



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 23

NEW YORK, FRIDAY, MARCH 12, 1937

FIVE CENTS

FCC To Reopen Cases

SHERWIN-WILLIAMS USING 48 STATIONS

Sherwin-Williams Co., Cleveland (Enameloid & Semi-Luster paints), for its annual Spring campaign will use 48 stations including the Yankee network and the "Women's Magazine of the Air" on the NBC-Red Pacific network. Complete schedule follows: On March 15 sponsor takes participations on Gretchen McMullen Household Hour on all Yankee network stations, three days weekly. Beginning April 1, the NBC-Red Pacific, "Women's Magazine of the Air," will be used on Thursdays.

On 30 other stations client is using
(Continued on Page 3)

NBC Chicago Stations Passing Up Baseball

Chicago—The two NBC owned and operated stations here, WMAQ and WENR, will not carry play-by-play baseball broadcasts this Summer, it was announced yesterday. Stations believe that there will be plenty of baseball on the air from other Chicago outlets and that an hour variety show would be welcomed by other listeners not interested in baseball. Both stations will do an hour variety show each afternoon at different times.

Rudy Vallee Booked For Texas Exposition

Dallas — Rudy Vallee's orchestra and entertainers have signed to appear for the Theater Casino of the Greater Texas and Pan American Exposition to be held here this summer. Vallee's contract is for the two weeks beginning July 12. Radio broadcasts will be given from the Casino.

Roberts Turns Actor

Kenneth Roberts, CBS announcer for the Saturday night Phillip Morris program and for the New York Philharmonic broadcast, will play the lead in a new show, produced by Pearson & Baruch, which opens in Washington on March 19 and comes to New York the following week.

Show is called "Hitch Your Wagon."

Announcers' Clinic

An announcers' "clinic" will be held in the Cedar Rapids studios of WMT tomorrow, under the direction of Dr. H. C. Harshbarger of the Department of Speech, University of Iowa, and Doug Grant, program director for WMT. Announcers from the station will audition various types of material and their work will be subjected to the criticism of all. It is planned to make this an annual affair in order to raise the standards of all announcers.

9 CBS ARTISTS SET FOR CHEVROLET DISKS

Nine CBS artists have been set as guest stars for the new series of Chevrolet Motor transcribed series. First set of disks, four in number, will be cut on March 19 with five more being recorded on March 22. Patti Chapin, Gogo DeLys, William Perry, Virginia Verrill, Ray Heather-ton, Ruth Carhart, Jerry Cooper, Mary Eastman and Buddy Clark are the singers set to appear with Rubinoff and his orchestra. Henry
(Continued on Page 3)

Anti-Liquor Adv'g Bill Passed by Ark. House

Little Rock, Ark.—The House has passed a bill, 67 to 13, to prohibit liquor advertising by radio, billboard or window display and to relax provisions for calling local option elections.

68% of NBC Sponsored Mail Drawn by Daytime Programs

Of all network sponsored mail received by NBC in 1936, 68 per cent was directed to daytime programs, according to the annual audience mail analysis prepared by the NBC Statistical Department.

Seven of NBC's leading 10 sponsored programs, ranked according to volume of mail received, were daytime features. (The 5,560,671 responses received during 1936 does not include millions of communications sent di-

Special Investigation of Alleged Irregularities Is Ordered by Commission With Payne Heading Probers

RADIO PROBE HEARING CONTINUES NEXT WEEK

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—After listening to a tirade by Congressman William P. Connery against alleged monopolistic practices in the radio industry, the House Rules Committee yesterday continued until next week the hearings on Connery's resolution for appointment of a special committee of seven representatives to investigate radio.

A member of the House committee suggested that, if such a probe is necessary, it should be the duty of
(Continued on Page 3)

Murrow Is Appointed CBS European Head

Cesar Saerchinger, since 1930 European director of Columbia Broadcasting System, has resigned to devote his time to literary effort, and will be succeeded about May 1 by Edward R. Murrow, CBS Director of Radio Talks here. Murrow is expected to be in London at the above mentioned date.

Murrow has been President of the National Student Federation and assistant director of the Institute of International Education. He is widely traveled and has arranged student exchanges with foreign countries.

Washington Bureau of THE RADIO DAILY
Washington—The FCC has ordered a special investigation of alleged irregularities in cases pending, it was learned yesterday.

The commission is said to have reprimanded an attorney for alleged interpolation of papers in cases. A docket clerk was also transferred to another post after permitting the attorney to file papers in cases in her care. Commissioner George Henry Payne, who recently returned from Florida and who was ill at time said, "The Commission has not gone far enough yet".

Investigation of alleged irregularities will be reopened, Payne said, with himself as chairman and Commissioners Irvin Stewart, FCC vice-chairman, and Thad Brown, participating.

National Music League Starts Series on WOR

As a means of carrying on its experiment to stimulate new interest in fine music into the radio field, the National Music League will conduct a series of 13 weekly half-hour programs over WOR. Series will be titled "Music and You," and initial broadcast was given last night.

Harold Vincent is chairman of the newly formed radio committee of the League.

Musical Show Writers Signed by CBS Bureau

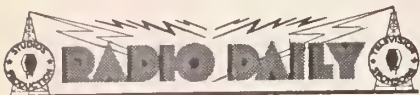
Edwin Gilbert and Alec Fogarty, musical show writing team, have been signed by the CBS artist bu-
(Continued on Page 2)

Getting NBC Buildup

Vivian della Chiesa, songstress, and Virginia Clark, comedienne, who have been in Chicago, and Tony Russell, young baritone, are to be given build-ups by NBC.

Guest-sings and sustainings are in view for Miss della Chiesa and Miss Clark. Russell will be heard over the NBC-Blue network 6:35-6:45 p.m.

Leading P. & G. show actually totals close to 1,000,000 responses, while the
(Continued on Page 3)



Vol. 1, No. 23 Fri., Mar. 12, 1937 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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FINANCIAL

(Thursday, Mar. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	176 ³ / ₈	175 ¹ / ₂	175 ¹ / ₂	— ³ / ₈
Crosley Radio	24 ¹ / ₂	23 ¹ / ₂	24	— ³ / ₄
Gen. Electric	61	60	60	— 1 ¹ / ₄
North American	29 ⁵ / ₈	28 ³ / ₈	28 ³ / ₈	— 1 ³ / ₈
RCA Common	12 ³ / ₈	11 ⁷ / ₈	12	— ¹ / ₂
RCA First Pfd.	79 ³ / ₈	78 ³ / ₄	79	— ¹ / ₄
RCA \$5 Pfd. B.	(100 Bid)	120	Asked	— ³ / ₈
Stewart Warner	19 ³ / ₈	18 ³ / ₄	18 ³ / ₄	— ³ / ₈
Zenith Radio	38 ¹ / ₂	36 ³ / ₄	37	— ³ / ₈

NEW YORK CURB EXCHANGE

Hazeltine Corp.	161 ¹ / ₂	161 ¹ / ₂	161 ¹ / ₂	+ ¹ / ₄
Majestic	4 ³ / ₈	4 ¹ / ₄	4 ¹ / ₄	— ¹ / ₄
Nat. Union Radio	3	2 ³ / ₄	3	+ ¹ / ₄

OVER THE COUNTER

	Bid	Asked
CBS A	57 ³ / ₈	59 ¹ / ₂
CBS B	56 ⁷ / ₈	58 ³ / ₈
Stromberg Carlson	17	18

Course in Broadcasting

Terre Haute, Ind. — A course in radio broadcasting will be offered at the summer term of Indiana State Teachers College here. Dr. Clarence M. Morgan is in charge of this work.

CBS Financial Report

CBS will issue its 1936 financial statement today along with President William S. Paley's report to the stockholders. Understood that CBS will show a greater net profit this year than in 1935.

Hugh Baillie on Air

Hugh Baillie, president of the United Press, will be heard on the NBC-Blue network next Thursday, 1:30-1:45 p.m. His topic will be "Behind the Headlines." Baillie recently returned from a European tour.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Ed Sims Claims Versatility Championship

Ed Sims, commercial manager of WMFJ, Daytona Beach, Fla., who also acts as sports announcer, continuity writer, director of publicity and dramatics, commercial announcer and sells plenty of time locally, wants to know why Radio Daily hasn't rated him the A-1 broadcaster in the Hall of Fame for versatility.

Sims, a veteran of ten years' experience, has worked as specialty announcer, salesman, entertainer, musician, remote studio manager, program director and commercial manager during the past ten years. And, oh yes, he finds time to serve as secretary of the Daytona Beach Moose lodge, to attend civic meetings and regular meetings of the V. F. W. of which he is a member. Incidentally, he is reporter, editor and circulation manager of WMFJ Weekly News.

Last fall he organized and directed the WMFJ team in the Daytona Beach Softball League, piloting the Air Laners into third place against the toughest kind of opposition. On the side, he is coaching his oldest son, Bobby Sims, on how to act and announce.

Did someone say versatile? If so, Sims demands the "cake."

Musical Show Writers Signed by CBS Bureau

(Continued from Page 1)

reau. Albert Snyder handled the negotiations. The signing of the team is part of the new campaign of Lawrence Lowman, vice-president in charge of bureau, to enlarge scope of the artist bureau to the point where it will be able to supply the stage and screen as well as radio with talent.

Mutual Saluting KWK

The Mutual network will air two special programs March 17 when they offer a salute to KWK, St. Louis, on the station's tenth anniversary. The first program will be at 9:30 p.m. and will feature "Jazz Nocturne." Second show goes on at 11:30 p.m. with Kay Kyser's band providing the entertainment. KWK is a Mutual network affiliated station.

Bob Armstrong Laid Up

Cleveland—Bob Armstrong, banjoist and comedian with the Hick Ree Nuts, hillbilly act of WGAR, will be off the air and away from the mikes for a while as a result of serious injuries in an auto accident this week. He is now suffering from paralysis of both legs.

Sat in on F.D.R. Chat

Cleveland—General Manager John F. Patt and chief engineer R. Morris Pierce of WGAR were the only two non-official members of the audience when F.D.R. gave his March 9 Fireside Chat to the nation. Both came away with autographed copies of the talk.

Wilson Opens New Offices

Herbert L. Wilson, consulting engineer of WBNX in New York, has opened additional offices here. The new outlet is in the Melrose Central Building, 260 East 161st St., and will supplement the downtown and Washington offices.

Sears Back on WPG

Atlantic City — Sears-Roebuck through its local branch, has renewed radio activity over WPG, presenting dramatizations on Mondays and Fridays at 12:15 p.m.

Four National Accounts For WDGY, Minneapolis

Minneapolis — Recent national accounts closed by WDGY through its national sales representatives, Wilson-Dalton-Robertson of Chicago, include Colonial Poultry Farms of Kansas City, Women's Christian Temperance Union, The Buckeye Incubator Co. of Springfield, O., and the Townsend Plan of Chicago.

Town Market Furniture Co. celebrated its tenth consecutive year on the air over WDGY this month.

Central Furniture Co. now under contract for six half hours a week on WDGY, increased its contract to include a Sunday afternoon period featuring Slim Jim, the Vagabond Kid and Don.

Mar-Selm Beauty Parlors with Charles Sengir, master of ceremonies, have signed for their seventh year of consecutive advertising over WDGY.

Special Drama Program

A new type of radio dramatization, contrasting songs, music, drama, and comedy of fifty years ago will be contrasted with those of modern times, and titled "It Rings True," is being prepared by Peter Godfrey, English author, dramatist and producer, for presentation Sunday, March 28, from 8 to 9 p.m. EST over the NBC-Blue Network.

Godfrey, founder and director of the Gate Theater in London, is working out an unusual method of presenting his material to develop the theme properly. A large cast of actors, musicians, and soloists will be used in the production.

The dramatization will be Godfrey's first work for American radio as author and director. He recently arrived in New York to become associated with the movie industry as a director.

England Wants Script

Lewis Titterton, NBC manager of the script division, has received requests from two London newspapers asking for the complete script on last Sunday's broadcast, "Appointment at Westminster," which they desire to reprint in full. Broadcast was short-waved to England in addition to being on the NBC-Blue. Frank Wilson wrote the script.

COMING and GOING

TEDDY "BLUBBER" BERGMAN having completed his first transcription series for the Bigelow-Sanford Carpet Co., leaves March 18, with his wife, musical comedy actress, FINETTE WALKER, for a two-week cruise.

H. V. KALTENBORN, CBS news commentator, is being brought to the Mundy Auditorium, San Antonio, March 16 for a lecture.

MARY BOLAND has arrived in New York from Hollywood and is stopping at the Lombarly.

POLLY MORAN is at the Hotel Edison. She will do some radio work while here.

CHARLES E. MEREDITH, eastern district manager for Mertens and Price, Inc., Los Angeles transcription producers, is at the Adelphia Hotel in Philadelphia, while calling upon accounts.

C. E. (Ned) MIDGELY, BBDO network and spot buyer, returned to his Alma Mater yesterday to give a radio talk before the Wharton School of Finance, Philadelphia.

ELI OBERSTEIN, talent manager for RCA-Victor, has returned east after his Texas trip where he made several recordings.

BETTY HARE, sister of Doris Hare, and late of the cast of "Tonight at 8:30", sails for her home in England tomorrow.

GERTRUDE NIESEN, now at the Chez Paree, Chicago, leaves March 18 for the west coast, where she will appear in the March 19 Hollywood Hotel broadcast, in a deal set by CBS artist bureau. She returns to Chi after the broadcast.

JACKIE HELLER returns to New York from London on Monday.

Week's Radio Schedule On Stores' Handbills

Jack Sprat Food Stores, voluntary chain sponsored by Western Grocer Company, aggregating 554 retail stores in Iowa, southern Minnesota, southwestern Wisconsin, western Illinois, northern Missouri and adjoining counties in Nebraska and Kansas, distribute 282,000 handbills each week carrying the current week's program schedules for WHO, Des Moines station of Central Broadcasting Co. The handbill also includes advertising matter for the stores.

Reluctance of lone local daily to handle WHO radio news and schedules is said to be incentive for supplementing cooperation of other Iowa newspapers with handbill tie-up.

Gaffney Wins Award

Maurice Gaffney, CBS director of Trade News division, yesterday was awarded the semi-monthly Grand Prix by Advertising & Selling in its current issue. Award was for his copy work on the CBS advertisement which first appeared in RADIO DAILY, entitled "We Know A Salesman." Prize was a basket of tid-bits.



Leo Says
TONIGHT'S BEST BET:
8:00 to 9:00 P.M.
WHN MOVIE CLUB
Guest Star—Helen Flint
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

RADIO PROBE HEARING CONTINUES NEXT WEEK

(Continued from Page 1)
the FCC to undertake it, as in the case of the telephone company inquiry. Connery replied that a Congressional investigation would obtain better results.

Connery said he is not aiming particularly at the FCC, but at a "monopoly which the FCC did not have the power to control." Chairman John O'Connor of the Rules Committee expressed the opinion that a Congressional probe might well stiffen the FCC.

Congressman Byron B. Harlan of Ohio asked Connery if he did not think such a probe at this time might be too drastic a step until the committee had opportunity to hear a statement by the FCC. Connery said the FCC would have a chance to be heard.

Nine CBS Artists Set For Chevrolet Disks

(Continued from Page 1)
Cox of the CBS Artist Bureau negotiated with the sponsor.

New series is due to begin about April 15, and will be aired over 400 stations.

Safe-Driving Tieup

Rochester—Socony-Vacuum Oil Co., New York, on March 15 will start a safety campaign program on WHAM in cooperation with the local police officials. An unidentified radio patrol car, equipped with two-way radio communication with WHAM's studios, will cruise through the streets Mondays through Fridays and give a description of the driving habits of local motorists which will be re-broadcast to WHAM's listeners from 6:30-6:45 p.m.

During the day the Socony Safety Patrol will cruise the streets looking for the "Safest Driver" who will be the recipient of the daily \$10 award. J. Stirling Getchell Inc., New York, has the account.

Allum Made Agency V. P.

Ralph D. Allum has been appointed vice-president of the Blackett, Sample & Hummert advertising agency. Allum will be associated with the agency's New York office.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31			

BIRTHDAYS

March 13
Greetings from Radio Daily

to
Hugh Cowham

March 14
to

G. Bennett Larson
Billy Jones
Ernie Hare



● ● ● One of America's most publicized mothers (Milton Berle's Ma) rushed to N. Y. from Hollywood the other day on learning the news of her husband's heart-attack. Mr. Berle's condition has improved and Ma returns to the coast Monday or Tuesday... Has it been printed that Phil Berle married Mona Barrie Feb. 23? ... Henny Youngman leaves for the coast and Paramount pictures within three weeks, according to Ted Collins ... Guy Lombardo has been re-signed for 18 months on the Bond bread show ... Lud Gluskin, as reported here weeks ago, has been definitely set for the Ken Murray show from the coast ... Hollywood Columnist Sidney Skolsky and Ben Bernie are last minute additions to Cantor's airing Sunday which also features Lupe Velez.

● ● ● Lester Lee started out making waffles the other day via Ida Bailey Allen's recipe and, while stirring the mixture, the page turned, which resulted in his having chocolate layer cake again... The Carroll sisters open tonite at the Merry-Go-Round in Brooklyn for one week and then go to the Arcadia in Philly... Frances is being talked about for pictures... Jerry Cooper does a Rubinoff transcription the 22nd... Clark Andrews' dad was a v. p. of the Chase National Bank, still he went out and made a name for himself... Ann Skelly is being screen-tested by RKO... Shirley Warde goes to the coast on the 1st for J. Walter Thompson... WHN celebrates their 15th anniversary on Wednesday.

● ● ● Walter Winchell will be heard from 9:30-9:45 starting Sunday with the Shep Fields Rhythm Revue airing coming thru at 9... Mitchell Ayres with men from Little Jack Little's band opens at the Hollywood on Wednesday, replacing Lennie Hayton... Julie Wintze leaves the Top Hat for parts unknown... Author Dale Carnegie heard on Showboat last nite. is talking to three sponsors... Edward Eltinger will be called to the coast in the next ten days to write the Jolson shows... Cliff Arquette, Charlie Butterworth's stooge ("Quiet, Pixie"), just got a movie job and also auditioned for an air show on his own.

● ● ● Procter & Gamble has bought talent from Consolidated Radio Artists totaling \$10,000 which they'll present next Saturday in Baltimore's Hipp for their advertising execs... Joey Nash will throw one of his famous orgies before his mother returns from Florida... Last night he waxed an audition at CBS... Oscar Shaw is bragging about the elk he clipped at his estate in Pa... Leo Reisman returns to the Waldorf the 27th.

● ● ● Permission to imitate George VI has been denied Arthur Boran... A stink bomb was set off by strikers near the location of the Vox Pop airing the other night but there wasn't time to switch mikes and they went on... Jack Benny went to look for Abe Lyman during the B. Lillie show the other night and was refused admittance because he wasn't recognized... Fred Allen presents an Irish show Wednesday with Marten Barren's seven-piece Irish band, Adrian O'Brien and Joseph Pota ... At the rehearsal Wednesday some one complained that the walking across the stage registered a "boom" on the air, to which Fred suggested that everyone take their shoes off and "we'll be the first radio show produced in stocking feet"... Brewster Morgan will direct Mickey Alpert for CBS...

SHERWIN-WILLIAMS USING 48 STATIONS

(Continued from Page 1)
100 one-minute live announcements or participations. List includes WFBR, WBT, WIS, WJAX, WFBC, WHP, WTAR, WFIL, WTPF, WDBJ, WJSV, WGY, WLS, WEBC, WIND, WIRE, WCCO, WADC, WBEN, WGAR, WJR, WJAS, KOA, KMBC, KVOO, KFH, KMOX, KWK, WFAA, WOR.

T. J. Maloney Inc., New York, placed the account.

68% of NBC Mail From Daytime Programs

(Continued from Page 1)
next one in line was over 600,000. The five shows between them garnered nearly 2,000,000 pieces of mail or more than one third of that received at NBC. Offers and contests in virtually every case helped the draw.

NBC analysis bears out the recent Co-Op. Analysis Report statement that the most popular daytime show was a script program.

Optrex Spot Series

E. Fougere & Co., New York (Optrex, an eyewash), about April 1 will start a daytime test campaign of five-minute spots KYW, Philadelphia, three times weekly. There is a possibility that disks produced by Jean Grombach Inc. will go on a five times weekly schedule later.

Optrex has been on the European market for a number of years but this is its first try at the American market. If test campaign clicks program may go network. O'Dea, Sheldon & Co., Inc., New York, placed the account.

Shannon Allen in WPA Post

Washington Bureau of THE RADIO DAILY
Washington—Shannon Allen, given a leave of absence as night manager of NBC's office here, will succeed Leo S. Rosencrans as assistant director of the WPA educational radio project in the U. S. Office of Education.

NBC Signs Al Shayne

Al Shayne, baritone, has been signed by the NBC artist bureau and will be placed on a sustaining on the network. There are two sponsors angling at present for his services. His present contract with the web has a 60-day clause. Shayne has been heard on the Sally's Fur Program over WHN and WMCA.

Foran for Grapenuts Show

West Coast Bureau, RADIO DAILY
Hollywood—Nick Foran, Warner Bros. western star, has been signed for a singing spot in the new Burns and Allen show for Grapenuts.

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



RAYMOND TOMPKINS is winning a steadily increasing circle of listeners over WFBR, Baltimore, broadcasting "Light on the News" program for the Consolidated Gas, Electric Light & Power Co. He broadcasts 6:45-7 p.m. Mondays, Wednesdays and Fridays, answering news questions submitted by listeners. Prizes of from \$2 to \$5 are given for the questions selected. Tompkins, for years one of the leading newspaper men of the city, appeared last year for the May Oil Burner. His program is getting much praise.

KFAB's (Lincoln, Neb.) children's theater program, authored and directed by Katherine Stone, is still a big Saturday morning draw after celebrating its 3rd anniversary. Cast is drawn from school children and the show is a half hour long.

"The First Offender," which has been a Sunday afternoon feature from WELI for the past 24 weeks at 1 o'clock, will in the future be heard at 5:30 p.m., to enable WNBC, New Britain, and WATR, Waterbury, to carry the show. "Charlie Wright Presents," half hour variety show featuring Vera Cruse, Frank Gargiulo, The Bon Bons and The Swingsters, will be rescheduled from 5:30 to 1 p.m.

For 15 minutes on weekdays, *Milady* is honored over WMBH, Joplin, Mo., with a special program featuring *Women in the News and Fashion Chatter*, material gathered by the *United Press*. The program is dramatized as far as fashion goes, with two women alternating in the descriptions of the various costumes. Charles J. McIntire, veteran WMBH announcer, is in charge of the program. A theme song, with a flash opening and close, are the complements. The women

DO YOU KNOW

Number of licensed radio sets in Norway has increased to 251,171, close to 10 per cent of the population.

PATENTS

Radio and Television

Granted March 9, 1937
Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

- 2,072,897—TONE CONTROL APPARATUS. Henry J. Marschalk, Jr., East Orange, N. J.
- 2,072,945—AMPLIFIER CIRCUIT. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.
- 2,072,952—MOUNTING FOR ELECTRICAL DEVICES. Edward H. Jones, Summit, N. J., assignor to Bell Telephone Laboratories Inc.
- 2,072,953—CASCADED ELECTRON TUBE SYSTEM. Gerard J. Kelley, New York, N. Y., assignor, by mesne assignments, to RCA.
- 2,072,957—ELECTRON TUBE. James Dwyer McGee, London, England, assignor to Electric & Musical Industries Ltd.
- 2,072,962—RADIO SYSTEM. Joseph Piebanski, Warsaw, Poland, assignor to Radio Patents Corp.
- 2,072,964—SELF-CONTROLLED AUTOMATIC GAIN CONTROL CIRCUIT. Walter Van B. Roberts, Princeton, N. J., assignor to RCA.
- 2,072,973—QUIET AUTOMATIC VOLUME CONTROL SYSTEM. Karl Wilhelm, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,072,993—ELECTRONIC SWITCH. Clayton E. Ulrey, East Orange, N. J., assignor by mesne assignments, to Westinghouse Electric & Manufacturing Co.
- 2,073,034—RADIO BROADCASTING AND COMMUNICATION SYSTEM. Nimmo C. Thyson, Miami, Fla.
- 2,073,038—RADIO RECEIVING SYSTEM. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.
- 2,073,078—ELECTRON DISCHARGE DEVICE. Jerom C. Smith, Merchantville, N. J., assignor to RCA.
- 2,073,117—THERMONIC OSCILLATION GENERATOR. Thomas D. Parkin, Broomfield, near Chelmsford, England, assignor to RCA.
- 2,073,190—RADIO TUBE REJUVENATION. William Bartlett and Ralph Carpenter, Spencer, W. Va., assignors of one-third to Wm. S. Ryan, Spencer, W. Va.
- 2,073,234—ELECTRIC AMPLIFIER. Lal C. Verman, Bangalore, India, and Lorenzo A. Richards, Ithaca, N. Y., assignors, by mesne assignments, to RCA.
- 2,073,336—RADIO GROUND COUNTERPOISE. Judson A. Cook, Haledon, N. J., assignor to Raybestos-Manhattan Inc.
- 2,073,344—SUPERHETERODYNE RECEIVER. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.
- 2,073,345—SUPERHETERODYNE RECEIVER. John K. Johnson, Rye, N. Y., assignor to Hazeltine Corp.
- 2,073,370—TELEVISION SYSTEM. Alfred N. Goldsmith, New York, N. Y., and Thaddeus R. Goldsborough, Merchantville, N. J., assignor to RCA.
- 2,073,409—SIGNALING SYSTEM. John P. Shanklin, Riverhead, N. Y., assignor to RCA.
- 2,073,417—SELECTIVE CONTROL DEVICE. Richard T. Fox and Vernon L. Hullett, Louisville, Ky.
- 2,073,453—PHOTOTUBE. Herbert Nelson, Bloomfield, N. J., assignor to RCA.
- 2,073,454—PENTODE HETERODYNE DETECTOR. Harold O. Peterson and Elmer F. Bond, Riverhead, N. Y., assignors to RCA.
- 2,073,477—ELECTRIC WAVE AMPLIFICATION. Charles W. Green, Millburn, N. J., assignor, by mesne assignments, to Western Electric Co. Inc.
- 2,073,482—VACUUM TUBE INSULATOR SHIELD. Peter Kniepen, Finkenkrug, near Berlin, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.
- 2,073,486—DELAYED AUTOMATIC VOLUME CONTROL CIRCUIT. Winfield R. Koch, Camden, N. J., assignor to RCA.
- 2,073,504—AUTOMATIC TONE CONTROL CIRCUIT. Charles Travis, Philadelphia, Pa., assignor to RCA.
- 2,073,522—PHOTOELECTRIC TUBE. Kenneth H. Kingdon and Hugh E. Thomson, Schenectady, N. Y., assignors to General Electric Co.
- 2,073,598—ELECTRON TUBE. Samuel B. Rubenstein, New York.
- 2,073,599—ELECTRIC DISCHARGE DEVICE. Louis Malter, Camden, N. J., assignor to RCA.
- 2,073,483—ELECTRON DISCHARGE DEVICE. Heinrich Kniepkamp, Berlin-Pankow, Germany, assignor to Siemens & Halske, A. G.

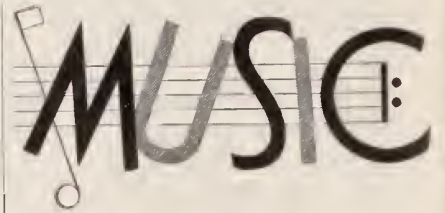
announcers are Helen Crouch and Vivien Rue of the WMBH staff.

"Silver Serenade," new series of programs sponsored by Oneida Ltd. on behalf of Tudor Plate Silverware, began yesterday at 9:15 a.m. over WHK, Cleveland.

Former President Herbert Hoover's one-time executive secretary, George Aubrey Hastings, will talk on "Transportation Tomorrow" over WQXR on Monday at 6:30 p.m. On

March 18 Norman Thomas speaks over the same station and same time on "Social Legislation and the Constitution."

"Eastchester Progress," Tuckahoe, N. Y., newspaper, is sponsoring two talks being broadcast March 14 and 15 at 6:30 p.m. over WFAS, White Plains. First program will be on the subject of "The Supreme Court and Our Citizens," and the other on "Our Duty at Home and the Importance of It."



DUKE ELLINGTON is to succeed Cab Calloway at the Cotton Club on March 21 when the Calloway outfit takes to the road. The spot has a WOR-Mutual wire.

Ted Lewis concludes his run at the Arcadia International House in Philly on March 21, to be followed by Happy Felton. Spot has a WFIL-Mutual wire.

Isaac Stern, 16 year old San Francisco violinist, makes his ether debut with the San Francisco Symphony Orchestra on the orchestra's Silver Jubilee broadcast over the NBC Blue Network, March 19, 5:45 to 6:30 p.m.

Franklyn Roberts and the Men of Song will guest-play on the "Callin' on the Neighbors" program, WCAE, Sunday at 12:15 p.m.

The Princeton University Glee Club offers a program of folk songs, a choral number by Grieg and three choruses from Gilbert & Sullivan operetta "Patience" March 12 7:00-7:15 over the NBC-Blue Network. Conductor is James Giddings.

Barry Wood and his ork have just completed two records for Mills Master Recording, to be released April 1. The vocals are by Barry. Barry will be listed directly above brother, Barney Rapp, in the new Mills catalogue.

The wearing of the green will be commemorated by an international broadcast of a concert in Dublin, featuring the Dublin Metropolitan Garda Ceilidhe Band, Patrick Kirwan, tenor, and Irish radio orchestra, Michael O'Higgins, baritone, and a Gaelic instrumental quartette consisting of harp, violin, flute and cello, over the NBC-Blue from 3:15 to 3:45, Wednesday, March 17.

Richard Crooks and Helen Jepson, both American-trained operatic singers, will have leading roles in the Met opera performance of *Faust*, Saturday at 1:55 p.m., to be aired over the NBC-Blue Network.

Semi-finalists of the "Metropolitan Opera Auditions of the Air" will appear on the March 14 and 21 programs. Evelyn Case, Maxine Stellman and Robert W. Steel will be heard on the March 14 broadcast; Anna Mary Dickey, Arturo Cheltri and Sylvia Cyde, on the March 21 program. On the final March 28 broadcast, the best of these six, together with the other six who appeared as the first group of semi-finalists, will be awarded Met contracts.

Shep Fields and Ork do a week at the Philly Fox, starting today.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

WHEN Bee Lillie appeared at the Hearn's Fashion Show 'other day, she was coming to the aid of the party-throwing Elsa Maxwell... They're buddies from 'way back... "Rich Man's Darling" had a surprise not long ago when a woman who runs a bona fide home for underprivileged tots named "Happy Acres" called on the company... The kids were thrilled to listen in and thought the ether "Happy Acres" sounded just like home... Gloria Rondell, sultry-voiced song stylist, debuts on the Major Bowes Capitol Family program over WABC come next Thursday... Rachel Carlay, Gallic songbird of the Lyons toothpaste program, triples in brass... in addition to her radio activity she vocalizes at a glitter-spot and in vodville.

▼ ▼
"March of Time's" early teens ingenue, Nancy Kelly, rehearsing in the Rachel Crothers opus, "Susan and God", with Gertrude Lawrence... Only femme swing harpist on record has Adele Girard for her moniker... She'll go guestar on "Jamboree", Tuesday the 16... Little Lucy Gillman, 11-year-old Chi ether star, to be made honorary member of Camp Fire Girls, March 19... New series dramatizing marriage proposals, another way of gilding the lily, to be introduced over WMCA by Fanny May Baldrige and Newell Davis... She was Magnolia of "Miracles of Magnolia".

▼ ▼
Myrtle Vail wrote waltz ballad, "I Want You", 20 years ago... Her son, George Damerel, will warble it on one of the week of March 15 "Myrt and Marge" broadcasts... The Ina Claire deal still hanging fire because of script difficulty... The gal who did that interesting bit of vocalizing 'other night on "Land of Romance" over CRS and KYA, was Dorothy Studebaker of the motor car Studebakers... Ethel Reid Winsler to interview Mrs. Kenneth Horan, literary editor of Chicago Journal of Commerce, who authored "Longest Night", tome purchased by M-G-M, on "Know Your Authors", over W-I-N-D... Still hors de combat—sick abed to you—Dorothy Haas, hardworking WOR-Mutual publicity lass... Lick that flu, Dot... Ethel Bartlett and Rae Robertson, British two-piano team guesting on the Ford Sunday Eve Hour, March 21, pooled their talents because they didn't want to be separated... They're for a united front, musically speaking.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 10 of a Series

WESG—Elmira, N. Y.

850 K.C.—1000 Watts

DALE L. TAYLOR, Mgr. C. GLOVER DeLANEY, Comm. Mgr.
ERNEST F. OLIVER, Program Director

WESG, only four years old, is owned and operated by Cornell University and is used approximately twelve hours a week for strictly educational purposes. The remainder of the broadcasting week is leased to the Elmira Star Gazette. It is the only station that covers ten counties of south-central New York and northern Pennsylvania, more than 7,000 square miles, from within. 389,080 listeners are included in the station's primary coverage. WESG is the only network outlet as well as the only radio station within 60 miles of Elmira, N. Y.

WESG is affiliated with the Columbia Broadcasting System. Its primary and secondary coverage includes 5,381,096 population. 4,172,760 radio listeners and retail sales of almost two million dollars annually. WESG was first christened WEAL way back in 1912, but when the newspaper took over the business management in 1932, it had already assumed its present identification. However, the new bosses erected new studios, and for the first time WESG was destined to go places. Today its list of national advertisers is high among the leaders.

IN January, 1936, WESG cooperated with other stations of the CBS web in making a uniform "Listening Area" measurement. Throughout one week a total of twenty-one daytime announcements were made offering a give-away in the form of a radio game to those writing in to the station, 7,828 requests were received. It was one of the largest responses noted in the entire experiment in which over 100 radio stations had taken part.

THE station's impressive list of sponsors includes such nationally famous names as Cities Service, Tydol and Gulf Oil and Gasoline; Coca-Cola and Orange Crush; Proctor & Gamble and Oxydol Soap Powders; RCA and Philco radios; Ford, Chevrolet, La Salle, Plymouth and Dodge Automobiles; Phillip Morris Cigarettes; the daily farm hour that Cornell University has been presenting for the past seven years.

ITS studios are located in the Mark Twain Hotel, Elmira. Associate studios and transmitter are at Cornell University, Ithaca. Executive headquarters are also in the Mark Twain Hotel.

NEW PROGRAMS—IDEAS

Answering Queries

"Let's Talk," a program in answer to the public's demand for information, is being given over WHK, Cleveland, every Tuesday at 6 p.m.

Warren Guthrie, director of Public Discussion at Western Reserve University, is in charge of the plans for this period of questions and answers. Guthrie reports that from a list of the questions sent to WHK, for this program, real interest is being displayed by the listening public.

As co-ordinator of questions, Guthrie has acquired the services of Dr. Wilbur W. White, lecturer and Mr. Marvin Barloon, authority on labor relations to supply the answers.

Dramas from Classics

A series of dramatic presentations, known as the John Carroll Hour, are to begin tomorrow at 5:30 p.m. over WHK. Programs will present selected players of John Carroll University Dramatic Club in dramatizations of a series of classic stories.

The group will be under the direction of William A. D. Millson, advisor of radio activities at Carroll.

First play of the series is titled, "The Necklace," by Guy de Maupassant.

Radio activities of choral and speaking groups in the colleges have prompted Production Manager John Vorpe of WHK-WJAY to outline further plans for presentation of various plays.

Spot Biz Signed by WNEW

WNEW has signed spot announcements contracts with nine firms within the past week. Clients are Atlas Canning Co. Jadwiga Remedies, Inc.; Gardner Nursery Co.; Mi Oun Baking Co.; Kay Rinelli (beauty aids); Scalafani Wines Corp.; People's Credit Department Stores, Inc.; Lord's Women's Stores, Inc. and Bigelow-Sanford Weavers.

Stokowski Resuming

Leopold Stokowski, conductor, returns to the helm of the Philadelphia orchestra broadcasts on March 26, relieving Eugene Ormandy who replaced him when he left for the Coast to engage in motion picture work. The programs go over the CBS network, 10-10:30 p.m.

★ **STATION FLASHES** ★

TOLEDO BROADCASTING CO. has been incorporated with capital of 250 shares of no par value by the interests that own WSPD, Toledo, in order to keep alive the name of the company for future experimental and development work of the broadcasting station here. J. H. Ryan is president of the company. Incorporators are E. Y. Flanigan, Russell Gohring and Laura Jefferies, all associated with WSPD.

WJJD, Chicago, has been polling listeners on their stand regarding President Roosevelt's proposals for the Supreme Court. Announcements made four times daily, asking for a "yes" or "no" reply, brought an overwhelming number of "noes" prior to the President's fireside chat this week.

WHK, Cleveland, on March 21 at 2 p.m. will broadcast "The Upper Room," a Passion Play presented by the Tracomian Players and never before heard over the air in Cleveland.

New Sunday Players Accounts

West Coast Bureau, RADIO DAILY
Los Angeles—New Sunday Players transcription accounts announced by Mertens and Price Inc. are:

Wilkins - Rogers Milling Co. ("Washington Flour"), Washington, D. C., 26 weeks, WJSV, through the Lewis Agency.

Forest Lawn Memorial Park, Los Angeles, 52 weeks, KEHE.

Greenwood Memorial Park, San Diego, 52 weeks, KGB.

Melrose Abbey Mausoleum, Santa Ana, Cal., 52 weeks, KVOE.

Desert Lawn Memorial Park, Yuma, Ariz., 52 weeks, KUMA.

Marconi Addresses Women

Senatore Guglielmo Marconi, addressing the Fourth Annual Chicago Tribune Women's Congress yesterday via short wave from Rome and NBC network, paid tribute to radio as a "fitting tool for bringing the peoples of the world together for improving their mutual relations."

He stressed radio's contribution as a two-way communication facility rather than its one-way broadcasts, as being the more important of the two.

Disk Firm in Ft. Wayne

Fort Wayne, Ind.—Stark Recording Studios opened recently at 616 High St. with facilities for making of electrical transcriptions.

ONE MINUTE INTERVIEW

GLADYS SWARTHOUT

"Don't understudy anybody else. Just concentrate on expressing yourself the best you possibly can—in makeup, clothes, coiffure and personality."

☆ "Quotes" ☆

DONALD WITHYCOMB—"Technically television has arrived. I've seen all the recent demonstrations. The quality of image reproduction is fine, but in its broader aspects, television is still in the experimental stage. There are countless obstacles to overcome before it will replace the radio we know today. The installation of television would mean a complete revolution in broadcasting. New and costly equipment, both sending and receiving, would be an immediate necessity. It required about 18 years for radio to arrive at its present state of perfection. You can count on almost the same for television. So I'm winding up with a bit of prophecy that may bring the experts down on my head . . . Television, 1950."

OSCAR STRAUSS: "American jazz is almost as popular in Vienna now as the waltz. The lighter songs appeal to the people, whereas heavier works do not divert the people from the numerous war scares."

New Biz for WLTH

Coward Shoe Co. has contracted with WLTH for a new series of programs to be known as "The Confidential Adviser" (in Yiddish), starting Monday and continuing for 13 weeks with one 15-minute period each week.

Goodman Matzos also have contracted for time on this station using their transcribed announcements from now until Passover.

Other new accounts recently signed by WLTH include Monarch Wines.

The Coward Shoe contract was placed by Inselbuch Service, New York; the Goodman account through Alsop Recording, New York and Monarch Wines through the Landau Agency, New York.

Oldsmobile Series Ending

Oldsmobile Motor Works, Inc., Detroit, fades from the air after the April 10 broadcast. Program is called "Irvin Cobb and His Paducah Plantation," heard 10:30-11 p.m. over the NBC-Red network.

New Biz for WEEI

Boston—I. J. Fox, furriers, signed a new contract with WEEI for a series of 15-minute broadcasts, 7:30-7:45 p.m. every Friday, this week. A new contract has also been signed with Edison Electric Illuminating Co. for one year of Sunday broadcasts, 1:30-2:00 p.m.

New WWSW Commercial

Pittsburgh—A new commercial over WWSW, piped three times weekly at 5:45 p.m., is the Melody Millionaires, harmony duo formerly with KDKA here and WSYR, Syracuse. Kay's Clothes, local store, is the sponsor.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

APRIL 1: Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts. Daytime.
APRIL 5: KROY, Sacramento, Cal. Mod. of CP. 1340 kc., 250 watts, 1 Kw., LS. Unlimited.
 Aberdeen Broadcast Co., Aberdeen, S. Dk. CP for new frequency and power. 1390 kc., 500 watts, 1 Kw. LS. Unlimited.
 Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts. Unlimited
 WSAU, Wausau, Wis. Mod. of CP. 1370 kc., 100 watts. Unlimited.
 Dr. W. S. Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 Kw. Unlimited.
APRIL 6: Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts. Daytime.
 Times Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts. Daytime.
 The Record Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts. Daytime.
 WEAU, Eau Claire, Wis. Mod. of CP. 1050 kc., 1 Kw. Daytime.
 Beaumont Broadcasting Ass'n, Beaumont, Tex. CP for new station. 1420 kc., 100 watts. Unlimited.
 KGA, Spokane. Mod. of License. 950 kc., 1 Kw., 5 Kw. LS. Unlimited.
APRIL 7: WBCM, Bay City, Mich. Mod. of Lic. 1410 kc., 500 watts, 1 Kw. LS. Unlimited.
 KADA, Ada, Okla. Mod. of Lic. 1200 kc., 100 watts. Unlimited.
 KFVD, Los Angeles. Mod. of Lic. 990 kc., 1 Kw. Limited.
 KDB, Santa Barbara, Cal. Mod. of CP. 1220 kc., 500 watts. Unlimited.
APRIL 8: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts. Daytime.
 WMAS, Springfield, Mass. Mod. of CP. 560 kc., 1 Kw. Unlimited.
 Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts. Daytime.
 WGBI, Scranton, Pa. Mod. of Lic. 880 kc., 500 watts, 1 Kw. LS. Shares time.
APRIL 12: Schuylkill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts. Daytime.
 Pottsville News and Radio Corp., Pottsville, Pa. CP for new station, 580 kc., 250 watts. Daytime.
 Fields McCarthy Co., Popular Bluffs, Mo. CP for new station. 1310 kc., 100 watts. Daytime.
APRIL 13: Anne Jay Levine, Palm Springs, Cal. CP for new station. 1200 kc., 100 watts, 250 watts. LS. Unlimited.
 Springfield Newspapers, Inc., Springfield, Ohio. CP for new station. 1120 kc., 250 watts. Daytime.

APPLICATIONS RECEIVED

Hearst Radio, Inc., Washington, D. C. CP for booster station. 1310 kc., 250 watts. Daytime.
 John Stewart Bryan, Petersburg, Va. CP amended. 1210 kc., 100 watts, 250 watts LS. Unlimited.
 Jonas Weiland, Kinston, No. C. License to cover CP as Mod.
 KGAR, Tucson, Ariz. Mod. of Lic. 1340 kc., 250 watts. Unlimited.
 C. W. Moses, R. W. Workman and J. A. Moses, Hobbs, N. Mex. CP for new station. 1500 kc., 100 watts. Unlimited.
 Arlington Radio Service, Inc., Arlington, Va. CP for new station. 1510 kc., 250 watts. Unlimited.
 Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts. Unlimited.
 Hickory Broadcasting Co., Hickory, No. Car. CP for new station. 1370 kc., 100 watts. Daytime.

APPLICATIONS DENIED

Voice of Marshall Ass'n, Marshall, Tex. CP for new station. 1500 kc., 100 watts. Specified.
 WSBT, South Bend, Ind. CP to make changes in equipment, frequency, power and hours of operation.
 WEMP, Milwaukee. CP for changes in equipment, frequency, power and hours of operation.
 Wike & Studebaker, Baker, Ore. CP for new station. 1370 kc., 100 watts, 250 watts LS. Unlimited.
 Malcolm H. Clark, Amarillo, Tex. CP for new station. 1500 kc., 100 watts. Unlimited.
 I. T. Bilben and N. G. Barnard, Walker, Minn. CP for new station. 1310 kc., 100 watts. Unlimited.
 H. Wimpy, Albany, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS. Unlimited.
 Dr. F. P. Cerniglia, Monroe, La. CP for new station. 1500 kc., 100 watts. Unlimited.
 WHAT, Philadelphia. CP for change in equipment, frequency, power and hours of operation.
 KUJ, Walla Walla, Wash. CP for change in equipment, power and frequency.

APPLICATIONS GRANTED

KGFI, Corpus Christi, Tex. Mod. of Lic. to move station to Brownsville and an extension of commencement date.
 CBS, New York. Extension of auth. to transmit programs to Canadian stations CFRB and CKAC and stations of the Canadian Radio Corp.
 General Electric Co., Albany, N. Y. CP for new high freq. station. 31600, 35600, 38600 and 41000 kc., 150 watts.
 WMFF, Plattsburg, New York. Mod. of Lic. to operate on unlimited hours.
 KIT, Yakima, Wash. CP to install new transmitter, antenna and change to 1250 kc., 250 watts night, 500 watts day. Unlimited.
 KMAC, San Antonio. Lic. to cover CP. 1370 kc., 100 watts night, 250 watts, day.
 Fayette Broadcasting Corp., Uniontown, Pa. CP for new station. 1420 kc., 250 watts. Daytime.

(Continued on Page 7)

GUEST-ING

JESSIE ROYCE LANDIS, Broadway actress, appears on Crosby Gaige's Kitchen Cavalcade on March 15 at 10:45 a.m. over the NBC-Blue.

LOTTE LEHMANN, Metropolitan Opera singer, and **ROSS GORMAN**, noted saxophonist, are among the guests for the Joe Cook show over the NBC-Red network tomorrow night at 9:30.

CAPTAIN BOB BARTLETT, arctic explorer, will be heard on WHN tomorrow, 1:30-2 p.m., when he speaks at the convention of the Columbia Scholastic Press Ass'n in the Hotel Commodore.

HELEN FLINT, 20th Century-Fox film actress, is being interviewed by Radie Harris over WHN tonight at 8.

EMERY DEUTSCH, conductor, will be the guest of Marion Cole on the "Hitching Your Hobby" program over WMCA on Tuesday, 3:45-4 p.m.

RAYMOND C. SCHINDLER, head of the Schindler Detective Agency will be interviewed by WMCA's Roving Reporter Frankie Basch on Sunday, 7:45 p.m.

CLYDE PANGBORN will guestar on the Philip Morris program March 23. Charlie Martin will dramatize interesting incidents culled from Pangborn's barnstorming circus days.

ALINE MacMAHON, stage and screen actress, and **WILLIAM LYNN**, actor, will be on the Shell Show tomorrow night, 9:30-10:30 over NBC-Red.

LOIS WILSON appears Sunday on Winx's "Variety" show via WOR.

ARTHUR BORAN appears on the 9 o'clock revue Sunday over WOR.

Named Merchandising Head

Cleveland—Albert Shambarger, formerly clerical assistant to C. A. McLaughlin, sales manager for WHK-WJAY, is now merchandising director. His duties comprise, in addition to arranging charts and checking various new products with radio advertising possibilities, the compilation of detail work in connection with groundwork plans for expansion of United Broadcasting Co. The plans are being directed by H. K. Carpenter, executive vice-president of UBC.

New York Talent for WHK

Cleveland—Tony Senna and Mary Clifford open Monday at WHK as the first in a series of programs designed by John Vorpe, production head of United Broadcasting Co., to bring New York talent to the local studios.

Gilbert & Sullivan Series

Maurice Barrett of the WHN production department is readying a series of Gilbert & Sullivan opera programs.

★ Chatter ★

LOIS LA CHANCE, young Chicago singer who has been starred on the WGN (Chicago) show, "The Fireside Theater," will make her coast-to-coast network debut over the Mutual system Tuesday night on the "Listen to This" show at 7:30 o'clock (CST). Miss LaChance first crashed the limelight singing in a Chicago supper club and is now much sought after in radio. Kay St. Germaine and Jack Brooks will be co-starred with Miss LaChance and Lou Diamond's orchestra. The dramatic portion of the show will be handled by the "Hayloft Dramatic Society" of the Burlington Liars Club, featuring the "Lies of the week."

Wade Lane, known to radio audiences as "Strolling Tom," and featured with the original "Little Church of Hollywood," is recording a "Wade Lane's Home Folks" series of familiar tunes and homespun philosophy for Mertens and Price, Inc., Los Angeles. Irving A. Steinel, composer and conductor, supplies the organ background. Recordings, Inc., Hollywood, does the cutting.

Howard W. Davis, KMAC, San Antonio, decided that 15,000 records was too many for any one station to have on file, so he devised a novel contest to give away 5,000 records on the Nevlo-Starkist Derby, sponsored by Nevlo, For Nerves, and Starkist Floation Tooth Paste. Samples of the records to be given are run from 3 to 4 p.m. each Sunday. On the sample program the records represent a cross section of all tunes, the latest popular numbers, classics, ballads, novelty numbers, and many of them are records which are now out of pressing and represent tunes which cannot be replaced at any price. Listeners receive one record for each carton of Nevlo or Starkist brought to the studios of KMAC.

John Urquhart, production manager of KDKA, Pittsburgh, recently addressed members of the Youngstown Advertising Club on "How to Prepare for a Radio Career."

P. B. Mennella, formerly of Brooklyn, has joined KABC, San Antonio, as radio advertising sales representative.

Attending a studio breakfast tendered this week at WHO, Des Moines, to Gene and Glenn in celebration of first anniversary of the Corn Belt Wireless, were Gene Carroll, Glenn Howell, Warren Wade, Hale Bonduant, Ernie Sanders, J. O. Maland, O. E. Moe and Don Kerr. A broadcast preceded the breakfast.

Russ Hodges will broadcast the series of sectional basketball games to be held tomorrow at Michigan City, Ind., with airing via WIND, Chicago, 2-4:15 p.m. and 8-9:15 p.m.

Charles LaTorre, who bats equally well on stage, screen and radio, appeared on the Billy and Betty program over the NBC-Red net at 6:45



ED FITZGERALD

Sustaining
WOR, daily, 8:45-9 a.m.
(Program goes under Bamberger Store sponsorship starting March 15, Mondays through Saturdays, 9 a.m.)

PLEASING COMBINATION OF LIGHT HUMOR AND CHATTER WITH MUSICAL INTERPOLATIONS.

Having taken a brief recess after a long run of variety programs, Ed Fitzgerald returns with a new series in which he chats about current items and listeners' mail, throws in a touch of comedy and a bit of philosophy, with occasional time out for musical numbers. It makes a generally enjoyable affair that is well-suited for a morning spot.

This week's programs are on at 8:45 a.m., but starting Monday they will start at 9 o'clock as a daily except Sunday feature, sponsored by the Bamberger store.

DORIS HARE

Sustaining
NBC-Red Network, Wednesdays, 7:15-7:30 p.m.

TALENTED BRITISH SINGING COMEDienne OFFERS DELIGHTFUL PROGRAM.

An actress and a singer combined, with engaging British characteristics, Doris Hare is a welcome newcomer to the American airwaves. Her stage record is quite distinguished and she also has been broadcasting in England and South Africa since 1927. All of which was reflected in the good performance she brought to the mike here on her opening program of this series. She sang a trio of special songs and did some character sketching, sprinkled with music here and there. Authoring of Miss Hare's material is mostly by herself and by her sister, Betty, also an actress, who has been appearing on Broadway with Noel Coward.

F. C. C. ACTIVITIES

(Continued from Page 6)

EXAMINER'S RECOMMENDATIONS

Central States Broadcasting Co., Council Bluffs, Iowa. CP for new station. 1500 kc., 100 watts, unlimited, be granted.
KGDM, Stockton, Cal. Mod. of Lic. to change power and hours of operation be denied.
Glenn Van Auken, Indianapolis. CP for new station. 1050 kc., 1 Kw., daytime, be granted.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited, remanded to docket for further hearing.

HEARINGS HELD

The following applications for new stations were heard during the week: Petersburg Newspaper Corp., Petersburg, Va. 1210 kc., 100 watts night, 250 watts day; Carolinas Radio, Inc., Charlotte, N. C. 880 kc., 500 watts night, 1 Kw. day; W. Va. Newspaper Publishing Co., Clarksburg, W. Va. 1250 kc., 1 Kw. daytime; Radiotel Corp., San Diego, Cal. 920 kc., 500 watts; Provo Broadcast Co., Provo, Utah. 1210 kc., 100 watts; Amarillo Broadcasting Co., Amarillo, Tex. 1500 kc., 100 watts; John W. Haigis, Greenfield, Mass. 1210 kc., 250 watts, day; J. K. Patrick & Co., Athens, Ga. 1310 kc., 100 watts night, 250 watts day; George H. Payne, San Jose, Cal. 1440 kc., 500 watts; Howard A. Miller, Galesburg, Ill. 1500 kc., 100 watts daytime; John D. Fields, Inc., Las Vegas, Nev. 1370 kc., 100 watts; World Publishing Co., Tulsa, Okla. 940 kc., 1 Kw. night, 5 Kw. day; Skagit Broadcasting Ass'n, Bellingham, Wash. 1200 kc., 100 watts night, 250 watts day; Voice of Detroit, Inc., Detroit, Mich. 1120 kc., 500 watts night, 1 Kw. day.

last night, and will be on this evening's Irene Rich program at 8 o'clock over the NBC-Blue net.

Ellis VanderPyl, WGAR commercial manager and sportscaster, is away from the Cleveland station for the balance of the week due to the death of his mother, Mrs. Mary VanderPyl. Word also was received in Cleveland this week of the death of the husband of the WGAR hostess, Rebecca Lush, a sergeant in the U. S. Air Service attached to the Langley (Va.) Field. He was killed when his motorcar overturned.

Bob Mitchell, engineer at the Cedar Rapids studios of WMT, Cedar Rapids-Waterloo, is back on the job again after two weeks in a local hospital with the flu. Mitchell was added to the staff recently to take charge of remotes and was formerly with WSUI at Iowa City.

NBC Host to Biz Women

Opportunities for business women in the radio field will be studied at first hand when Janet MacRorie, editor of the NBC continuity acceptance department, acts as hostess on Tuesday to a group of visitors participating in the activities of Business Women's Week, being held under the auspices of the New York League of Business and Professional Women.

Miss MacRorie, in addition to addressing the visitors, will have them witness a broadcast of the bi-weekly NBC feature, "It's a Woman's World," a program prepared by a woman, Claudine MacDonald, and projected by women. The group will also be introduced to Margaret Cuthbert, director of NBC women's activities, who last year was named by the league as one of 24 women of achievement.



EVERYBODY

WHO IS

ANYBODY

IN

RADIO

IS

READING



EVERY DAY



Equipment

New Loading Coil

Philadelphia—Philco Radio & Television Corp. is introducing a loading coil for the elimination of the effects of a number of powerful broadcasting stations being received simultaneously by a receiving set. The coil cannot be used indiscriminately in sets, however. When connected across the transmission-line terminals on the back of the radio chassis, the coil will reduce sensitivity on the broadcast band. But when the competition of the two or more local stations is particularly objectionable, sacrifice of a certain amount of sensitivity in order to insure clear reception is advisable.

Philco Service Manual

Philadelphia—A valuable aid for radio servicemen, John F. Rider's 160-page volume, "Aligning Philco Receivers," has been placed on the market by Philco Radio & Television Corp. for distribution among the 25,000 members of the Radio Manufacturers Service organization.

Elec. League Chairman

Indianapolis—Roy L. Brown, manager of Westinghouse Electric Supply Co., was recently elected chairman of the wholesaler's division of the Electric League of Indianapolis. Adolf Wagner of Wagner Radio Co. was elected vice-chairman.

Transmitter Dedication

Boston—The new WEEI transmitter will be formally dedicated on April 3, according to the assistant manager of the station, Louis Whitcomb. The transmitter, located in Medford, is the last word in modern radio construction. A half hour dedicatory program emphasizing progress and especially the advance made in radio is being planned.

Opens Service Business

Pittsfield, Mass.—Thomas R. Humphrey, formerly with Graves Radio Service of this city and the radio testing department of United American Bosch Corp. of Springfield, has opened a radio service business here. Humphrey is owner and operator of a 500-watt short wave amateur transmitting station and holds a commercial radio-telephone operator's license.

Shows Test Equipment

Fairhaven, Mass.—Ray Perron gave a talk and demonstration of test equipment used by the radio service industry at a meeting of the Radio Technicians Guild here. Perron is associated with the Clough Brengle Co.

RADIO PERSONALITIES

No. 13 in the Series of Who's Who in the Industry

ALFRED H. MORTON. Manager of the Department of Managed and Operated Stations of NBC. A pioneer figure in broadcasting, who began his business career with the General Electric Co., in 1919, shortly after he resigned a captain's commission in the U. S. Army. Holder



Taught Paris, Milan, Radio Showmanship ...

of a Bachelor of Science degree at the University of Illinois and a Master of Science degree at Columbia University. In 1921 he became associated with RCA, going to Washington as manager of the local offices and while there supervised construction of Station WRC, first outlet built and owned by RCA. Two years later he was transferred to New York as head of commercial department of RCA Communications, and kept an eye on the operations of WJZ. In 1929 he was made European manager of RCA, with headquarters in Paris. Sold a 50,000-watt RCA station to the Italian Broadcasting Co., and supervised its construction near Milan. NBC took Morton in 1934 and made him business manager of the program department. Early in December of last year, he succeeded Bill Hedges as manager of the NBC stations.

Tele-Dial Tuning Control

A new Lafayette Tele-Dial receiver, with 17 station control buttons arranged around the periphery of an 8½" dial, is now being distributed by Wholesale Radio Service Co. The receiver is tuned the same as dialing a number on the telephone. For additional flexibility, a conventional 5½" pointer-type dial is included for use when Tele-Dial tuning is not desired, as when tuning for short wave stations.

Station Improvement Plans

Chicago—WGES has applied to the FCC to move its transmitter locally and install new equipment.

Kansas City—Installation of new equipment and other improvements are planned by KCMO.

San Francisco—KGO plans to install vertical radiator and new equipment along with increase in power.

Salem, Ore.—Change in antenna, installation of new equipment and increase in power are contemplated by KSLM.

Terre Haute, Ind.—Moving of transmitter site, change in equipment, directional antenna system and increase in power are planned by WBOW.

Berkeley, Cal.—KRE plans to move its transmitter site and studio, along with installing new equipment and increasing power.

San Angelo, Tex.—KGKL contemplates new equipment and increase in power.

Sound-Proof Studio Door

Evanston, Ill.—Irving Hamlin of Evanston Sound Proof Door has patented a new door for radio broadcasting studios. The door is designed for those situations where the user is protected from intruding sounds by two doors instead of one—the arrangement of space being such that entrance to the studio and to the monitor or control room is through

a common lobby, the walls and ceiling of which are thoroughly treated in acoustical correction.

Nevin Appoints Agency

The Nevin Drug Stores have appointed the Philip Klein Advertising agency, Philadelphia, to handle its business. A radio campaign is planned.

Viewpoints

American Radio Programs Lead World, Says Reiner

AMERICAN radio programs set a standard which the rest of the world would do well to emulate.

There is no other country in the world that can rate with America when it comes to a comparison of radio fare, and I believe that radio has done more than any other medium to inspire a genuine interest in serious music among the masses.

With radio a state monopoly in Europe, of course, there are no commercial programs, and the Government dictates everything that goes on the air. There is no chance to find out just what the public wants to hear, because there is no competition between the various stations. All of the stations have to live down to their budgets and very seldom do Europeans get a chance to listen to the great artists that are almost nightly features on the American airways.

—FRITZ REINER.

"Show Is On" Broadcast

Excerpts from the Broadway musical, "The Show Is On", will be aired over the NBC-Blue net Sunday, 8-8:30 p.m. Beatrice Lillie, Bert Lahr, Reginald Gardner, Gracie Barrie and other celebs from the cast will take part.

JOHN EBERSON

STUDIO ARCHITECT

ACOUSTIC CONSULTANT

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