby, vice-president and general counsel of National Broadcasting, director of the N.Y.C.L.A., and chairman of the Communications Committee, will be held in the NBC board room on the sixth floor of the RCA building. Charles Evans Hughes Jr., president of the association; Robert C. Morris, past president; Terrance J. McManus, secretary, and approximately 30 members of the Communications Committee will be present.

The entertainment portion of the demonstration will feature a parade of millinery models; Jean Sablon, French entertainer; Jean O'Neill, recently discovered young blues singer, and a news reel.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH Electrical Lighting Equipment of Any Kind FOR RADIO STATIONS 244-250 WEST 49th STREET New York City Tel. CHic. 4-2074



AS the air couldn't be cleared for the "Paramount on Parade" program scheduled to start March 14, thereby putting the debut over to the 28th, Don Wilson has a chance to get back from Jack Benny's Eastern broadcasts in time to do it. Previously he had to turn it down.

Mayor Shaw has signed for four 15-minute political broadcasts on KNX, one the night before election. Account placed by Ray Davidson.

Consolidated Drug Trade is cancelling the Morgan Family hillbilly program on KNX, starting March 6. It has been a six-day-a-week half-hour program.

Barney Food (Marco Dog Food) has signed for 52 Saturday evening Marco Juvenile Review programs on, KNX.

In-Laws skit, after three years in Chicago, returns to KHJ and Don Lee stations March 8, for a five-a-week run. Irving Fogel will be new manager. It will be a live talent show, but Associated Cinema will make transcriptions for the east.

Tempo Radio productions dinking "Twenty Years Ago Today" series, directed by Van Newkirk.

Tavannes Watch (Milton Weinberg agency) has called off the Tavannes Watch dramatic series which was scheduled for the coast network on CBS, 13 weeks starting March 28. Change in graduation seasons this year the reason. Tavannes fall series to be twice its usual length to make up for present change.

Standard Radio has added Ben Bernie's quartet, the Playboys, to its list of transcription library artists, and started dinking 12 pop tunes, to be followed by more.

California's usual "unusual" rains have postponed the opening of the new KEHE studios. Too damp for the accoustical plaster to dry, so opening goes over to April 1.

Ben McGlashen, owner of KGFJ, has bought a 4-place Stinson Monoplane which he will equip with high fidelity transmitter to complete his facilities for handling special events. He recently put the first local mobile unit into use. His yacht equipped to cover aquatic events.

KMTR has added three live talent dramatic shows to its list, "Trials of Famous Women" to replace "Rogues of the Ages"; Kaleidoscopes of Life,"

SELLING THE STATION

... Merchandising * Showmanship * Exploitation

Booklet on WMBD

WMBD, Peoria, Ill., "The Community Radio Station," of which Edgar L. Bill is president, recently issued a handy booklet which gives an impressive picture of the station's activities in the "entertainment, education and inspiration of the people of Central Illinois."

Among its civic efforts leadership, WMBD has promoted traffic safety, public health education, good government, expression of public opinion, etc. The booklet also gives a list of the new ideas for service programs developed by WMBD, the services rendered to rural listeners, the many organizations with whom the station cooperated; a list of the guest speak-

ers in 1936, divided into months, a word about the standard maintained in advertising matter and other data indicating that the station is a progressive and live-wire enterprise.

Sponsor-Plugging

WCOL, Columbus, has started a series of programs called "Adams 8207", Mondays through Saturday, 7:30-8:15 a.m., E.S.T., offering a theater ticket free to each listener calling the telephone number, which is that of the radio station, and naming one of the program's sponsors. The recorded music is continuous. Dialogue and commercial announcements are handled through an imaginary switchboard.

New Business Signed By WBT, Charlotte

Charlotte—Drug Trade Products Co., Chicago, has renewed its contract with WBT, for a full year, using six one-hour shows weekly from four to five every afternoon. Talent on the program will continue to be Dad Briarhopper and his band. Contract was handled by Benson & Dall, Chicago agency.

Mentho Mulsion, product of the M. L. Clein Co., Atlanta, will use seven 50-word announcements weekly. Contract, a renewal, was handled by the Mabel Loeb agency, Atlanta.

The Carolina Housing and Mortgage Corporation, Hickory, N. C., is using four 100-word announcements weekly. Contract, handled direct, calls for 26 studio announcements.

General Motors, Detroit, renewed its contract, through Campbell-Ewald, calling for two 15-minute transcriptions weekly.

Longine Watch Co. will use seven five-minute programs daily for the next 13 weeks. The contract calls for studio renditions of organ melodies by a station artist, and is entitled "Longlines Slumbertime."

Castleberry's Food Products Co. will use seven 50-word station-break announcements per week for 13 weeks. Contract placed by Groves-Keen Advertising Agency, Atlanta.

Kay Jewelry Co., Charlotte has signed a 52-week contract for one or more 50-word station-break announcements weekly. Agency, Simons-Michelson Co., Detroit.

Purcell's (women's apparel) of

dramatizing heart throbs in the news, and Charley Davis's re-enactment of scenes from the news of one year ago. First two are weekly, other goes 15 minutes Tuesdays through Fridays, evenings.

Los Angeles Jewish hour, Paula Margolin producer, goes on one hour a week Sunday program over KMTR, with participating sponsors.

Adding another 30 minutes daily,

Early Morning Show Liked By WPRO Fans

Providence—WPRO has blasted the bugaboo of early morning radio audiences in this territory with its "TNT Review," broadcast weekdays at 6 a.m.

Prior to the first of the year, Providence stations came on the air at 7 and 7:30 a.m. Suddenly WPRO broke this tradition with its charge of "TNT."

The program derives its title from principle service features offered during the broadcast—Time, News, and Temperature. Basically a transcribed show, with no phonograph records used whatever, it included all the variety of the NBC Thesaurus. The correct time is announced every five minutes, United Press News every 30 minutes and temperature and weather report every 15 minutes.

A recent mail analysis issued by WPRO called "Unusual Quotations from the TNT Mail" includes comments from listeners in all walks of life and from every state in New England. Culled from the hundreds of letters written by early rising New Englanders, the quotations indicated audience acceptance and public service. One man wrote:—

"Listening at 6:15 a.m. It's the best way of arousing son so he will get up to practice his clarinet before school."

Charlotte will run one or more 50-word station-break announcements for 52 weeks.

Los Angeles Examiner is now buying an hour and a half daily, six days a week, to plug classified ads over KGFJ.

Frank W. Purkett, vice-president of Associated Cinema (transcriptions), left this week for New York.

Allan Wilson, of Tempo Radio Productions, is on an eastern trip.



REPORTS that Amos 'n Andy are in the market for a new idea to replace their current radio presentation have been termed "rumors" by Basil Loughrane, radio chief of the local office of Lord & Thomas agency, who handle the Pepsodent account.

Quin Ryan, WGN broadcast manager and veteran commentator and announcer has returned to Chicago and WGN this week after a vacation at Sanibel Island, off the west coast of Florida. He will resume his broadcasts Monday.

June and Cherry Preisser, appearing in the "Ziegfeld Follies," current here, will make their air debut in a program of songs and dances with Harold Stokes and his band on "Matinee Melodies" on Sunday afternoon, March 7 at 3 (CST) over WGN and the Mutual net.

New Programs Start On WMAZ, Macon, Ga.

Macon, Ga.—A number of new programs make their debut over WMAZ this month. Dixie Dairies this week began the Country Church of Hollywood broadcasts, Tuesdays and Fridays at 7 p.m. Clarke Memorials on Sunday at 2 p.m. will start "The Story Behind the Song". Sterchi's Inc., picked "The House of Dreams" for each Sunday at 1 p.m., while their "Friendly Voice" goes into his ninth year at the same hour weekdays.

Schwob's program of Hollywood talent including Martha Ray, Bob Burns and others will start tonight at 7:45 and continue each Friday Southern Crate and Vaneer Co. go into a second year of spring and summer radio advertising, increasing to three quarter-hours weekly Transco Guess What? program will be heard Wednesdays and Fridays. Some increases and renewals also have been recorded.

New Orleans Biz

New Orleans—WSMB announce the following new accounts:

Studebaker, one-half hour for three weeks, transcriptions, placed by Roche, Wilson & Cunyngnam; Ironized Yeast, two five-minute period weekly, dramatic skits, placed by Ruthrauff & Ryan; Devoe and Reynolds, placed locally, three five minute transcriptions; Kool Cigarettes, one-half hour, 13 weeks, NBC B. B. D. & O.

New WSDU business: Sears-Feibleman, spots; Crane's Clothing, 15 minute Detective Story transcription, nightly.

The Most Talked About

Youngster in the Industry

Today is RADIO DAILY

and It's Less Than a

Month Old ★ ★ ★ ★

Watch the Baby Grow!

ANNOUNCERS

BOB ELSON, WGN's ace baseball, football, boxing and hockey announcer and all around sports commentator, will leave Chicago next Wednesday on his annual jaunt to the Pacific coast for his visit to the training camps of the Chicago White Sox and the Chicago Cubs at Pasadena and Catalina Island. Elson will spend three weeks with the two Chicago major league clubs brushing up on his baseball in anticipation of another busy summer of baseball broadcasting and sports review work. During his sojourn on the coast he will present two sports reviews from Pasadena and two from Catalina. The other sports review shows usually presented by Elson will be presided over by Jim Fleming.

Cliff Daniels, WCAE's chief announcer, has joined *Norman Twigger* and *Jimmy Murray* in daily workouts at the Pittsburgh YMCA. All three are squash enthusiasts. And by the way, *Twigger* has cut his weight seven pounds in two weeks.

Lee Kirby, WBT announcer, is in the Presbyterian hospital, Charlotte, suffering from a stomach ailment.

When *Gene Shumate*, KRNT-KSO sports announcer, covered a wrestling match in Des Moines' Coliseum recently, he told the radio audience that *Dick Raines* had won the first fall from *Abie Coleman* and predicted that *Coleman* would get the second in an obviously prearranged deal. *Coleman* got the second. The wrestlers complained about being reported so candidly that *Promoter Abe Frankel* has discontinued his broadcasts as a result.

Jack Hoffoss and **Dick O'Day** have been added to the staff of announcers at WDGY, Minneapolis.

Bill Perry has replaced **Kenneth Roberts** on the *Kathryn Cravens* program. **Kenneth** disabled a couple of fingers while bowling.

ONE MINUTE INTERVIEW

JACK JENNEY

"The air waves are fickle in the respect that the top-notch bandmen of today can be the forgotten musicians of tomorrow. Leaders like *Whiteman*, *Spitalny*, *Vallee* and a few others who have held their own through years of acid tests, will continue to do so. But each year will see an influx of new bands and leaders, all of whom will try to usurp those who are pre-eminent today."

Instant Local News Flashes Effectively Used by WMBH

EFFECTIVE use of instant local news flashes, all sponsored, is made by WMBH, Joplin, Mo.

Arrangements have been made with all local undertakers to inform the station at once whenever an emergency ambulance call is made. That information is flashed, as: "A— ambulance has been called to—" (using the name of the undertaking firm is a good way to keep the calls coming in). "Further details will be announced within a few moments."

When the ambulance call has been completed, the announcement is made, and whenever possible a suitable spot is run for the sponsoring insurance company.

In similar manner, the fire department always informs the station of the outset of a fire call. When the report on the fire is made, there is always a suitable spot advertisement to go with it.

For these two services, a considerable number of spots is kept on file, so that it is but the work of a moment to complete writing the fire report and get the data on the air. This is a service that is appreciated by the listeners, and is quite beneficial to the advertisers on that account.

Two other daily news flashes or periods are used. One is the Accident Scoreboard; the other is the Hospital Register.

The Accident Scoreboard is a daily report on the number of automobile

accidents and personal injuries, contrasted to that of the previous year at the same time, in cumulative totals. This record is used to preface a short plea for driving safety. The spot accompanying it is participated in by twelve firms, each one having a copy limit of five words in addition to name and address.

The station staff keeps the records and makes the copy slogans.

The hospital register is sponsored by a department store, with copy prefacing the register, also following it. "News of your friends and relatives in . . ." the two hospitals in the city and one in a neighboring city.

Information on entrances to and admittances and dismissals from the hospitals is gathered by telephone, with careful checks of directories to keep the information quoted as accurate as possible being made.

Effort is made to keep detailing the conditions of patients so that listeners can know what has happened to them. This has been found to save the hospitals a lot of telephone inquiries. The birth of a child gives the opportunity to increase the commercial with the sentences: "Fleischaker's extend their congratulations to Mr. and Mrs.—."

The value of these services to the radio station is that it keeps constant check on the city and is first with big news.

Chatter

FRANK PARKER'S ten years of radio singing will be celebrated with a musical tribute to the NBC tenor in the *Rippling Rhythm Revue* over the NBC-Blue network on Sunday, 9:15-9:45 p.m. **Parker** broke into radio exactly ten years ago on that date by substituting for a tenor on the old *Eveready Hour*.

Fred Kirby, *Bill Davis* and *Don White*, on the *Statesville Flour Mills* show over WBT, Charlotte, with *Lee Kirby* announcing, have developed a program that is unusual for a spot of its type. Using the idea of continuity much in the manner of a comic strip, the boys "gather 'round the old ranch house" and dispense cowboy songs and chatter in the approved western fashion. Against a background of hens cackling and a bull bellowing, the atmosphere created is distinctly conducive to selling the feeds and grains advertised during the 15-minute show.

Floyd Bartlett, KSO-KRNT (Des Moines) engineer, was put on the temporary disabled list recently as a result of a box of matches exploding

and severely burning one hand, injuring the other hand the same day when he slipped on the ice and severed an artery after falling on a broken bottle.

James L. Hughes of WHBF, Rock Island, Ill., is on the sick list.

Claudia Simmons is the newest graduate to the movies from the ranks of contestants in *Chase & Sanborn's* "Do You Want to Be an Actor?" program, conducted by *Haven MacQuarrie* over the NBC-Red net out of Hollywood on Sunday evenings. On February 21 she had her first chance to be an actress on the radio. The next week she took a screen test. Now she has just been signed by *Warner Bros.* to a movie contract.

Dr. George W. Young, owner and general manager of radio station WDGY, Minneapolis, returned this week from a winter vacation in Florida. *Mrs. Young* accompanied him on the trip. *Doc* caught a 250-pound man-eating shark during his stay in Florida.

Coming Events

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

March 15-22: North American Radio Conference, Havana, Cuba.

April 6: Radio Corp. of America annual stockholders meeting.

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

May 2-8: National Music Week; *David Sarnoff*, chairman.

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

June 14: American Federation of Musicians annual convention, Louisville, Ky.

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

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

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

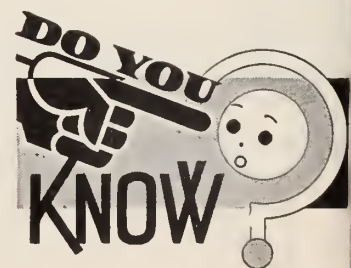
San Francisco

Jim Walsh will have to find a new way to cure his homesickness. Having left *Anson Week's* band only a short time ago to join *Eddie Fitzpatrick's* orchestra in home-town San Francisco, he finds *Fitzpatrick* is now due for a road tour.

Earl Lee of *Death Valley Days* (KPO) is boasting of over 151 consecutive performances. Lee also holds a stage record for consecutive appearances in San Francisco.

KYA has enlisted the services of singing *Lance Patrick* ("Buddy") **O'Brien**, well known to night-club audiences.

J. Clarence Myers has taken over the duties of production and publicity at **KYA**. **Myers** was former radio editor with the S. F. "Call Bulletin."



Broadcast advertising volume in 1936 totaled \$106,085,696, of which \$59,743,860 went to national networks, \$1,369,646 to regional networks, \$24,646,180 to national networks and \$22,284,010 to local stations.