



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 33

NEW YORK, FRIDAY, MARCH 26, 1937

FIVE CENTS

Foreign Radio Going Commercial

VALLEE TO BROADCAST FROM THE CORONATION

Standard Brands will tie-in with the Coronation and ship Rudy Vallee to London, where the May 6 and 13 broadcasts of the "Royal Gelatin" program will originate. Vallee will not take the Connecticut Yankees orchestra to England, but will collect a band in London for the broadcasts and use the best of the talent present in London for the Coronation.

Program will be shortwaved to America for broadcast over the regular NBC-Red network, Thursdays, 8-9 p.m. By catching a five-day boat over and back Vallee can continue
(Continued on Page 4)

Lucky's "Hit Parade" Expands on Wednesday

"Lucky Strike Hit Parade" on the NBC-Red network will expand an extra quarter-hour next Wednesday and take in the 10-10:45 p.m. period. The sponsor, American Tobacco, has had a standing order in the NBC sales department for this extra time but has been unable to fulfill the order due to National Ice Advertising holding the spot. Now that ice program shift, on April 4 to Sundays, 10-11 p.m. on the Red, request has been granted. Lord and Thomas has the account.

WOWO-WGL Dedication Is Scheduled for May 1

Fort Wayne—Dedication ceremonies for the new studios of WOWO and WGL, Westinghouse affiliates here, will take place May 1.

A large group of noted NBC artists will come to the city to take part in the opening programs, and a special broadcast in which a group of NBC artists who started their radio
(Continued on Page 4)

Auditioned Too Well

Philadelphia—Because his audition was too successful, a prospective radio performer lost his big chance to get on WDAS. Candidate was Howard Klein, a hypnotist. He was placed in a studio and told to put on his act. At the listening end was a studio secretary. Klein did his stuff. The secretary soon was in a trance. Visualizing the possible mass effect of such a broadcast, Harold Davis said nix on it.

OPERATOR LICENSE BILL REACHES WHITE HOUSE

Washington Bureau of THE RADIO DAILY Washington—Both houses of Congress have passed H.R. 3898, providing that actual operation of all transmitting apparatus in any radio station for which a license is required shall be carried on only by persons holding an operators license, and the measure is now at the White House awaiting the President's approval, RADIO DAILY learns.

NBC Chicago Shows Running Thru Summer

Chicago—"Jamboree," "Lights Out," "Nickelodeon," "Breakfast Club," "Young Hickory," "Flying Time" and the new Chicago Symphonic Hour will be continued during the summer, NBC announces.

Mutual Programs Stay When WRVA Switches

Richmond—WRVA will continue to carry Mutual programs after it switches to CBS on June 27.

Poor Programs and Unprofitable Operations Are Swinging Sentiment to American Methods

HAVANA CONFERENCE EXTENDED TO TODAY

Havana (By Cable)—Sessions of the North American Radio Conference, which began March 15, were extended this week and are expected to be concluded today. Delegates from the U. S., Canada, Mexico and Cuba report "excellent progress" in their efforts for harmony in commercial broadcasting, and latest indications are that there will be important results.

The U. S. delegation, headed by Major T. A. M. Craven of the FCC, is particularly optimistic over possibilities of a "cooperative arrangement" that would eliminate existing
(Continued on Page 4)

Earl Sowers Now Heads Virginia Broadcasting

Richmond—Earl Sowers, promotion director of the Richmond News Leader and managing director of WPHR, Petersburg, has been elected president of Virginia Broadcasting System. He also becomes general manager, a newly created post. Sowers succeeds Hugh M. Curtler of WCHV, Charlottesville.

Edward Bishop of WGH, Newport News, was re-elected vice-president, and S. C. Ondarcho of WBTM, Danville, was re-elected secretary-treasurer.

WPHR is moving to Richmond late
(Continued on Page 4)

London—Unprofitable operation and tiresome programs has resulted in an opening wedge for commercial broadcasting on the Continent in territory heretofore considered impregnable. Two countries going off the 100 per cent non-commercial standard are Norway and Austria. Agitation in Denmark is also expected to allow commercial announcements other than the stale blurbs of the government owned subsidiaries such as railroads and various public enterprises.

Norway is about to allow sponsored programs on a limited basis, perhaps an occasional 15-minute period. Qualified men with sound business experience have been invited to apply for the post of Director General. Until now so-called artistic heads have been running the show in both Denmark and Norway.

In Vienna, the Austrian State Broadcasting RAVAG, contrary to former practice, will accept sponsored programs with a view toward increasing the revenue with which to operate. License fees paid by the public has been ample to pay the way of RAVAG, but the government
(Continued on Page 3)

G. M. Summer Show Will Have New Dress

General Motors Sunday Night Concerts will have an entirely new dress for the summer months, the 13-week period starting the latter part of April being scheduled for a more drastic change than to the usual type of light symphonic music.

Auditions now in progress through the Campbell-Ewald agency include
(Continued on Page 3)

Movie Theater Men to Meet Network Officials Re Stars

Clam Chowder Campaign On 33 Western Stations

Seattle—G. P. Halferty & Co., packers of Pioneer Minced Sea Clams, are launching a radio program over 33 western stations as part of their clam chowder campaign.

Unofficial spokesmen for the major networks indicated yesterday that they would be glad to sit down and talk things over with the committee representing the Motion Picture Theater Owners of America with regard to curtailing increased radio ap-
(Continued on Page 3)

Sendoff for WKRC

Cincinnati—In all three local newspapers tomorrow will appear 600 line ads announcing the dedication program on WKRC at 6:30 p.m. and inviting the public to visit the new studios. WSAI, owned by Crosley, will tie-in with WKRC and carry the dedication broadcast. Later in the evening WSAI will salute WKRC from its own studios with a specially prepared program.

WMAQ Lipton Series

Chicago—Thomas J. Lipton, Inc., Hoboken (tea), on April 5 will start a series of quarter-hour programs, three times weekly, on WMAQ immediately following the Amos 'n' Andy broadcasts. Norman Pearce, the bachelor poet, will be featured in a series of original poems. Pearce was on WMCA, New York, for seven years under another sponsor.



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thursday, Mar. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/2	168 3/4	169 1/2	+ 7/8
Crosley Radio	24 3/8	24	24 3/8	+ 5/8
Gen. Electric	58	57 3/8	57 3/8	—
North American	27 3/4	27 1/4	27 3/8	+ 1/8
RCA Common	11 3/8	11 1/8	11 1/8	—
RCA First Pfd.	76 3/4	76 3/4	76 3/4	— 1/4
RCA \$5 Pfd. B.	(90 Bid)			
Stewart Warner	19 3/8	19	19	— 1/2
Zenith Radio	34 3/4	34	34 1/2	—

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/8	16 3/8	—
Majestic	4 1/4	4	4	—
Nat. Union Radio	3 1/8	3	3	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	59 1/4	61 1/4
CBS B	59	61
Stromberg Carlson	15 1/2	16 1/2

Sablon on Sustainer

Jean Sablon, the new French singing star, has been given a half-hour sustaining period on the NBC-Red network, Mondays, 9:30-10 p.m., beginning March 29. Program is a part of extensive build-up the NBC program department is planning for the singer. Norman Cloutier will furnish the musical support.

"Town Meeting" Resumes

Rochester, N. Y.—WHEC will start the 1937 edition of its "Town Meeting" program tomorrow. Program takes up topics of current interest to citizens of Rochester and will continue each Saturday 7:30-8 p.m. Meeting is sponsored by the Rochester Time-Union, one of the Gannett chain of newspapers, who also own WHEC. Program was run for the first time last year and attracted wide attention in local circles.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

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

World's Greatest Forum

"The Greatest Forum of the World" is the title of the latest piece of NBC promotion literature, which points out the rapidity and comprehensiveness of presenting important questions before the public today through the medium of radio.

Current controversy around the proposed Supreme Court changes is cited.

Clair Hull Rides Trains For WDW "Man on Street"

Tuscola, Ill.—Confronted with a problem in doing a "man on the street" program in a town of only 2,500 population, Clair Hull, director of WDW here, solved the difficulty by taking advantage of the trainloads of new faces passing through this place daily on the Chicago & Eastern Illinois Railway.

With a portable short wave transmitter, the resourceful young Hull goes to Villa Grove, boards the train there, and interviews passengers during the 15-mile run from that town to Tuscola.

Success of the program is proven by the fact that Hull now has a sponsor, with three others interested in taking it when the present 13-week contract expires.

Hull has a method of his own for conducting the interviews. Instead of trying to be smart, he asks the kind of personal questions that all farmers and small shopkeepers around here would like to have asked of him.

New Biz at WBIG

Greensboro, N. C.—Jefferson Standard Life Insurance Co. has renewed its contract for two weekly five-minute dramatic skits by H. S. Goodman Co. for 13 weeks over WBIG. This is the second series of these transcription sketches which the big insurance company has found very effective.

"Sonny and Buddy," electrically transcribed combination musical-drama-adventure series, from Walter Biddick Co., Los Angeles, has been sold in a block of 100 episodes by WBIG to a large baking company.

Kostelanetz Signs for Disks

Andre Kostelanetz yesterday signed a contract with Brunswick recordings to make a series of disks entitled "20 Minutes With Kostelanetz." The entire orchestra, 45 pieces, heard currently on the Wednesday night CBS Chesterfield program will be used. Disks will be marketed in a bound album with three records to a set. Musical numbers will be divided into three classes, Fox Trot, Tango and Rhumba. Cutting of disks will begin immediately.

Publishing Radio "Expose"

Vanguard Press on March 30 will publish Ruth Brindze's new 320-page book, "Not To Be Broadcast," which attempts to debunk the radio advertising and broadcasting business. Book is sub-titled "The Truth About Radio."

Final Details Are Set On Paramount Opener

West Coast Bureau of THE RADIO DAILY

Hollywood—Final details and official program of the first Paramount-NBC broadcast have been set, and the half-hour weekly program, which makes its bow at 12 noon EST on Sunday over the Red network, will have Lynne Overman and Mary Carlisle as permanent guide and hostess, respectively.

Initial program will include visits to two Paramount film sets, "Turn Off the Moon", where Phil Harris and the Albee Sisters will participate in the entertainment, and "Mountain Music", with Bob Burns, Martha Raye, Shirley Ross and Rufe Davis. Victor Young will direct the 60-piece orchestra and the smaller rhythm group.

"Passion Play" Live Cast

The Ave Maria Hour "Passion Play" being presented this week over WMCA employs live talent, although a disk series is being offered over other stations throughout the country. Cast of the local show, directed and produced by Stanley Peyton, well-known actor and director of radio and stage, includes Gladys Thornton, Pat Lederer, Frances Witzell, Lawson Zerbe, Maurice Franklin, Morgan Farley, Allan Drake, Said Riza, and Father Paul James Francis as Christus.

A resume of the whole play is being aired 2-4 p.m. today.

WMBH Spelling Bee

Joplin, Mo.—WMBH has instituted a 13-week sponsored Radio Spelling Bee open to children from the seventh grade up in the schools of the city, sponsored by Don A. Marvin Tire & Battery Co., wholesale.

Cash prizes are awarded the different winners of the weekly events, with a loving cup and major cash prizes to be awarded to the winners of the grand prizes at the end of the 13 weeks. Program is at 4:30 Sunday afternoons, a half-hour show.

Greek Celebration on KDKA

Pittsburgh—The 116th anniversary of Greek Independence was celebrated by a special program over KDKA at 6:30 p.m. yesterday. Broadcast was sponsored by the Green Community of Allegheny County.

COMING and GOING

MICKEY ALPERT leaves at noon today for Boston to spend the Easter holidays with his folks. He returns to New York on Monday morning and will prepare for his planned-CBS shows.

JERRY MASON of the Bob Taplinger office, leaves for Boston today on business and will return Monday.

HARRY BOYD BROWN, national merchandise manager of Philco Radio, is back at his desk in Philadelphia after a 12,000-mile tour of the country during the past two months to observe business conditions.

KATE SMITH and TED COLLINS leave today for Lake Placid and will remain until Wednesday.

TINY RUFFNER leaves Monday for Hollywood by train. MRS. RUFFNER will leave via boat.

STUART ERWIN and MRS. ERWIN (June Collyer) now stopping at the Warwick will depart for Hollywood immediately after the Shell program.

I. R. LOUNSBERRY, vice-president of WGR-WKWB, is in New York.

MRS. A. L. ALEXANDER leaves early this morning for Philadelphia where she will spend the Easter holidays. She returns to New York on Monday.

Star Radio Organizes Sales Promotion Dept'

Star Radio Programs has inaugurated a sales promotion department under W. C. Gartland for the exclusive benefit of Star's subscribing stations.

Lowell Thomas on Trip

Lowell Thomas will be missing from his usual 6:45 o'clock broadcast over the NBC-Blue network this evening. The ace commentator is going to Mt. Washington for the spring skiing in Tuckerman's Ravine, where the skiers take six hours to climb to the top of the hill, but shoot down in 15 minutes at 80 miles an hour.

Captain Valentine Williams, noted European editor, novelist and war correspondent, recently a visitor in Spain, will substitute for Thomas tonight.

KAST Names Biddick Rep

Astoria, Ore.—KAST has appointed Walter Biddick Co. as its sole sales representative on the Pacific Coast.

That Beautiful Ballad

FOR YOU

Sung by Kenny Baker

in

THE KING AND THE CHORUS GIRL

starring Fernand Gravet
and Joan Blondell

is published by

HARMS, INC., NEW YORK

Opening Sat. A. M., Mar. 27th,
New York Strand

FOREIGN BROADCASTING GOING COMMERCIAL

(Continued from Page 1)
has spent most of the money for other purposes and now is in the position of having to raise money quickly to continue its broadcasting activities.

An unnamed agency has made application for time on the RAVAG network and this application will be granted. Meantime, RAVAG will do some business direct. Program director has announced to the press that anybody except public authorities (which get free time anyway) can have announcements broadcast at the rate of 1 Schilling a word, immediately following the stock exchange reports (about 3 p.m.) and also after the daily news bulletins at 11 p.m.

Agitation for commercials in Denmark comes also as a result of the House of State Broadcasting (Statsradiofonien) having been erected more or less as an annex to the Royal Theater, in Copenhagen, the structure proving to be a monstrosity and impractical from any broadcasting angle. The Statsradiofonien is now called upon to sink over 7 million Kroner into the construction of a "real" broadcasting station, the work being set to start soon. If and when commercial radio becomes a reality in Denmark, it is hoped that the private sponsors will be the means of listeners receiving something for their license fees—good programs.

This attitude is a complete about-face on the question of American radio programs being loaded with commercial talk. There seems to be a realization that the shows in the States are not so bad after all, much less the set-up which costs the listener nothing.

Coming Events

March 31: Women's National Radio Committee annual awards luncheon, Hotel St. Regis, New York.

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

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

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of

NEW PROGRAMS—IDEAS

"Police Call" on WNEW

WNEW on April 1 will inaugurate a new public service show entitled "The Police Call," to be heard Thursdays, 8:30-8:45 p.m. The weekly series will be handled by Justin Gilbert, editor of The Police Call, police executive magazine. He will introduce police chiefs and officials from all over the country and devote a portion of the show to a dramatization along the lines of "And Sudden Death." Frank J. Siccardi, Chief of Bergen County Police, will be the program's first guest speaker.

The broadcast series, arranged under the auspices of the magazine, famous for its gruesome pictures, promises to outdo all horror scripts on the air with accurate portrayal of actual cases, not "from police files" (radio's hackneyed buildup phrase which is tagged onto all detective programs) but from the lips of qualified eye-witnesses, the police officers themselves.

Gilbert, in addition to his police work, is columnist for the Bergen Evening Record and other syndicated papers. The purpose of the show is to fight highway accidents and juvenile delinquency.

WBIG "Final Sports Extra"

Greensboro, N. C. — WBIG has started a new feature called "Final Sport Extra," on Mondays through Fridays, at 11 p.m. The sports commentator is Wiley Sholar, well known Southern Conference Football official. Final results in night baseball games, advance dope in football and all regional sports are being featured. Among those guesting on this program is Mary C. Coleman, well known leader in physical education and Physical Education Director at the Woman's College of the University of North Carolina. Instructors of tennis, golf, swimming, basketball, hockey and other women's activities under Miss Coleman will also appear on the sporting extra and pros from Sedgefield, Starmount and Pinehurst courses will also appear from time

Switch Brokenshire Time

"Serenade to American Women," heard currently over WOR every Sunday from 3:45-4 p.m. and featuring Norman Brokenshire, will switch to Friday nights effective April 2. Last broadcast on the Sunday schedule will be March 28. Show will be aired from 11:15-11:30 p.m. on the new set-up. Program is sponsored by Winkleman Shoes.

Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

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

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

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

to time, as will football coaches from the ten colleges in WBIG's area. Civic recreational activities in various cities in WBIG's region will be given their part on this new program.

The idea of the program is to give final results on all national and local

games and to include sports of all kinds for both men and women. The wide acquaintance of Sholar, who has been featured on football programs on the station for the past three years, assures plenty of sport personalities as guests on this spot.

"Youth Guidance" Series

Dean J. D. Messick of Elon College is presenting a series of 15-minute talks over WBIG, Greensboro, N. C., on the subject of "Youth Guidance."

Dean Messick's time is 5 p.m., on Wednesdays and this series of talks by the very popular Dean has created a great deal of favorable comment from educators throughout WBIG's area.

Telepathic Theories

Seattle—A new type of program is being tried by KIRO in the form of telepathic theory tests. Persons are urged to sit close to their radios on certain evenings and attempt to mentally receive a series of simple messages in this new approach to the occult.

Go to Church Series

Atlantic City—Serving as a friendly gesture to focus attention on local churches, WPG is presenting a special "Go to Church" program every Saturday evening at 8 o'clock.

Churches of all denominations are covered in the broadcast.

Racket Expose on Inter-City

"Warning Signals," new show based on exposing rackets, will start tonight on WMCA and the Inter-City network, 7:30-8 p.m., as a weekly Friday feature. Burt McMurtrie is associated with the production of the program.

Belasco Puts on Boxing

Leon Belasco, whose orchestra is currently featured at the Hotel New Yorker, starts an innovation when he presents the first of a series of amateur boxing bouts Tuesday evening at that hotel. The series is sponsored by the A.A.U. and will be a regular feature of the entertainment.

At the Rainbow Grill Emery Deutsch and His Orchestra Unusual, Romantic Music

Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

MOVIE MEN TO MEET RADIO EXECS RE STARS

(Continued from Page 1)
pearances of movie stars to the alleged detriment of the box office. The theater owners' organization last week raked radio over the coals at its Miami annual gathering.

Network officials pointed out, however, that the webs do not hire film stars for sustaining programs and that all guest and regular performances on the air by Hollywood stars is a matter to be taken up by the theater men and the advertiser or his agency. It is presumed that any committee will eventually be referred by the networks to actual employers of the talent, since the networks are merely in the position of making facilities available and selling the time. Beyond this their responsibility in the matter ceases.

Proposed committee, according to M.P.T.O.A., believes that the networks can be of assistance, however, and will knock on the radio door first. Contacting the individual advertisers or agencies, unless through one of the advertising organizations, is admittedly going to be a tedious process and for this reason the theater owners' group feels the networks are the first step.

G. M. Summer Show Will Have New Dress

(Continued from Page 1)
everything from musical comedy to modern American music. Erno Rapee, who will take his vacation from the program when the new type show goes into effect, returns in the fall for the resumption of the concert shows. During the summer Rapee is scheduled to guest conduct at the Hollywood Bowl and also with the Portland, Ore., Symphony.

New P.M. Sports on WIND

Chicago—A new afternoon sports review titled "The Globe Reporter," recently added by WIND, gives Russ Hodges some extra work. As he already has a heavy schedule of broadcasts, he will need a well-manned staff to arrange his seconds for him. When the baseball season starts, he frequently will have two and three games a day to cover.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTE

WJZ-10 P. M. E.S.T.—Friday
NBC Network

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

VALLEE TO BROADCAST FROM THE CORONATION

(Continued from Page 1)

on the air without interruption. Broadcasts will originate from the BBC studios and details are being handled by the London office of J. Walter Thompson Co., advertising agents for Standard Brands.

WOWO-WGL Dedication Is Scheduled for May 1

(Continued from Page 1)

activities in Fort Wayne will be given.

Westinghouse took over a three-story brick building for the new studios, which are of the latest modernistic design. The second floor is occupied by studios and offices and the third floor houses the control equipment. WGL's antenna is atop the Hotel Keenan, across the street from the new studios, and the WOWO tower is located seven miles from the city on U. S. highway 30.

WOWO will become a member of the basic NBC-Blue network May 1. WGL has been a member of the Red network since last November. Prior to the Westinghouse purchase nearly a year ago, both stations were members of the Columbia network.

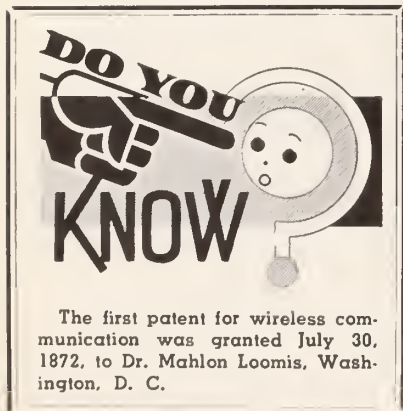
AGENCIES

DEE CARLTON BROWN, in charge of production, and G. FREDERIC RIEGEL, account executive, both of the staff of Geare-Marston Inc., Philadelphia, have been promoted to vice-presidents, it is announced by Norman W. Geare, president.

REISS ADVERTISING, New York, is handling the campaign of Wholesale Radio Service Inc., which is using radio and printer's ink to publicize its new catalog.

CHARLES EDWARD PATRICK, formerly of Young & Rubicam, has become a member of the staff of Birmingham, Castleman & Pierce Inc. Patrick had also been associated with the Newell-Emmett advertising agency in the past.

CLARENCE VREDENBURGH will join Rose-Martin Inc. advertising agency on April 1 as an account executive.



The first patent for wireless communication was granted July 30, 1872, to Dr. Mahlon Loomis, Washington, D. C.



● ● ● "Show Boat" will definitely undergo complete changes by July 1. . . . At the moment options on three shows are being held in abeyance pending further suggestions. . . . Tiny Ruffner's stock in Benton & Bowles has been bought back by the agency. . . . Myron Kirk handles executive duties for Ruthrauff & Ryan here in N. Y. while Tiny produces on the west coast. . . . Hershell Williams takes over "Show Boat" and "Gangbusters". . . . The Diamond Crystal Salt shows will be Kenneth McGregor's and "Kitty Kelly" will be handled by a Chicago man named Stanton. . . . Johnny Augustine's wife (he's a CBS baton-wielder) was rushed to the hospital yesterday. . . . CBSound effects man, Bob Prescott, is out of the coma and danger, returning to the job Monday. . . . Del Casino bows out of the Hollywood Tuesday. . . . Leon Belasco leaves the New Yorker April 7th. . . . Tuesday night the hotel will feature amateur boxing bouts in the Terrace Room.

● ● ● J. Walter Thompson firm is looking for a comedy writer to send to the Coast. . . . Ralph Wonders picked up a singer called George Kobler in Pennsylvania yesterday and today the kid is on his way to Hollywood for picture fame. . . . Wednesday's hi-lite was "Gangbusters" which was tops in dramatic appeal. Interesting fact was Juano Hernandez (who is colored and portrayed "John Henry" on the air for many months) playing the part of "Fowler" (colored) and then subbing as a "white man" because of shortage in cast.

● ● ● Tommy Dorsey's vocalist, Edythe Wright, was smacked-up in a Jersey auto crash and is in the hospital there. . . . Jimmy Dorsey may follow Bob Crosby into the Congress in Chicago or be brought east for the New Yorker. . . . Vicki Joyce is still with him and will come along. . . . Emil Coleman will be aired from the Riviera when it opens in June. He signed for the job yesterday. . . . Al Donahue will follow Ruby Newman into the Rainbow Room and Emery Deutsch may have the spot in the Fall. . . . "Skeeter" Palmer's band from Detroit will be the one conducted by Carl Hoff at the Biltmore and the former may lead himself after two months. . . . Phil Duey opens his concert season in New York next week and also has been renewed for another Rubinoff transcription.

● ● ● Hank Ladd, who was one of the writers set to do the Mickey Alpert-CBS show, had to resign because of the Judy Canova commitments on the west coast. Bob Ross, Beatrice Lillie's scripter, is the only one set thus far. . . . Bert Lytell will be starred on the Kate Smith show April 7 doing "The Valiant" and Ina Claire will appear the week after. . . . Ted Collins will try something different in presenting Ted Lewis, sans band. . . . Incidentally, we got a preview of Lewis' new band, and want to go on record saying it is without a doubt the greatest in the maestro's colorful career. Victor King's arrangements are TOPS. . . . Edgar Bergen will open at the Waldorf the 3rd not Saturday. . . . Congrats to the Arnold Van Leers on the wedding anniversary today.

● ● ● Rudy Vallee appeared last night against doctor's orders. He has tonsillitis and will rush to Florida. . . . The picture deal for Henny Youngman is off because the contract don't contain the clause that he will DEFINITELY be used. . . . Monday's papers will carry the announcement that Gladys Swarthout received the Pilot award for her Wednesday airing. Vallee opens at the Astor Roof May 24 and may be followed by Ted Lewis, Ben Bernie, Abe Lyman, Wayne King and Hal Kemp, all on three-week tickets. . . .

HAVANA CONFERENCE EXTENDED TO TODAY

(Continued from Page 1)

friction in radio frequencies between the four nations. Europe is said to be watching developments here with interest, due to the approaching international radio conference at Cairo.

Earl Sowers Now Heads Virginia Broadcasting

(Continued from Page 1)

this summer and becomes WRNL. As such, it will be the key station of the VBS, which is a chain of five stations, including the foregoing and WLVA, Lynchburg.

WIL's New Variety Touch

A new touch of variety has been added to the Radio Floor Show presented through the facilities of WIL each day 12-12:30 p.m. A unique combination known as the "Sling-Shots" is adding the latest touch to the program that features Allister Wylie and his Orchestra, Mast Sisters, Charles Dawn, tenor, Carleen Davis, swing singer; and the Hot Timers, swing combination.

275th for "Witch's Tale"

Today marks the 275th broadcast of "The Witch's Tale," over WOR. May 28 will be the sixth anniversary of the program.

Anne Jamison Renewed

Anne Jamison, soprano star of the Hollywood Hotel program, has had her contract renewed for the next 13 weeks.

CLEVELAND

H. Leopold Spitalny was a Cleveland visitor this week. The NBC director reported he was only "visiting." While here Spitalny was guest with WTAM's Vernon H. Pribble and Walter Logan with party of friends at the town's gay night spot, the Mayfair.

Move rumors bubbled again a few days ago when WTAM was in a huddle with builders of this city's new ice arena to be erected at Euclid Avenue and E. 37th Street. Story here and out of New York is that WTAM may consider six or eight possible sites before making up its mind whether it will quit its present location.

Local stations will cooperate with Cleveland Ad Club April 15-17, when club marks its 35th anniversary. Walberg Brown and orchestra from WGAR, Louis Rich's Orchestra from WHK, and orchestras directed by WTAM's Walter Logan and Lee (Stubby) Gordon will offer music at the various meetings.

WHK is getting ready for the Indians' baseball broadcasts to be sponsored by General Mills and Socony Vacuum.

FREDERICK EVERETT has been added to the engineering staff of WTAM, NBC-Red outlet.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

WHEN radio stars shoot across the firmament they make wishes themselves...instead of leaving it to the earthbound contingent...Which gives us...Mildred Bailey, who'd like nothing better than to star in a musical comedy...Peggy Allenby, whose ambition it is to make her ether characterizations as complete and flawless as possible...Georgia Backus, who dreams of writing the best play...Durelle Alexander, who longs to be a musical comedy and maybe a flicker star...Ida Bailey Allen, who would alternate work on the air with travel, when she might contact the public and equip herself with more knowledge...Frances Adair's ambition borders on the altruistic...She wants to build a beautiful home for her mother...Countess Olga Albani yearns to move people by her singing so they'll never forget her...and Grace Albert, with superb practicality, wants to be a radio success (sic), save a lot of money and travel the seven seas in leisurely fashion...

Songbird Helen Gleason to be heard on Sunday's "Variety" show at 3 o'clock...she's still uncertain about Hollywood...Lucille Manners knee-deep in responses to fashion contest requests...She's less sure than ever what clothes are preferred...Maria Theresa, who calls herself last of the first-formed Isadora Duncan group, will make terpsichorean talk on Ethel Peyser's "Music in Gotham" program...Elsa Maxwell has elected not to act on the tall-millinery transmitter suggestion anent her commentating on the Easter Parade...

Pulchritudinous Viola Weller, once of the Follies and Anatole Friedland line-up, is now projecting voice, not face, over WBIG, Greensboro, N. C....When the First Lady presents the Women's Achievement Award to Katharine Cornell, on March 30, Eunice Howard, NBC thespian, will represent the New York Chapter of Chi Omega...WINS' Sylvia Press is the lass who'll enthuse, microphonically, over Easter furbelows on their Easter Parade broadcast, with corner cops, supercilious chauffeurs, and doggy doormen contributing personal impressions...Dee Collins, widow of Jimmy Collins, the aviator, will become the featured vocalist with the Emery Deutsch Orchestra March 30...Although Collins himself was auditioning for WOR at the time of his demise, Mrs. Collins is new to radio.

RADIO PERSONALITIES

No. 18 in the Series of Who's Who in the Industry

MARK WOODS, the man who holds the purse-strings at NBC is the net's youngest executive; has been an officer of the company since its formation in 1926. Born in Louisville, Ky., Dec. 27, 1901, he got his Flare for figures at Massey Business College and the Walton School of Commerce. Biz experience working in a naval supply store during summer vacation. Tried for the U. S. Navy during Big Fracas; rejected because of age. After the war he came to New York and took job as bookkeeper with the New York Telephone Company. Job too small, squawked to the powers-that-were. Promoted to contract clerk and then lifted to head of personnel training. From here came the big jump to the radio broadcast department of A. T. & T. Mark then came on to NBC, where he was elected to the position of assistant treasurer, assistant secretary and office manager. Pronto concerned himself with the financial and operating policies of NBC. Later he established offices in Washington, Frisco, Chi, Cleveland, Pittsburgh and Boston.



Pay-off Man for Red and Blue.....

ORCHESTRAS - MUSIC

PAUL WHITEMAN and his aggregation of 30 artists will be heard over the Mutual coast-to-coast net for the first time April 9, from the Drake Hotel, Chicago, via WGN, when the Whiteman contingent succeeds the Lucas band at that hostelry. It will be the first time since 1931 that Whiteman has been heard in the "Windy City." Roy Bargy, pianist, the King's Men, vocalists, Bob Lawrence, baritone, Durelle Alexander, and Ramona and her piano will be part of the entourage.

Claude Hopkins on April 2 and Fletcher Henderson on April 5 will aid charity by making music at Philly Charity Balls.

Yesterday's reference to the song, "Carelessly," which was acquired by Irving Berlin, Inc., from the Norman Ellis Music Publishing Company, omitted mention of the fact that Norman Ellis himself penned and arranged the music.

A new record is established when four pianos play "Tea for Two" on the Hal Kemp program, March 26, 8:30-9.

Larry Broz, who with his band, dispenses a weekly musical offering over WTMV, East St. Louis, has been warbling his own vocal choruses. Gail Lee, local high school girl, does the torchy numbers.

Maestro Ted Fio Rito and his music-making lads will head the bill

Gardner Nurseries on WIP

Philadelphia — Gardner Nurseries, of Osage, Ia., is back on WIP for three 5-minute ET shots weekly. Contract for an indefinite period, placed by the Northwest Radio Advertising Corp.

at the opening of the Greater Texas and Pan-American Exposition's Theater Casino, Dallas, June 12. Lynn Murray's 24 voice male choral ensemble will make vocal music. Phil Harris, Rudy Vallee and Benny Goodman with their respective orchestras, have been signed for engagements.

WPG, Atlantic City, will do an average of six dance remotes weekly to CBS during the dog days, with all the hotels and piers featuring name bands during the hot season.

The piano upon which Wagner composed several operas will be heard over the Columbia network March 29, at 6-6:15 p.m., with Frederick Jagel, Met. Opera tenor vocalizing. Deems Taylor will be commentator.

Barney Rapp and his New Englanders, with Edith Wright as featured songstress, have taken the musical helm at the Hotel Chase, glitter spot in west-end St. Louis, following the Irving Rose Ork. Rapp and his outfit are heard nightly over KWK, 11-11:15.

The original Irving Rose Orchestra is staff band for KWK, replacing Roger Fox and his contingent. Since Rose's death, Rolla Coughlin, former biz manager of the organization, has batoned them. He's now musical director for KWK.

Flamm to Travel-Talk

Donald Flamm, WMCA president, will be interviewed by James F. Clemenger on his "Highways and Speedways" program Tuesday, 5 p.m., over WMCA-Intercity. Flamm will describe "a tour from Naples to London by auto".

GUEST-ING

MARIO CHAMLEE, on Marion Cole's "Hitching Your Hobby," March 30 (WMCA, 3:45 p.m.).

GERTRUDE LAWRENCE and FORD FRICK, on Show Boat, April 1 (NBC-Red, 9 p.m.).

LOIS BENNETT, on Frank Munn's program, March 29 (NBC-Blue, 8:30 p.m.).

DORIS RHODES, on "Johnnie Presents," tomorrow (CBS, 8:30 p.m.). BARRY McKINLEY and PATTI CHAPIN also signed for later programs.

PAT O'BRIEN, on "Jack Oakie's College," March 30 (CBS, 9:30 p.m.).

STANLEY WORTH, on Adam Miller's program, tomorrow (WINS, 11:45 a.m.).

BOB PURCELL, on "Listen to This," March 30 (WGN-Mutual, 7:30 p.m. CST.).

CLARK GABLE, ADOLPHE MENJOU and JOSEPHINE HUTCHINSON, in "Farewell to Arms" on Lux Theater, April 5 (CBS, 9 p.m.).

PAULINE FREDERICK and SUGAR CAIN on Hammerstein Music Hall, March 30 (CBS, 8 p.m.).

JOHN REDMOND and LEE DAVID, writers of Cotton Club Show, on "Three Little Funsters" program, Sunday (WMCA, 2:30 p.m.)

ANNOUNCERS

GEORGE HICKS, NBC announcer, has been selected to do the announcing for the quarter-hour sun's eclipse program that NBC will broadcast from Enderbury Island in mid-Pacific on June 8. Engineers Walter R. Brown of New York and Marvin S. Adams of NBC-San Francisco staff will handle the controls. Just for this one-quarter hour broadcast, the NBC personnel will have to travel 7,000 miles, which is some kind of a record.

GEORGE FOSTER will announce the dance remotes pumped by WPG, Atlantic City, to the CBS, from Steel Pier. First assignment will be to handle the Shep Fields program tomorrow.

ONE MINUTE INTERVIEW

H. M. BESS

"This year will be the biggest year in the history of radio. Conditions are better and the average advertiser is beginning to see radio as a certainty rather than a gamble. Programs are custom-built with one definite idea in mind, tying up the sponsor and his product."

★ Coast-to-Coast ★

PAUL CONLAN, script writer for Ed Wynn, is fast becoming one of the outstanding writers of the present day. Besides the Wynn show, he is turning out some "shorts" for Educational pictures, and in his "spare time" is writing special material for several of radio's leading comedians.

The Martinez Brothers, who recently brought their romantic Mexican tunes to the U. S. from the Rio Grande territory, are so determined to sing in English that they are now studying the language at the Berlitz School of Languages.

Georgia Orwig is a new addition to the talent staff of WSOC, Charlotte. Each Friday morning at 11:45, Miss Orwig, an interesting concert pianist, gives her recital. She has appeared in concert in northern cities and was formerly a featured soloist at KDKA. In private life she is the wife of Dick Faulkner, WSOC's newscaster and special events announcer.

George A. Hazlewood, general manager of Hazlewood, Inc., operating WJNO, West Palm Beach, finds a very responsive audience in the Palm Beaches where "the holders of the nation's purse strings" hold forth. Though only seven months on the air, WJNO is doing a man-size job for its advertisers.

Herb Hollister, manager of KANS, Wichita, Kas., recently back from a New York trip, promises an "important announcement" soon. Meanwhile he's advising advertisers to "play a hunch and place an order at present low rates." Incidentally, folks in this section are still talking about the enterprise displayed by KANS in obtaining the recent Joe Louis boxing exhibition here, despite advance reports that the promoters would not permit the match to go on the air. KANS made a public issue of it, obtained a choice of sponsors, and had Don Evans with his mike at the ringside.

Tom Fizdale, Chicago publicist, was in Cleveland this week in the interests of Fibber McGee and Molly,

who switch to a new time April 12 over NBC's Red. Fizdale is driving through the east as far as Boston and New York spreading good will among the radio scribes.

Lilian Largay, pianist at WTMJ, Milwaukee, recently sprained her ankle and has been making her way around with a cane.

Woods Dreyfus, WISN, Milwaukee, singing announcer, is now presenting his programs on Tuesdays and Thursdays at 6:45 p.m., instead of on Mondays and Wednesdays at 7:30 p.m., C.S.T.

M. R. Schoenfeld of NBC, Chicago, recently addressed the Women's Advertising Club of Milwaukee on "Radio As An Advertising Media."

Harold B. McCarty, program director of WHA, Madison, Wis., in an address before the discussion group of the A.A.U.W., declared that systematic education through radio is impractical as long as time is valuable for commercial programs. Sponsors want programs to entertain, not educate, he declared.

Beverly Brown has been assigned to announce and produce the "Buster Brown" shoe programs at WWL, New Orleans. Sponsored by a local firm, the program is a half hour weekly period.

Grady Cole, WBT's news commentator at WBT, Charlotte, has been assigned an office in the WBT suite.

Jane Bartlett, pianist, violinist and singer, Marie Davenport, organist, and Martha Dulin, interpolator and announcer, are being heard in a "Morning Melodies," new show over WBT, Charlotte.

"Out of the Hat," the Easter fantasy written by Ed Cleland of WINS will be produced over the station this afternoon, will feature Elizabeth Morgan, Leonard J. Bickford, Beatrice Allen and Henry Townsend. A special musical score has been written for the play by Louis Katzman.

Jack Webb is the early morning announcer, featured as "Farmer in the Dell" on the new agricultural program over WPG, Atlantic City. Webb was formerly featured on his own "Hill Billy" Hour, and fans recalling his vocal gifts and skill as a guitarist are urging him to add the role of entertainer to his new assignment. His program is a station opener at 7:30 daily.

WPG Talent Contests, broadcast from the stage of the Hollywood Theater, Atlantic City, will continue for at least six more weeks. Next Monday, city and county employees are competing, with a great deal of rivalry already manifested between

Femme Shaw & Lee

Greensboro, N. C.—WBIG has a feminine team, Virginia Davis and Virginia Wilson McKinney, doing double-talk a la Shaw & Lee of the Jack Ookie show. They appear with Fred Kent and the Boys on Tuesdays at 8 p.m. under the billing of Nip and Tuck. The girls were promoted from the WBIG office staff.

the police and fire department, and other municipal and county organizations. On the following Monday, the students representing the various schools of South Jersey, will compete for highest honors, according to Charles E. Seel, who is conducting the talent search.

Start New WSMB Towers

New Orleans—Construction of new towers and generators for WSMB will begin here this week, according to station manager Harold Wheelahan. The new work, which will involve an outlay of \$45,000, will be carried on the opposite side of the Mississippi River at Algiers, within one mile of the present tower sites at the Naval station. The tower will be by Truscan, while Western Electric will furnish the 1 kilowatt transmitter. Work will be under supervision of H. G. Nebe, WSMB engineer, and Paul Godley, consulting engineer from Washington, D. C.

NBC Baseball Broadcasts

NBC will broadcast the opening baseball games in Washington and New York on April 19 and 20, respectively. Graham McNamee and Tom Manning will do the announcing. NBC will carry the play-by-play account of the Senators vs. Phillies over the Blue network starting at 2:45 p.m. President Roosevelt is scheduled to throw the first ball.

Yankees vs. Washington will be heard from New York on WJZ and WMAL with the same announcer team. Mayor La Guardia will toss the first ball here.

Kraft Staging Big Talent Program

Kraft Music Hall will stage its biggest talent program April 1 with aviatrix Amelia Earhart, who just crashed in Hawaii on her attempted world flight, and John Barrymore doing a Shakespearean bit as two of Bing Crosby's guests, both last minute additions to the program originally scheduled which will also feature the movie actress, June Travis, the Chicago White Sox and the Chicago Cubs baseball clubs as previously announced. Miss Travis's father is the owner of the White Sox.

Dedicate New Transmitter

Seattle — New KOMO-KJR transmitting facilities, erected at a cost of \$223,000 and dedicated this week, are enabling the combined stations to give much better programs here, with NBC features. The equipment includes two new RCA 5,000-watt high fidelity transmitters and a 570-ft. Truscon self-supporting vertical radiator, said to be the tallest self-supporting tower in the U. S.



STAR THOMPSON, CBS day supervisor, back at his desk after tussle with flu.

Don Gordon is the new announcer for "Gold Medal Feature Time" on the WBBM-CBS. He was formerly free lancer in Milwaukee and St. Louis.

Emil Waeltis, engineer of Poetic Melodies on WBBM, is the daddy of a new seven pound boy.

Gene Arnold will be interlocutor on the NBC Minstrels which will be aired beginning April 7 over NBC-Blue net at 9:30 a.m. CST each Wednesday. Others in the show cast will be Bill Zeck, Bill Thompson, Harold Peary and Shorty Carson. A male chorus of 10 men, Clark Dennis, tenor and Robert Gately, baritone, round out the talent.

The Manuel and Williamson Harpsichord Ensemble, reported to be the first organization of its kind in radio, will be featured each Wednesday at 9:15 p.m. CST. over the NBC-Blue net starting March 31.

Details for the new 60 minute-Variety show slated to hit the airwaves each Tuesday at 10:15 p.m. over NBC are not quite completed but present plans include a new type variety musical production with several new twists.

Illinois Bell Telephone to sponsor an evening weather report seven-days-a-week starting over WMAQ April 5. N. W. Ayer & Son agenting.

Mar-O-Oil show, with Henry Busse band, previously heard each Wednesday at 3 p.m. CST. over the NBC-Red net, changes its time to 3:15 p.m. CST., beginning April 28.

Emmons Carlson, NBC Chi sales promotion manager, and Carl Webster of local net sales staff off to coast for three-week vacash.

Royal Lace Paper Co. here will sponsor five-minute transcribed announcements on WMAQ beginning April 5.

Edna Means, monologist, has begun a series of quarter hour radio sketches and readings over WCFL on Wednesdays at 9 p.m. CST.

Mary Small headlining in vaude here next week.

Bob Elson returning to his broadcast duties here on April 1 after trip to west coast baseball camps.

"Romance Melodies," Sunday afternoon program with Gale Page and Charles Sears and Roy Shield's ork, moves from NBC-Blue to NBC-Red net with new time of 3 p.m. CST. on Easter Sunday.

Al Vierra and his Hawaiians hit the NBC net from the Glass Hat Room of the Congress here beginning today. Maurie Sherman dance band being aired now from Casino Parisienne over NBC.

Carleton Smith, musical commentator, off to Florida and Nassau, where he will deliver a lecture on Caucasian folk music before group of guests of Sir Bede and Lady Clifford. Sir Bede is governor of the Bahamas.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
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13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

March 26-27-28
Greetings from Radio Daily
to

Arthur Boran	Arnold Van Leer
Hal Kemp	Ferde Grofe
Claude Morris	Sedley Brown
Paul Whiteman	Bertram Lebar Jr.

Radio and Television

PATENTS

Granted March 23, 1937

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

- Re. 20,307—WIRELESS RECEIVING APPARATUS. Aristote Mavrogenis, Milwaukee, Wis., assignor to RCA.
- Re. 20,311—PICTURE ASSEMBLY APPARATUS FOR TELEVISION RECEIVERS. Franz von Okolicsanyi, Nuremberg, Germany.
- 2,074,386—RADIO ANTENNA LOCATED IN OUTER EDGE OF RUNNING BOARD. Harvey D. Geyer, Dayton, O. Assignor to General Motors Corp.
- 2,074,408—DIRECTION FINDING SYSTEM. Percival D. Lowell, Chevy Chase, Md., assignor to RCA.
- 2,074,440—MODULATOR. George L. Usselman, Port Jefferson, N. Y., assignor to RCA.
- 2,074,447—CONTROL DEVICE FOR RADIO RECEIVERS. Hans Wunning, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,074,465—DYNATRON OSCILLATOR. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.
- 2,074,478—SHORT WAVE DETECTOR. Ernest G. Linder, Philadelphia, Pa., assignor to RCA.
- 2,074,495—CIRCUITS FOR CATHODE-RAY TUBES. Arthur W. Vance, Philadelphia, Pa., assignor, by mesne assignments, to RCA.
- 2,074,496—TELEVISION DEFLECTING CIRCUITS. Arthur W. Vance, Philadelphia, Pa., assignor, by mesne assignments, to RCA.
- 2,074,577—RADIO DIAL CONSTRUCTION. Jean Dreyfus, Paris, France.
- 2,074,687—KEYING. Helmut Feussner, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,074,737—CATHODE RAY MODULATION INDICATOR. Irving Wolff, Merchantville, N. J., assignor to RCA.
- 2,074,764—DEFLECTION DEVICE FOR CATHODE-RAY TUBES. William A. Tolson, Westmont, N. J., assignor, by mesne assignments, to RCA.
- 2,074,800—MULTIBAND RADIO RECEIVER. Garrard Mountjoy, Jackson, Mich., assignor to Sparks-Withington Co.
- 2,074,829—ELECTRON BEAM TUBE. John M. Cage, Schnectady, N. Y., assignor to General Electric Co.
- 2,074,831—THERMIONIC VALVE CIRCUIT ARRANGEMENT. Harry M. Dowsett and Ernest F. Goodenough, London, England, assignors to RCA.
- 2,074,852—COMBINED VOLUME AND BASS TONE COMPENSATION CONTROL DEVICE. Walter H. Nelson, Nichols, Conn., assignor to General Electric Co.
- 2,074,857—TRANSMITTER. Dietrich Prinz and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.
- 2,074,864—ELECTRON DISCHARGE DEVICE. Bernard Salzberg, East Orange, N. J., assignor, by mesne assignments, to RCA.
- 2,074,887—MIDGET RADIO RECEIVER. Paul S. Beshore, Kearney, Nebr.
- 2,074,896—ANTENNA SYSTEM FOR MULTIBAND RADIO RECEIVERS. David P. Earnshaw, Philadelphia, Pa., assignor to Philadelphia Storage Battery Co.
- 2,074,944—RADIO ANTENNA. Hjalmar E. Sjostrand, Ravala, Grangesberg, Sweden.

★ ★ ★ "Quotes" ★ ★ ★

SEDLEY BROWN: "Radio Row is no place for the person who lacks courage and patience. There are plenty of rough spots in the broadcast business and you must learn to take them in your stride. Radio may be a bed of roses for some. But many more get tangled up with the thorns. If you can take your bumps and come back for more you'll get places in this game. The ability to try all the harder in the face of adversity is the difference between the failure of some and the continued success of others."

MARY SMALL: "Now that I am grown up I'll confess why, as a child singer I never was afraid of the microphone. Life to children is a dream world and they are whatever their imaginative minds make them. In my mind I was always a grown-up and imagined myself to be a

composite of all the best singers in the world. Therefore it was no trick at all to broadcast with a feeling of confidence."

JAMES MELTON: "Most of the time I actually can't be sure I'm singing unless I put my hand up to my ear. It's almost like singing in a void when you're in the world's largest studio with Robert Emmet Dolan's orchestra playing right beside you. All you hear is musical accompaniment."

At The Rainbow Room
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

UNSOLICITED

Your sample copies of "Radio Daily" have sold me on a subscription—as the enclosed check testifies. Radio is indeed growing up when it can inspire a daily publication that gives the real news—and all the news—of radio—in a business-like fashion without the customary "who cares" fillers on what a star likes for breakfast or why he wears polka-dotted ties. Radio eds all over the country must be sending up a sigh of relief that they no longer need wade through pages and pages of inconsequential chit-chat, now that they have your "Daily" as a speedy means of verifying (or contradicting) their own views on the new air shows—and of following the current news as it breaks along Radio Row.

Sincerely,

DOROTHY MATTISON, Radio Editor, Worcester (Mass.) Telegram and Gazette, and Sunday Washington (D. C.) Star Columnist.

Owners of
WTAG
RADIO STATION

The only daily trade paper devoted exclusively to the better interests of commercial radio and television—

RADIO DAILY

1501 BROADWAY

::

NEW YORK, N. Y.

★ ★ STATION EQUIPMENT ★ ★

WTMV Equipping New Studio

East St. Louis, Ill.—WTMV is equipping a new studios with a view to taking care of more live talent shows.

The station recently completed installation of new Western Electric 23-A speech input console in the main control room, thus ending the task of entirely refurbishing the equipment. Three months ago a RCA 250-watt transmitter permitted this station to take advantage of a FCC power boost grant.

Speak-O-Phone Recorder

A new recorder embracing many improvements has been put on the market by Speak-O-Phone Recording and Equipment Co., New York. It is designed for studio, commercial, broadcast, educational or individual recording.

The Speak-O-Phone recorder comes equipped with crystal or ribbon microphone, 25 feet micro cable, meter indicator, head-phones, permanent diamond recording stylus, three-section collapsible chromium floor stand and twelve 8-inch test records.

Sets for Argentine Farms

Argentina's Ministry of Agriculture has appointed a committee to determine the type or types of radio receiving sets suitable for use on the farms and ranches of that country, Assistant Trade Commissioner J. D. Walstrom, Buenos Aires, states in a report to the Department of Commerce.

The general plan is to select one or more types combining adequate performance with low cost, and to promote the widespread use of these sets among the farmers and ranchers. Due to the advanced stage of the Argentine radio industry, it is believed that the locally-established manufacturers and assemblers will be in the best position to compete.

New Antennas at Riverhead

Riverhead, L. I.—Engineers at the huge RCA international radio communications station this week set a number of 130-foot wooden poles for the support of new antennas to be used in transatlantic work.

The poles are believed to be the largest one-piece masts in the East, with an average length of 130 feet and an average weight of four tons. They are Douglas fir, sent from the state of Washington.

The new antennas, when completed, will have an increased average height of 60 to 70 per cent over those previously employed, which is expected to result in more efficient operation in the longer part of the so-called short wave band of radio wave lengths employed in international communication. The radio engineers said that the shorter the wave the greater its penetration into the earth's outer atmosphere before "re-

bounding" back to earth. This influences the angle at which the wave arrives at a distant receiving antenna. Analysis of this phenomena indicates that antennas of greater height will be more effective for certain wave lengths.

Philco Auto Radio In England

Philadelphia — The Philco auto radio is now exclusively approved as standard optional equipment by 21 automobile manufacturers in Great Britain, virtually the entire list, according to Russell L. Heberling, president of Transitone Automobile Radio Corp., Philco's domestic auto radio division. In addition, the De Havilland and Moth aircraft also list the Philco as standard optional equipment.

Station Improvements

Anderson, Ind.—WDEV has asked the FCC for permission to install automatic frequency control.

Oakland, Cal. — License to cover construction permit for a new antenna and to move transmitter and studio has been asked from the FCC by KLS.

Rochester, Minn. — Authority to make changes in equipment and to increase power is being sought by KROC from the FCC.

Sioux Falls, S. D.—KSOO has applied to the FCC for authority to change equipment and increase power to 5 kw.

Rockford, Ill.—License to cover CP for changes in equipment, new antenna and increase in day power has been asked of the FCC by WROK.

"Salt-Shaker" Mike Popular

Attesting to the popularity of Western Electric's new "Salt-Shaker" microphones, WOR this week increased its total number of such mikes to 33 by placing an order for 25. Chief Engineer Jack Poppele of Bamberger Broadcasting Service plans to use these diminutive and versatile mikes for many purposes around the studios and out on remote pick-ups.

Without its little detachable disc baffle, the salt-shaker mike may be suspended from overhead or mounted on a floor stand for universal pick-up, responding equally well to sound waves arriving from all directions. However, if it is decided that the character of the program being prepared for is such that a directive microphone is preferable, it is only necessary to apply the small baffle over the business end of this micro-

phone, and by means of the swivel joint in its base it may be literally "aimed" at the desired sound source. The salt-shaker is then ready to accept a maximum of sound from this direction and a minimum from other directions.

New Pads for Audio Circuits

St. Paul—Hector R. Skifter, consulting and manufacturing radio engineer, announces a line of fixed pads for general use in audio circuits. The pads are made in two types. Type P4 is designed to plug into a four prong tube socket and is two and three fourths inches high and one and one half inches in diameter. Type W4 is made in a fiber tube two inches long and one inch in diameter and is furnished with flexible leads. Accurate wire-wound non-inductive resistors, impregnated in wax, are used and both types may be had in any value of attenuation and impedances.

COMMENTS On Current Programs

Burns and Allen

It was a very sentimental occasion the night when George Burns and Gracie Allen said farewell to the Campbell Tomato Juice program, to Tony Martin, Ken Niles, Henry King's orchestra and to CBS preparatory to taking their Grape Nuts spot on NBC. Amenities were exchanged with a sincerity and amiability that couldn't help being appreciated by dialers. As a farewell token to their sponsor and CBS (for which concern the stars had appeared for the past five years) George and Gracie presented one of the finest comedy scripts of their career. Everyone connected with the show should feel mighty proud of their efforts. Ken Murray and Oswald, Lud Gluskin's orchestra, with Shirley Ross as vocalist, succeed Burns and Allen next Wednesday. The forthcoming show received no end of plugs from the departing stars.

Whiteman's Birthday Program

Paul Whiteman's birthday program over the NBC-Blue network was an impressive cavalcade composed mostly of numbers made famous by the King of Jazz over the years. Whiteman's orchestra, combined with the NBC Symphony program, presented what should appear a very good show worthy of sponsorship. It should be reported that Graham McNamee, who did the commenting relative to the Whiteman testimonial, was never in better form at the mike.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

May 18: John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 Kw., 5 Kw. LS unlimited.

May 19: Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS. unlimited.

Black River Valley Broadcasts, Inc., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS. unlimited.

May 21: Ashville Daily News, Ashville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Amarillo Broadcasting Co., Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

May 24: Carolinas Radio, Inc., Charlotte, N. C. CP for new station. 880 kc., 500 watts, 1 Kw. LS. unlimited.

Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 Kw. LS. unlimited.

May 26: J. K. Patrick & Co., Athens, Ga. CP for new station, 1310 kc., 100 watts, 250 watts LS. unlimited.

John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

June 1: W. H. Hartman Co., Waterloo, Iowa. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

WELL, New Haven, Conn. CP for mod. of license. 930 kc., 250 watts, 500 watts LS. unlimited, be granted.

Lawrence K. Miller, Pittsfield, Mass. CP for new station, be denied.

KRLH, Midland, Tex. CP for mod. of license, be denied.

H. O. Davis, Mobile, Ala. CP for new station, be denied.

Virgil V. Evans, Gastonia, No. Car. CP for new station, be denied.

J. L. Statler, Muscatine, Iowa. Authority to transmit programs to stations in Canada and Mexico, denied.

Harold Thomas, Pittsfield, Mass. CP for new station, be denied.