



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

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NEW YORK, N. Y., MONDAY, APRIL 12, 1937

FIVE CENTS

NAB Seeks Music Refund

NEW SPOT SCHEDULE FOR TIDE WATER OIL

Tide Water Oil Co. has announced a new advertising schedule for Tydol Gasoline. Spot radio will be used over the following stations: WFBR, Tuesday and Thursday, 7:45-8 p.m., news reports; WFIL, three 5-minute news spots in morning and one 15-minute spot in evening, six days a week; WOR, Monday, Wednesday and Friday, 7-7:15 p.m., sports talk; WHEC, two daily 15-minute news talks, 6 days a week; WBEN, 15-minute news period five days a week; (Continued on Page 3)

G. M. Daily Newscast On Don Lee Network

West Coast Bureau, RADIO DAILY
Los Angeles—General Motors Acceptance Corp. is sponsoring a daily 6 p.m. PST news broadcast over the Don Lee coast net. Broadcast, done by John B. Hughes, is called Page One Parade, and gives most of the news in quick telegraphic sentences, color background only where it lends real kick. Contract to run through June, placed by Campbell-Ewald Co. of New York.

WGN Has Sole Wire For Whiteman in Chi.

Chicago—Regarding the WGN-Mutual exclusive wire from the Drake Hotel, where Paul Whiteman and orchestra have opened a four-week engagement, officials of Drake and WGN have definitely gone on record as stating that under no condition would they permit an NBC or any wire other than that of WGN. Schedule set calls for periodic remote broadcasts from the Gold Coast (Continued on Page 3)

Spieling Checkup
Schenectady—Sound recording equipment is being used by Manager Kolin Hager of WGY to keep check on the vocal and grammatical efficiency of announcers. An engineer records the voices without warning. At staff meetings later the records are played, also without warning, whereupon comments and criticisms are invited. Keeps mikers on their toes.

DISKS AND SPOTS LED FEB'Y BUSINESS GAIN

Washington Bureau, RADIO DAILY
Washington—Electrical transcriptions and spot announcements showed the greatest increase over other types of broadcasting in February as compared to February, 1936, the NAB reports. Total broadcast advertising for February amounted to \$10,182,325, a decline of 1.8 per cent from level of January (February loses approximately 10 per cent through being a short month), but increased 25.1 per (Continued on Page 8)

Thornley and Jones Form New Ad Agency

George H. Thornley, for 30 years a member of N. W. Ayer & Son, advertising agency, and John Price Jones, public relations council, have formed the Thornley & Jones Ad- (Continued on Page 8)

Committee is Named to Retrieve Money Paid Warner Bros. Subsidiary — Copyright Bills Endorsed

WLW-WHN HOOK-UP IS STARTING IN WEEK

With the WHN-WLW tie-up due to start within the next week, Louis K. Sidney, managing director of WHN, states that WHN will hold daily auditions, which he will personally supervise, in a quest for new talent for the exchange programs. It has been the policy of WLW in the past to send talent scouts to New York to search for station talent, but this now will be unnecessary. (Continued on Page 8)

Sponsored Coast Show Expands on Sustaining

West Coast Bureau, RADIO DAILY
Los Angeles — Ed Lowry's Sing Time, which has been a popular half hour musical variety program on the Don Lee coast net, stretches out to an hour and goes Mutual transcontinental starting tomorrow. Fox West Coast Theaters have been sponsoring the Don Lee airings and will continue as sponsors here, but the program for the rest of the country will be classed as sustaining, even with the Fox West Coast plugs.

By GEORGE W. MERTENS
RADIO DAILY Staff Writer
Washington—A committee to investigate and forward plans seeking the refund of monies paid by broadcasters to Music Publishers Holding Corp., Warner Bros. subsidiary during its withdrawal from Ascap, was named by the NAB board at its closed executive session here, RADIO DAILY learned. Committee consists of Joe Maland, WHO, Des Moines; John Elmer, WCBM, Baltimore, and John Gillin, WOW, Omaha. The board also endorsed both the Duffy (S.7) and the Sheppard (S.2031) copyright bills. The Sheppard measure is similar to the bill proposed by Ed Craney of KGIR, Butte, in his letter to Ascap on Feb. 7. Speaking of the recent Havana Conference, which was discussed at the board meet, NAB Reports states: "The Managing director, James W. Baldwin, who spent a week in Havana as an unofficial observer commended the attitude displayed by the members of the various government delegations and expressed the view that by reason of their technical qualifications and serious intentions very constructive results might be ex- (Continued on Page 3)

NAB CONVENTION DATES SET AS JUNE 13 TO 16

Actual dates of the NAB annual convention have been set as June 13-16. Event will take place at the Stevens Hotel, Chicago.

★ THE WEEK IN RADIO ★ ... NAB Again Picks Chicago

By M. H. SHAPIRO
DESPITE the terrific heat encountered last July—which was more or less nationwide anyway—National Association of Broadcasters will hold its annual convention in Chicago for the second consecutive year. Central location is the outstanding reason, since every year it is a matter of satisfying the broadcasters from the deep South and the Coast, as well as the East.... Ascop revising its administrative setup is really an over-due matter that will do much to eventually increase its efficiency and make way for more personal contact work by E. C. Mills... John G. Paine will

undoubtedly become as well liked in radio as he is in the music and allied fields.... David Sarnoff and RCA definitely come out in the open and remind the folks that sponsors will have to bear the brunt of the actual operating expenses of television once it is out of the experimental stages...since private enterprise has been doing the same for broadcasting and originating vast amount of entertainment which costs the listener nothing...there is no ground for any undue buzz from the professional "worriers" Network billings were well above (Continued on Page 2)

6 Years Too Soon
WLTH, Brooklyn, wants the world to know that it will not succumb to the current craze and start a spelling bee. Reason is that WLTH already had a spelling bee—six years ago—a city-wide contest in conjunction with Brooklyn Paramount Theater and Evening Journal. Finals were aired with a CBS tieup.

Announcer Record
West Coast Bur., RADIO DAILY
Los Angeles—Jack Carter, KNX-CBS announcer, on April 16 completes six years of broadcasting from one spot—the Paris Inn. It will be his 4,376th air appearance from the cafe and his 3,626th hour announcing Bert Rovers and his singing waiters, now on a weekly coast-to-coast program.



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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THE WEEK IN RADIO

... NAB Again Picks Chicago

(Continued from Page 1)

the same period a year ago, month of March giving CBS and NBC 19 per cent increases and Mutual an 11 per cent jump... Ford Motor Co. dealers shows are going CBS exclusively... and Kate Smith with a General Foods show goes NBC in the Fall... WLW Wire reported as set with many commercials, but some in the trade merely raised their eyebrows a little... they want to be shown. Maxwell House Showboat finally sets itself for Hollywood and good ole Showboat will bow out and make way soon for a different type of entertainment...

Dickstein measure went to the table and again a session of Congress bids

fair to give Dickstein proponents an opportunity to start next season with the doors (Dickstein's) open to all comers...

Foreign language news service will be made available to stations by Van Cronkhte Associates, Inc... no terrific station deals by the webs the past week excepting that CBS has signed WGAR, the NBC Cleveland outlet, and NBC in turn will take on WHK, the CBS outlet there... Chicago band booking situation and the remote wires are again subject to a local battle between the big orchestra outfits such as MCA and Consolidated.

Open 2 1/2 Hours Earlier For Coronation May 12

NBC and CBS will be opened 2 1/2 hours earlier than usual on May 12. Through arrangements set with British Broadcasting Corp., the nets will begin airing at 5 a.m., EDST on the morning of the coronation, and will continue broadcasting the major portions of the affair until approximately 3:30 p.m., EDST. NBC will have 50 microphones covering the day's events, and CBS will also be in a position to air the goings-on from strategic points along the route. CBS has also arranged for a series of 8 transatlantic broadcasts to be aired prior to the coronation from the studios of BBC in London. Members of the English royalty will speak on April 18, 25, May 2, 4, 6, 9, 10 and 11. NBC has scheduled approximately 40 transatlantic broadcasts to be aired prior to coronation, with the first one set for April 14.

KTUL Increases Staff

Tulsa—KTUL has added four new members to its staff recently. John Harrison and Bob Holt, announcers, Berenice Ash, continuity writer, and Carolyn Montgomery, song stylist. Harrison has been connected with WBBM, WMAQ, WFAA and the NBC network before coming to KTUL. Holt was associated with KFRU and KMOX. Berenice Ash, prior to working for KTUL wrote programs for several Tulsa sponsors. Carolyn Montgomery has been singing over KTUL intermittently since the station opened a little over three years ago and has built up a large fan following.

Sign Walkathon Sponsor

Radio & Film Methods Corp., through McCann-Erickson, signed Axton-Fisher Tobacco and Twenty Grand Cigarettes as sponsor of the Walkathon broadcast from the Brooklyn Ice Palace. Contract is for the duration of the event airing three times weekly over WCNW.

Internat'l Broadcasters Take Canada as Member

Toronto — Major W. E. Gladstone Murray, general manager of Canadian Broadcasting Corp., in announcing that the International Union of Broadcasters had admitted Canada to associate membership through the C.B.C., states this will afford Canada opportunities to "consider the future" in the matter of international co-operation in that sphere.

It was the opinion of Major Murray that although many countries were now concentrating on international broadcasts, the time for Canada's projection into the international field had not yet arrived.

Radio Helps Baseball

Charlotte, N. C.—Radio has done more to rekindle active interest in baseball than any other publicity medium, said W. B. (Bill) Carpenter, supervisor of umpires in the International League, in a special sports broadcast with Charles Crutchfield, program director of WBT here.

WWJ Feeds Trout to NBC

Detroit—Opening of the trout season April 24 on the Au Sable River will be aired by WWJ, Detroit News station, in two broadcasts to be carried by the NBC-Red network. Forrest Wallace and Jim Eberle will describe the morning and evening events, respectively.

Hatch Joins Disk Firm

West Coast Bureau, RADIO DAILY Hollywood—Wendell Hatch joined Associated Transcriptions of Hollywood last week as production head, following two years activity in the Dan B. Miner agency as junior account executive in the radio department. His first job will be to supervise the making of five-minute spots designed for used cars, furniture and paint accounts.

Sales Boosted 500 Per Cent

Schenectady—Van Curler Food Products Co., operating 100 stores in this area, report a 500 per cent increase in coffee sales as a result of a quarter-hour weekly and three five-minute periods a week on WGY.

COMING and GOING

JAMES BALDWIN, NAB managing director, and GENE O'FALLON, of Denver, were Chicago arrivals on Saturday.

ARTHUR B. CHURCH of KMBC, Kansas City in town over the week-end.

O. J. KELCHNER, WMMN manager, was in New York from Fairmont, W. Va., visiting radio executives last Friday and Saturday.

GARDNER COWLES, SR., of KSO, Des Moines, and executive editor of the Des Moines Register-Tribune, was among the NAB directors who attended the board conference in Washington last week.

JOE BOLTON, WOR sports announcer, flew to Chicago on business yesterday. Will return within the week.

CLAUDE SWEETEN, musical director at KFRC, San Francisco, arrived in New York last week for an indefinite stay.

CHARLES FUREY, radio director of Artists Syndicate of America, returned Saturday from a business conference with the Katz Advertising Agency in Baltimore.

HARRY LEADY of Rockwell O'Keefe, left for the coast Friday.

Using 12 CBS Stations In Loan Series Shift

Beneficial Management Corp., (personal loans) will shift to the Tuesday, 10:30-11 p.m., period on April 27 using 12 CBS stations (WEEI, WHK, WJR, WABC, WCAU, WJAS, WFBL, WLBZ, WHP, WIND and WHEC), 10:30-11 p.m. The same program, "Your Unseen Friend" will continue in the new spot. Last program in the Sunday, 5-5:30 p.m., hour will be heard April 18.

Reason for WIND being used as the Chicago outlet is because another CBS sponsor, Phillips Petroleum Products, is using WBBM for a split CBS mid-western network, which airs at the same time. A little smart selling by the CBS sales force. Albert Frank-Guenther Law, Inc. has the Beneficial account.

Columbia Artists Inc. Sign 2 New Programs

Columbia Artists Inc. have signed Nora Sterling, actress and author, and will feature her on a new series of programs to be written by herself. Programs will be called "Funny Things" and will premiere April 26, 5:45-6 p.m. Present plans call for airings every Monday, Wednesday and Friday. Contract is not exclusive for writing, as Miss Sterling has previous commitments.

Also signed last week were the Dalton Brothers trio. First airing of the novelty songsters set for May 4, 2:30-2:45 p.m. with programs to be heard every Tuesday and Thursday thereafter.

FINANCIAL

(Saturday, Apr. 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB MARKET

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

OVER THE COUNTER

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

"Tragedy of Man" Ending

Tenth and final episode of "Tragedy of Man," presented by the WPA Federal Theater's Radio Division over WQXR, will be given tomorrow, 9-9:30 p.m.

"Exploring the Seven Arts," new weekly series under auspices of the WPA's Radio Division, is now a Wednesday 10:15-10:30 p.m. feature over the same station.

Jimmy Dudley to WJJD

Pittsburgh—Jimmy Dudley, WJAS-KQV sports commentator, has resigned his post to accept a position with WJJD in Chicago. Dudley will work with John Harrington on baseball broadcasts as well as other sports and general assignments.

BIRTHDAYS grid with numbers 1-30 in a 4x7 grid.

April 12

Greetings from Radio Daily to Lily Pons

LEO SAYS: Wise advertisers know that WHN covers the nation's first market effectively! WHN DIAL 1010 M.G.M. LOEW'S

WARNER MUSIC REFUND BEING SOUGHT BY NAB

(Continued from Page 1)

pected at the next conference scheduled to open in Havana, Nov. 26."

Regarding the Montana and Washington state copyright laws, the board agreed that competent counsel should be retained to assist the defense of these states and to advise state associations concerning proposed legislation in their respective states.

Edward J. Fitzgerald, director of the Bureau of Copyright for NAB, gave a one-hour audition for the directors to demonstrate the progress of the Bureau of Copyrights in the building of an electrical transcription library based primarily on public domain music.

The selections performed for the Board by Fitzgerald were typical examples of 180 selections comprising ten hours of music which have been produced by the NAB and which very shortly will be offered to member stations. Quality of the library, it was stated, may best be measured by the unanimous adoption of a motion by the board that the Managing Director James W. Baldwin and his staff should be highly commended for the work thus far accomplished in the building of a music library. The present schedule of the Bureau of Copyrights calls for a total of 25 hours of recordings, approximately 500 selections, by June 1.

With the creation of a new corporation, authorized by the board and which will handle all business details incidental to distributing the music, definite proposals including cost of materials (recordings and sheet music) will be formally submitted to the membership.

Coca-Cola Gets N. O. Games

New Orleans — Coca-Cola has signed for the sponsorship of all New Orleans Pelicans day and night games to be played during the season. Evening games will be aired over WBNO and daytime events on WSMB. Jack Halliday will announce for both stations. William B. Wisdom, placed the account.

10 Sustainers on CBS for Schmitz

CBS has set a series of ten sustaining programs to be aired by E. Robert Schmitz, French pianist, beginning April 24. Program, in line with the web's policy of year-round classical music services, will be broadcast weekly from 6-6:30 p.m.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

NEW PROGRAMS—IDEAS

Druggists' Health Series

WBAL, Baltimore, has inaugurated "Your Good Health," under the direction of the Baltimore Retail Druggists Ass'n, Wednesdays, 4-4:15 p.m. Program is of special interest because each broadcast tells of a recent discovery in medicine. Dr. Melville Strasburger, president, Maryland Pharmaceutical Ass'n, was first speaker. Program is designed to help preserve health.

Grain Belt Weather

Another feature has been added to the daily market news broadcast presented by WHO (Des Moines) at 1:30 each afternoon, Monday through Friday. New feature is a weather summary for the corn and wheat belt, as furnished each morning by the U. S. Department of Agriculture. With the start of the growing season for wheat, and with the seeding work under way on many farms, it is believed the daily weather resume will be of particular interest to market news listeners.

The corn and wheat belt report will be furnished at the opening of each days broadcast and is to be followed by the grain close, produce quotations, livestock reports, advance estimated receipts, and the stock market review.

Real Life Dick Dramas

Beginning Wednesday evening at 10 o'clock, WHAT will present the Independence Players in the first of a weekly series of real life detective dramas, based on actual outstanding criminal cases in America in recent years. The playlets will not be merely "Cops and Robbers" stories, but the true histories of crimes as written by the men who have solved them—detectives, police officers and state troopers. The first drama, "Baby Bandits," traces the perilous career of three young gangsters from the reformatory to the electric chair, and does much to prove that truth is still stranger than fiction, and the old saw, "Crime does not pay", still holds good.

"Unfinished Headlines"

"Unfinished Headlines," with Lew Danis, made its bow over WHN on Saturday afternoon, 1:15-1:30 p.m. Danis, who plays the leading role in the series, has appeared on the stage and in motion pictures.

The feature, which will be heard weekly, is modeled after the "Lady and Tiger" and will consist of short plays with unfinished endings. Elise L. Eicks will author the series.

Broadcast Auction

Thirty-minutes of the auction being held at the Rogers Jewelers, Knoxville, is being broadcast daily over WROL. The program comes each morning at 11 o'clock and the auctioneer adds quite a bit of comedy to the program besides the excitement of selling the merchandise and promoting the sale on the air.

Radio Scavenger Hunt

WMBH, Joplin, Mo., has developed a radio scavenger or treasure hunt for C. & A. Barbecue and R. W. Boyd Service station, for 13 weeks. Cash prizes are offered, with a winner's bonus of \$2.50 for the person who is successful in finding all articles offered. Six spot announcements on the half-hour, beginning at 7 p.m., direct the treasure hunters to the different articles on the night's hunt. Deadline for finishing the hunt is at 10 p.m. Service station tie-in is that a receipt for a gasoline purchase will be accepted in lieu of any of the articles ordered on the treasure hunt.

First hunt of the series resulted in eight finishers, without preliminary announcement of the hunt's being staged.

Behind the Scenes

A new program scheduled to make its appearance shortly on WBT, Charlotte, will tell listeners what goes on at a radio station. Once a week a WBT announcer will take a microphone and go through the station asking questions. He will stop at the control room and let the engineer on duty explain the thousand and one gadgets that he has at his finger-tips. From there, the announcer will go to the program department, thence to the sales department and to the music department. Everything will be explained in detail on the weekly tour of inspection, and when the series of explanatory visits is over, WBT listeners will have an idea of the routine of radio.

Dramatized News Events

"The Voice of Today", dramatic program aired thrice weekly over KTSM, El Paso, has created much listener interest. Important news items of the day are dramatized, such as the New London school explosion, crash of the \$80,000 flying laboratory, sit-down strikes, etc. Local as well as national stories are included. Charlie Amador, KTSM news editor, compiles the news, after which Conroy Bryson, KTSM staff writer, dramatizes it. All national news is received by short wave.

Chat About Children

Paul C. Stetson, Indianapolis school superintendent, is giving a series of talks, "Chats About Children," each Monday at 5:30 p.m. over WFBM. Series deals with peculiarities and problems in the lives of adolescents. First talk was on self-consciousness. In succeeding talks, Stetson will discuss independence, encouragement, and enthusiasms.

EDDY DUCHIN
and HIS ORCHESTRA
Third Record Week at Paramount
Appearing Currently at
PLAZA HOTEL
Management MCA

NEW SPOT SCHEDULE FOR TIDE WATER OIL

(Continued from Page 1)

WFBL, one 5-minute and one 15-minute sports talk daily; WGY, Monday, Wednesday and Friday, three 15-minute news reports, WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH and WLLH, 15-minute news report, 6 days a week. Lennen & Mitchell is the agency.

WGN Has Sole Wire For Whiteman in Chi.

(Continued from Page 1)

Room by the Whiteman band, over WGN-Mutual network. Whiteman and NBC had hoped for a one hour weekly concert spot on Sunday evening from the hotel. Consolidated Radio Artists Inc. booked the engagement.

Flippen Hour Switched

Broadway Melody Hour, with Jay C. Flippen, has been switched to Wednesdays, 8-8:30 p.m., over WHN. The Super Club, new program with Irving Aaronson and his orchestra featuring Marion Melton, will be the Monday 8-8:30 p.m. program starting today.

"Proposals" in Evening Spot

WMCA's "Marriage Proposals" goes to a 6:45-7 p.m. spot starting tomorrow.

SAN FRANCISCO

AUDIENCE mail at NBC hit a new high of 151,124 letters handled by Wanda Woodward and her audience mail department staff.

Jack Meakin, young NBC pianist-conductor, and Joe Thompson, NBC producer in Hollywood, are authors of the newly published song, "Little Man With the Big Stuff".

Cliff Engle, the Voice of the Exposition, yesterday delivered the third and last of a series of Treasure Island programs originating in Hollywood.

Jack Mather, NBC actor, has a role in the new Kay Francis film at the Warner studios in Hollywood.

Garden Guide, on its broadcast yesterday over KPO and KFI, announced a picture contest to extend until May 31.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

KHSL, Chico, Cal. Mod. of license. 1260 kc., 250 watts, unlimited.
KICA, Clovis, N. M. Mod. of license. 1370 kc., 100 watts, unlimited.
WATR, Waterbury, Conn. CP for change in frequency and power. 1290 kc., 250 watts, unlimited.
Albert Lea Broadcasting Corp., Albert Lea, Minn. CP for new station. 1200 kc., 100 watts, daytime.
Winona Radio Service, Winona, Minn. CP for new station. 1200 kc., 100 watts, daytime.

APPLICATIONS DENIED

Perytal Bros. & R. K. Beauchamp, Raton, N. M. CP for new station. 1210 kc., 100 watts, unlimited.
John James Lynch, Sumter, S. C. CP for new experimental station. 41000, 86000 kc., 15 watts, unlimited.
KRLH, Midland, Texas. Mod. of license to change frequency to 1210 kc.
KTFI, Twin Falls, Idaho. Mod. of license and renewal of license.

HEARINGS SCHEDULED

April 12: Schuykill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.
Pottsville News & Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.
April 13: KIEM, Eureka, Cal. Mod. of license. 1450 kc., 1 Kw., unlimited.
April 15: John S. Allen & G. W. Covington, Jr., Montgomery. CP for new station. 1210 kc., 100 watts, daytime.
Clarence C. Dill, Washington, D. C. CP for new station. 1390 kc., 1 Kw., unlimited.
Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.
WMAS, Springfield, Mass. CP for 560 kc., 1 Kw., unlimited.
WGBI, Scranton. Mod. of license. 880 kc., 500 watts, 1 Kw. LS., share time.
Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.
Hunt Broadcasting Ass'n, Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.
Hannibal Broadcasting Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts, unlimited.
Courier-Post Publishing Co., Hannibal. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

APPLICATION RETURNED

Y. W. Scarborough, J. W. Orvin, F. Jordan, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.
Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.
Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 1570 kc., 1 Kw., unlimited.
Science Surveys, Inc., Cleveland. CP for new station. 880 kc., 1 Kw. 5Kw. LS., unlimited.
Frank O. Klapp, Zanesville, O. CP for new station. 1210 kc., 100 watts, unlimited.

Extending Coast Stay For Community Sing

West Coast Bureau, RADIO DAILY

Los Angeles—With Gillette Community Sing lopping its program down to half an hour, seeking an earlier time for eastern release and planning a rebroadcast to catch Coast audiences, it begins to look as though the first extension of the Sing's Coast airings would stretch out some more. Berle's picture work was responsible for extending original six week stay to nine. If the Sing stays, it will keep three Ruthrauff and Ryan transcontinental shows airing from the Coast, and bring them all, Jolson, Penner and the Sing under the eye of Tiny Ruffner, recently named R and R's radio chief.



"QUIZDOM COURT"

Alexander's Dept. Stores
WMCA, Fridays, 8:30-9 p.m.

POOR IMITATION COMBINATION OF QUESTION BEE AND COURT IDEA.

This patent attempt to capitalize on the name of "Professor Quiz" and the various "Courts" of the air didn't sound so hot at its first session. Aired from the Park Plaza Theater in the Bronx, the procedure involves an emcee calling six persons from the audience and asking them more or less tricky questions. The contestants are "accused" of a desire to answer questions, and upon giving their answers they are "pronounced guilty" of being right or wrong, as the case may be. Compared to the genuine Prof. Quiz program, this one had less ingenious questions, less humor, and the general routine lacked interest-holding pace and showmanship.

Program is performed by the regular theater audience, and tickets are awarded to senders of the used questions. John Guy Sampsel is the emcee.

"GERALD GRIFFIN'S PARAMOUNT HOUR"

Michaels Brothers
WMCA, Fridays, 9:30-10 p.m.

JUST MILD AIR ENTERTAINMENT SLICED FROM A THEATER PERFORMANCE.

Broadcast from the Brooklyn Paramount Theater, this half-hour portion of the performance put on in the playhouse was rather mild as ether fare, though some of it seemed to go over big with the theater audience. Harry Hershfield acted as emcee, interspersing some of his anecdotes, and chief among the aired performers was Bea Saxon, a singer with an unusual style. She started out with the number "Who" and worked up into a series of shouts that won her an encore, for reasons that are largely a mystery to a dialer. A few other variety turns, all professional talent, offered instrumental music, singing, etc., with the performance being cut off the air at the end of the half-hour.

"CYCLING THE KILOCYCLES"

Cycle Trades of America, Inc.
NBC-Blue, Thursdays, 7:15-7:30 p.m.

Southmayd, Inc.

TUNEFUL ORK AND GUESTS REMIND LISTENERS ABOUT BENEFITS OF BIKE EXERCISE.

Institutional series for the bicycle trade, plugging no particular make of wheel, but generally boosting this type of exercise and diversion for old and young. Ray Sinatra holds down the bag with the baton, while guest stars, from vocalists to comedians, are heard each week. Band is un-

usually tuneful, full volume yet maintaining a breezy light touch and with plenty of color.

Ruth Etting guested on program reviewed, offering two different types of ballad, which she delivered in her inimitable style. Voice was never better and as usual her diction was faultless.

Credits were injected here and there, but not to excess in length. Perhaps they were not objectionable because no specific brand was being urged upon the listener and outdoor exercise was the theme, aimed at school children particularly (via the parents). Various cities come in for a mention and in addition, a testimonial and recommendation for bicycling was heard from Mazie Scanlan, physical instructor at Atlantic City schools. Offer was made of pictures of famed bicycle stars. Show does a repeat to the Coast 11:15-11:30 p.m.

"MUSIC AND YOU"

Sustaining
WOR, Thursdays, 8-8:30 p.m.

WORTHY EFFORT TO EXPAND APPRECIATION FOR FINER TYPE MUSIC.

With Alfred Wallenstein conducting, Pierre Key as commentator and Ernest Hutcheson as the first guest soloist, this new program under the auspices of the National Music League aims to present fine music by fine musicians for the finer tastes—and to try to widen the appreciation for such music. It is a worthy effort, and the opening program gave it a good sendoff. A fair amount of discursing on good music was included in the program, and the second half of future sessions is to be devoted to answering music questions and problems as submitted by listeners.

Outstanding item of Thursday night's show was the piano work of Hutcheson in Liszt's "Fantasy". Pierre Key, in his discursing, defined the difference between music and noise. The series is to run for 13 weeks.

LOUIS ARMSTRONG

Standard Brands
(Fleischmann Yeast)

WJZ (NBC Blue network), Friday 9-9:30 p.m.

J. Walter Thompson Co.

TEMPTING THE YOUTH WITH SWING MUSIC AND COMEDY IN ALL-COLORED SHOW.

First show of its kind to go coast-to-coast commercially, plays strictly to the boys and girls in their teens, or even a little older. Louis Armstrong, hottest of the hot trumpet players who started something or other years ago, is the big feature, while Eddie Green, comedian, plus other talent supplies the comedy in scripts written by Octavus Roy Cohen. Superfluous to state that

F. T. C. CASES

Cease and Desist Orders

False and misleading representations as to the therapeutic value of a medicinal preparation designated as "Willard Tablets" is alleged by the Federal Trade Commission in a complaint issued against Willard Tablet Co., Inc., 215 West Randolph St., Chicago, advertising over the radio and in newspapers, magazines and circulars. Respondent company is allowed 20 days in which to file answer.

Prohibiting certain unfair representations in the sale of poultry medicines, the Federal Trade Commission has issued an order to cease and desist against E. G. and M. W. Zellers, trading Zellers Laboratories, Orrton Ave. and Noble St., Reading, Pa.

Joseph A. Piuma, a manufacturing pharmacist at 600 Spring St., Los Angeles, has been ordered by Federal Trade Commission to discontinue false representations in advertising which tend to mislead the purchasing public as to the therapeutic value of a medicinal preparation known as "Glendage", offered as a gland tonic.

Louis hasn't fallen off any with his trumpet and he has with him a combination that more than backs him up, from a scorching clarinet to a tremendous family of saxophones. In addition to "Pennies from Heaven" and other favorites, the outfit wound up in a burst of swing glory in their rendition of the inevitable "Tiger Rag."

Bill Bailey, tap dancer and other Cotton Club talent supplied fast entertainment and Eddie Green, and Gee Gee James, plus others offered a comedy skit, the locale being a restaurant. Green is fairly well known to radio listeners thru his appearances with Vallee wherein he did his fable type of comedy in modern dialect. Green of course is funny and the Cohen script was amusing even tho it seemed he was somewhat held down and his familiar gag lines missing. However, if Octavus Roy Cohen can't write good material for Green, it would be difficult to mention someone who could.

Fleischmann Yeast (for health) credits ran to very short allusion to the clear complexion angle in two spots. At the same time offer was made of an Arthur Murray dance instruction book containing 20 lessons for 81 labels from Fleischmann yeast cakes, a four week trial of three cakes daily, (which would make it 84 to be exact). Book is not for sale otherwise and at one point the lessons were stated to be worth five dollars each.

For the purpose of reaching the hot swing babies, this show ought to do the trick. Also, it may be advisable not to scare off the non-swing members of the household and so hold it down a little here and there.

**IT'S NEW!
SENSATIONAL!
EXCLUSIVE!**



DICTOGRAPH
Silent!

RADIO with the ACOUSTICON MYSTIC EAR

.. and a welcome change from profitless selling

LIKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . The Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radiositis! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising NOW RUNNING. Get your share of these new profits. Fill in and mail the coupon TODAY for the whole profit-making story.

DICTOGRAPH PRODUCTS CO., Inc.
Radio Division Dept. D-1
580 FIFTH AVE., NEW YORK, N. Y.

DICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 34 years and make the Acousticon hearing aid, Dictograph Intracommunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Seals, in addition to Dictograph Silent Radio.

The words "Silent" and "Acousticon Mystic Ear" are trademarked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.
Copyright 1936 Dictograph Prod. Co., Inc.

... 30,000,000 Radios and NONE Except Dictograph Offers the Acousticon Mystic Ear

● You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to YOUR customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

MAIL IT!

DICTOGRAPH PRODUCTS CO., INC.
Radio Division, Dept. D-1
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name

Firm name

Street

City

My distributor is.....

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

Weber Milling Co., Sunman, Ind. (Ho-Maid Cake Flour), 150 spots; Vick Chemical Co. (Vick's Vatrol and Vaporub), 13 spots, through Morse International Inc., New York; Standard Oil of Ohio (Sohio X-70), 43 spots, through McCann-Erickson Inc., Cleveland.

WBRY, Waterbury

M. H. Alderman Furniture Co., Open House, variety hour, plus contest with 10 prizes at each broadcast.

WPTF, Raleigh

Blackwood's Inc. (tires), six-times-weekly patron, adding three more programs of the Monroe Brothers, making nine weekly quarter-hours including three broadcasts of Blackwood's Swingbillies; Rexall Dealers, Magic Hour; N. C. Equipment Co., Hillbilly Kid, weekly quarter-hour.

WENR, Chicago

Meyercord Co., Personality in the Home, 15-mins., Fridays, 4:15 p.m., CST, with Dorothy Adams, interior decorator, and Norm Sherr, pianist.

WMAQ, Chicago

W. B. Coon Shoe Co., Rochester, N. Y., Footlight Frolics, 15-min. NBC Thesaurus disks, Tuesdays. Norman Ross announcing.

KFAC, Los Angeles

Currier's Tablets, thrice weekly, The Success Club, conducted by The Success Doctor, along lines of Voice of Experience, through Joe Landfield Agency.

WROL, Knoxville

Supreme Foods Co., Supreme Variety Hour, half-hour Friday program; Clark's Credit Clothiers, drop Dawn Patrol and institute quarter-hour hillbilly program, Monday through Friday.

WBT, Charlotte

Refrigeration & Air Conditioning Corp., Just the Two of Us, with Holly Smith and Johnny McAllister, who broke fan mail records for the station in 1934. Through National Classified Advertising Agency, Youngstown, O.

WMBH, Joplin

Marvel Bread Co., Miami, Okla., has renewed its contract for a 15-minute daily Talk of the Town Broadcast, handled by Bruce Quisenberry and Richard Tripp. It is the second renewal of contract on the series, begun last October.

Ed Wynn Signing Off

Ed Wynn will sign off the air after May 8, ending a 26-week run under the sponsorship of Axton-Fisher Tobacco Co., Louisville, makers of Spud cigarettes. Program is heard on the NBC-Blue network, Saturdays, 8-8:30 p.m., with repeat 12 midnight.

**Coast-to-Coast**

WHEN Buffalo holds its monster benefit at the Municipal Armory for the local United Charities on April 29, Nino Martini, the Eton Boys, Tom Howard, George Shelton, Walter O'Keefe, Arthur Boran, Stoopnagle and Budd and many other radio stars will contribute their talents.

"Bateeste," in private life H. J. Crimi of Springfield, Mass., a French-Canadian comic who has been making a hit on Down East stations, will appear with Al Pearce's Ford show over CBS at 9 p.m. tomorrow.

Patricia Cook, new sustainer at WICC, Bridgeport, began a "Life Sketches" series at 6:45 p.m. yesterday.

Bill Lewis, baritone of WJBK, Detroit, is being screen tested.

Len Riley is back at his sports broadcasts over WFBM, Indianapolis, after a southern vacation.

WBT, Charlotte: Charles Crutchfield, program director and sports announcer at WBT, Charlotte, will handle the 15-minute resume of ball games and scores to be aired as a regular feature with the opening of the season. . . . Dick Hartman and his hillbilly band have gone to Hollywood to appear in another film. . . . Fred Kirby, who holds the WBT fan mail record, and Happy Sam Fowler, Bob Phillips and Twins Elmer will fill the Hartman spot.

Thornley and Jones Form New Ad Agency

(Continued from Page 1)

vertising agency. Thornley last year filed suit against the present management of N. W. Ayer for control of agency, but the suit was later dropped. Jones' public relations service, functioning under his own name, will continue. Agency is located at 70 Pine Street, Philadelphia.

Disks and Spots Led Feb'y Business Gain

(Continued from Page 1)

cent compared to February of last year.

Radio broadcasting generally showed the greatest gain of any major medium as compared to February of last year. As against the 25.1 per cent increase by radio in volume, national magazine advertising rose 12.8 per cent and national farm paper volume was up 22.8 per cent. Newspaper lincage increased 12.5 per cent.

Transcription gain was 9.2 per cent showing largest individual radio gain.

WBAL, Baltimore, has added some band music in a program of the 12th Infantry Band from Ft. Howard, Md., Thursday nights.

WLW, Cincinnati: Arthur Chandler, Jr., whose morning "Chandler Chats" were a daily feature for months, is back five times a week at 8 a.m. . . . Jimmy Scribner's "Johnny Johnson Family" has set a new mail record for sustaining programs, getting 60,000 pieces in a four-day request, while mail from other Mutual network stations swelled it to 76,000. . . . A full hour presentation from the Shubert Theater stage, with leading WLW and WSAI acts, was aired from the theater Friday as the first of a series.

Ford Rush, veteran radio entertainer of the west and middle west, now has a six-day-a-week quarter hour commercial on WGY, Schenectady. Rush was associated, at one time, with Gene and Glenn, in fact he brought that team together first in a trio which was long popular on the airways as Ford, Gene and Glenn.

All leading network radio players take part in the dramatic series, "Girl Interne," which is broadcast by WHN daily from 1:15 to 1:30 p.m. Players are Rosaline Green, Clayton Collyer, Erik Rolf, Anne Teeman, Robert Strauss and Ned Wever.

WLW-WHN Hook-up Is Starting in Week

(Continued from Page 1)

sary and will be discontinued immediately.

WLW has already set one program, "WLW Presents," which will be aired over the special hook-up every Monday, 9-9:30 p.m. The inaugural airing was set for tonight, but will be postponed at least one week. William Stoess and his orchestra and 24 artists have been set for the shows. Other plans for the future include the transmission of "Los Amigos," a program originating in Washington, D. C., and a dramatic series called "Waterfront Wayside."

Complete plans and schedules for the exchange of programs will be announced as soon as officials of the two stations have completed all arrangements. Stations WFIL, Philadelphia and KQV, Pittsburgh will also be linked with new line.

New Parent-Teacher Series

Baltimore—Maryland Congress of Parents and Teachers has started a new Wednesday series over WBAL, 4:30-4:45 p.m. First series proved highly successful.

PROMOTION**CBS Plugs Boake Carter**

CBS sales promotion department has a new brochure on Boake Carter and his tremendous pulling power, written around the New Yorker item on Pierre, the schnauzer who goes for the Carter voice in a big way. The commentator is in his 52nd consecutive month on the CBS web and definitely synonymous with Philco. Time-talent-and-advertiser identification has drawn 4,000,000 letters a year (1936).

Single broadcast anent the demise of George V, brought 114,000 requests for copies of the tribute; 100,000 letters came as a result of Carter's reportorial work on the Hauptmann case (not mentioned by name in booklet). Fan mail, however, is not given as the reason for Philco continuing Boake Carter. Rather the huge sales of Philco products is the reason for the consistent use of radio advertising.

A "P.S." on the back cover reminds the reader that the Philco "niche" is but one of the many CBS advertisers who have been on CBS with comparable results. Some 26 advertisers have used CBS network facilities for 52 consecutive weeks or more. General Baking is given as one example where the sponsor has been on CBS for over six years with but one change in talent, while Wm. Wrigley Jr., Co., has been on for seven years with only a few weeks interruption in the last two and one-half years. Other examples are on tap for the asking.

Burns and Allen Gag

New Burns and Allen Grape-Nuts program on NBC Monday nights is getting the benefit of a dummy box of the breakfast food being circulated around, and when box is opened, card-board reproduction of the comedy team pops out smartly, aided and abetted by rubber bands within. Good gag, since everyone wants to fool around with it. Young & Rubicam agency got it out.

Pederson Managing KOL

Seattle—Elmer Pederson, formerly of KNX, Hollywood, has been appointed manager of KOL here, it is announced by Archie Taft, vice-president of Seattle Broadcasting Co.

Engel Sales Co. Moves

Engel Sales Co. Inc. will be located at 1 East 42nd Street effective April 15. Firm handles sales promotion. George Engel is the president and Allison H. Mitchell, secretary.

WOR at 6:15 a.m.

WOR opened its studios this morning at 6:15 a.m. a half hour earlier than usual and will continue on this schedule, Mondays through Saturdays, for an indefinite period.

Early program is a musical with Joe Bier, staff announcer, telling the people how swell it is to get up early. Sponsor is interested in the 6:30-6:45 a.m. spot.

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