



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 68

NEW YORK, N. Y., FRIDAY, MAY 14, 1937

FIVE CENTS

FCC to Report on Tax Bill

MAXEY TO MANAGE WRTD WITH JUNE 27 OPENING

Richmond—Ovelton Maxey, sales manager of WBTM, Danville, Va., has been appointed resident manager of WRTD, new local station to be owned and operated by the Richmond Times-Dispatch, with opening scheduled for June 27. Maxey also was at one time associated with WCHV, Charlottesville; WTBO, Cumberland, WMCA, New York, and Joseph McGillvra.

David Bain, formerly with WTAL, Tallahassee, Florida, has arrived to join the technical staff of the new station.

Campbell Arnoux, general manager
(Continued on Page 3)

Fibber McGee Program Renewed for 52 Weeks

S. C. Johnson & Son Inc., Racine, Wis. (floor wax) has signed a 52-week time renewal for the "Fibber McGee and Molly" program now on 51 NBC-Red network stations, Mondays, 9-9:30 p.m., effective July 5. Needham, Lewis & Brorby Inc., Chicago, has the account.

Delegation Attending KXBY Studio Opening

Frank Conrad of McCann-Erickson, Murray Carpenter of Compton Advertising Agency, Charles Ayres of Ruthrauff & Ryan, and Earle Bachman and Pete Wasser of Furgason & Aston are leaving today by plane for Kansas City to attend the opening of the new KXBY studios in the Fidelity Building. Sil Aston of the Chicago office of Furgason & Aston are leaving today by plane for Kansas City to attend the opening of the new KXBY studios in the Fidelity Building. Sil Aston of the Chicago office of Furgason & Aston are leaving today by plane for Kansas City to attend the opening of the new KXBY studios in the Fidelity Building.

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Heart to Heart

Colorado Springs—Station problems, letters of praise or criticism, suggestions as to betterment of local programs, news of behind-the-mike interest to listeners, are discussed on the air each Monday morning at 11 o'clock on KVOR. The program, titled "Sincerely, KVOR" features Hugh B. Terry, station manager, and Wauhillau LaHay, program director.

NBC Alarm Clock

First public demonstration of a new waker-upper will be broadcast over WEAJ at 7:30 a.m. Wednesday when a contraption invented by Robert M. Hess, Columbia University senior, is put on the air. Bells, guns and pails of water are part of the home-made alarm clock system. An NBC announcer will be at the inventor's bedside to interview him after being awakened by the gadget—if it works.

SHEAFFER PEN SERIES SET FOR 59 STATIONS

W. A. Sheaffer Pen Co., Fort Madison, Ia., will use daily spot announcements over 59 stations during the week of May 24-29. Date is the annual observance of National Pen Inspection Week. McJunkin Advertising Company, Chicago, is handling the account.

Clark Dennis Signed For Lanny Ross Spot

General Foods, through Benton & Bowles, yesterday signed Clark Dennis, young Chicago tenor, to a three-year exclusive contract. Dennis will assume the role to be vacated by Lanny Ross when the Showboat moves to the west coast July 8. The signing of Dennis completes the cast of the new series with the exception of a band. Al Goodman, currently directing the musical end of the program, will be unable to make the switch due to previous commercial

(Continued on Page 3)

Asks \$100,000 in Damages For Use of Name in Broadcast

English Derby Running Will Be Aired by NBC

The running of the English Derby at Epsom Downs, England, on June 2, will be broadcast over the NBC-Blue network at 9:45-10:15 a.m. Program will be short waved from London through the BBC.

House Committee Hearings on Measure Calling for Wattage Levy Are Expected to Start Soon

REPORT I.A.T.S.E. MAY ORGANIZE RADIO

Rumors to the effect that the I. A. T. S. E. would take a hand in organizing certain branches of the radio field, such as the technicians, gained some official status yesterday when George E. Browne, president, said his organization would begin a drive shortly to organize radio. Browne, who was leaving for the coast, also stated that a number of radio groups had applied for I.A.T.S.E. affiliation.

It is understood that the camera angle in television would automatically give the I.A.T.S.E. jurisdiction over some of the technicians at least.

Chattanooga Times Asks Permit for New Station

Washington Bureau, RADIO DAILY
Washington—Chattanooga Times yesterday filed application with the FCC for permit to construct and operate a radio station on a frequency of 1,120 kc. with 500 watts night and 1,000 watts day, unlimited time. Call letters requested are WASO, the "ASO" being initials of the late Adolph S. Ochs, publisher.

Washington Bureau, RADIO DAILY
Washington—Federal Communications Commission experts, including members of the broadcast division, have almost completed their study of the proposed radio tax bill presented by Congressman Boylan, and expect to make a report to the House Ways and Means Committee in two or three weeks, RADIO DAILY learned yesterday from Commissioner George Henry Payne, at whose behest the bill was drawn up.

Hearings on the measure, which would tax stations on a wattage basis, are expected to be held in a short time.

3 COPYRIGHT BILLS MAY BE CONSOLIDATED

Washington Bureau, RADIO DAILY
Washington—Indications that entirely new copyright legislation may be introduced shortly came yesterday when Senator F. Ryan Duffy (Dem., Wis.) disclosed that a group of experts are now at work analyzing the Sheppard, Guffy and his own copyright measures with a view to consolidating all three into one uniform measure.

"I have every reason to believe that

(Continued on Page 3)

Neb. Passes Ascap Bill; Texas Measure Held Up

Lincoln, Neb.—State legislature yesterday passed the so-called anti-Ascap measure aimed at collection

(Continued on Page 3)

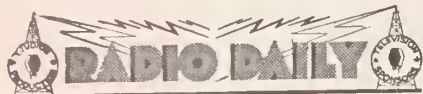
Little Ironies

Bridgeport—The Bridgeport Medical Society has been presenting a program along health lines over WICC.

Final broadcast of the series, scheduled a few days ago, had to be cancelled on short notice.

Reason for calling off the broadcast was the last-minute illness of one of the members of the program.

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(Registered U.S. Patent Office)

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

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FINANCIAL

(Thursday, May 13)

NEW YORK STOCK EXCHANGE

| | High | Low | Close | Net Chg. |
|-----------------|--------------|--------|---------|----------|
| Am. Tel. & Tel. | 165 | 163 | 164 1/2 | - 1 1/4 |
| Crosley Radio | 19 1/4 | 19 | 19 | - 3/4 |
| Gen. Electric | 51 3/4 | 50 | 50 | - 2 |
| North American | 23 1/2 | 22 5/8 | 23 | - 5/8 |
| RCA Common | 9 | 8 5/8 | 8 3/4 | - 1/4 |
| RCA First Pfd. | 68 5/8 | 66 7/8 | 66 7/8 | - 1 7/8 |
| RCA \$5 Pfd. B. | (87 1/2 Bid) | | | |
| Stewart Warner | 18 3/8 | 17 5/8 | 17 5/8 | - 5/8 |
| Zenith Radio | 35 | 33 1/8 | 33 1/8 | - 2 1/4 |

NEW YORK CURB EXCHANGE

| | | | | |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp. | 15 7/8 | 15 7/8 | 15 7/8 | - 1/2 |
| Majestic | | | | |
| Nat. Union Radio | 2 1/4 | 2 1/8 | 2 1/8 | - 1/8 |

OVER THE COUNTER

| | Bid | Asked |
|-------------------|--------|--------|
| CBS A | 53 1/8 | 55 |
| CBS B | 52 3/8 | 54 1/4 |
| Stromberg Carlson | 13 1/2 | 14 1/2 |

Merrill's Return Hop Is Broadcast by NBC

NBC special events department yesterday had an exclusive broadcast of the take-off of the Dick Merrill return flight to the U. S. Program was heard over the NBC-Blue network from 4-4:15 p.m., from Southport, England. Plane is carrying newsreels of the Coronation.

WOR, as it did when Merrill flew to London earlier in the week, was on the air all night contacting the plane. Dave Driscoll was the announcer.

NBC plans an exclusive coverage of the Merrill landing at Newark airport and WOR also claims that it will cover the flight's end.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. ☐ 6 TO 7:30 P. M.

Says Flood Proved Radio's Public Service

Washington Bureau, RADIO DAILY

Washington—Speaking before the annual convention of the American Red Cross, President Lenox R. Lohr of NBC declared that radio, by its sacrifices of revenue and by the effectiveness and speed of the coordination of its various components to bring aid to the sufferers of the Ohio Valley floods earlier this year, provided ample proof that it "has its feet firmly placed on the rock of public service."

Lohr lauded the work of the Red Cross. Others who spoke included Will H. Hays of the films and Frank Noyes, AP president.

Novel Stunt Staged For Tampa Adv. Club

Tampa—Tampa Ad. Club members in their weekly radio program were treated to something novel and unexpected, when they assigned the program to the membership representing Tampa's radio stations. W. Walter Tison, general manager of WFLA, and George Seargent, sales manager of WDAE, jointly put on the program in the form of an electrical transcription cutting demonstration.

WFLA installed its portable cutting machine with suitable Nemo equipment to carry a microphone over entire luncheon table. Each Ad Clubber had to give his name and business, and was invited to say something funny. The mike-cord was pushed over table at rapid pace and the nearly one hundred members present took a full ten minutes for introductions. After the recording was finished the platter was played back for the benefit of the participants so they could hear themselves as others hear them. Concluding the cutting demonstrations there were remarks by Tison, who gave some illuminating hi-lights on transcriptions and their adaptability to present day radio and the open question forum for educational purposes.

English Tele Survey

West Coast Bureau, RADIO DAILY

Hollywood—Completion of a survey of television developments in England, was announced yesterday by Carl Dreher, chairman of the Academy Research Council Scientific Committee. The results will be included in a report on tele in connection with motion picture production which is now in preparation by the committee.

NBC Saturdays Off

NBC personnel will have Saturdays off beginning Decoration Day and ending Labor Day. A skeleton staff will be maintained, however, on Saturdays. The order does not make it clear whether the order affects the Decoration Day week-end.

Blair Named KFEL Rep

Denver—John Blair & Co. has been appointed national representative for KFEL. Appointment was made when John Blair was here and conferred with Frank Bishop and Gene O'Fallon, owners of the station. KFEL will continue as an affiliate of Trans-American.

WBAL is Feeding NBC 3 Preakness Programs

Baltimore—Trainers and jockeys, including Charlie Kurtsinger, who will again be astride War Admiral, winner of the Kentucky Derby last week, will be interviewed by Clem McCarthy, NBC turf authority and commentator, and Alfred Gwynne Vanderbilt, chairman of the Preakness Committee, over WBAL this evening at 9:30. The program, with WBAL acting as key station, will be fed to the NBC-Blue network. Tomorrow, the 45th annual running of Maryland's historic Preakness will be described by McCarthy. This broadcast will also be fed to the network at 5:15-5:45 p.m., followed by a broadcast of the Preakness Ball at 11 p.m.

Three-Way Tieup Made On Miami Contest Show

Norfolk—A three-way tieup deal has been completed by Travis Barnes, WTAR salesman, embracing the station, the Cuthrell Co. as local sponsors, and the City of Miami, Fla. Offer came to him to broadcast six contest programs exploiting Miami, and offer two all-expense trips from Norfolk as prizes. Cuthrell came in on the proposition, and now Barnes himself is airing the program once weekly.

Air Features Moving

Air Features Inc., radio production firm, within the next week will move its headquarters to the ninth floor of 247 Park Ave. Concern, headed by James Sauter, produces a number of Blackett-Sample-Hummert radio shows and the new quarters, located on same floor as B-S-H, will be more handy for personnel of both organizations. Present address of Air Features at 630 Fifth Ave. will be retained for part of the staff, with Sauter and all writers and producers located at the new address.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

COMING and GOING

CHRIS ROBBINS arrives today from New Orleans to visit his wife and daughter, June, who is vocalist with Gus Arnheim's band.

MARVIN KIRSCH, Business Manager of RADIO DAILY, left last night for Boston.

EILEEN STANLEY sails today on the Ile de France for London.

JIM PATE, manager of WACO, Waco, Tex., is in town and will leave for home Sunday.

ETHEL MANNERS is en route to New York from Hollywood to visit her son, Zeke.

IRVING PARKER of the west coast office of Earle Ferris, who has been in New York conferring with the main office on expansion plans, left last night for Hollywood.

CAB CALLOWAY will be in Indianapolis July 4 to play at the Lyric Theater there.

GUY LOMBARDO returns to New York on Sunday morning from Philadelphia, where he played a week's engagement.

BIDE DUDLEY leaves for Hollywood tomorrow and will be gone four weeks.

KAY KYSER will appear in St. Louis for his airing Sunday, coming from an engagement in Memphis.

PAUL LOYET, technical director of Central Broadcasting Co., owner of WHO, Des Moines, who has been in New York for the radio engineers' convention, will stop off in Washington for a few days en route home.

TOM RILEY, NBC press, leaves today for New Bedford, Mass., on a two-week vacation.

JAMES SAUTER, president of Air Features Inc., in Washington today supervising CBS coop bank broadcast tonight.

JOHN RUNYON, KRLD (Dallas) manager, is in town.

FLORENCE GOLDEN, radio actress, and her husband, DON BECKER, production man, are in New York after a stay on the coast.

MARTIN W. SPECTOR returned to New York last night after a one week business trip to Miami.

EMIL COLEMAN and band go to Orange County, New Jersey, tomorrow for a special performance.

Opens Agency to Handle Foreign Language Adv'g

Norman B. Furman has started a new foreign language radio advertising agency with headquarters at 505 Fifth Ave. Firm name is Norman B. Furman Inc.

Motorboat Marathon on WINS

Tenth Annual William Randolph Hearst Albany to New York Motorboat Marathon will be aired over WINS at 11:30-1:30 p.m. Sunday.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and KOOL CIGARETTES

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

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

THREE COPYRIGHT BILLS MAY BE CONSOLIDATED

(Continued from Page 1)

we can and will settle the copyright question this session," Duffy told RADIO DAILY. He said the idea was proposed during an executive session, and it is expected a report on all three bills with proposed consolidation plan will be presented to the committee in a month.

Asks \$100,000 Damages Because Name Was Used

(Continued from Page 1)

magazine, and she subsequently showed him a script in dramatized form pertaining to ambulance chasing and fee-splitting by doctors. He avers that he gave his views on the matters in question, but specifically requested that his name not be mentioned in connection with the broadcast.

On the broadcast in question, his name was used several times, and as a result Dr. Hayes sets forth that he has been held up to ridicule by both his physician associates and patients.

Arthur Garfield Hays, attorney for Dr. Hayes, is today filing a motion to have the defendants examined before trial. The motion if granted, is expected to result in a full bill of complaint being filed by the plaintiff.

Clark Dennis Signed For Lanny Ross Spot

(Continued from Page 1)

commitments. Herschel Williams, agency production head of the show, has attempted to sign a west coast band during his stay there, but to date nothing definite has happened. Ross, who leaves the show July 1 after six years, goes to Hollywood to fulfill a picture contract, then returns east and to radio in the fall.

Gets Indianapolis Races

Mutual Broadcasting System will take the Indianapolis Speedway races on Memorial Day from WLW, one broadcast being at 11:45 a.m. for half hour and the other at 4:30-5 p.m. WLW will also feed the program to its "Line" heard in New York on WHN. Station WOR will air the programs in New York for Mutual.

Race description, etc., will be done by Joseph Ries and Paul Sullivan.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c
WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

NEW PROGRAMS—IDEAS

Nut Shows for Hospitals

Because a large portion of KVOR's best fan mail comes from patients in Colorado Springs' sanatoria, KVOR is paying back a debt of gratitude by making a weekly appearance at local hospitals and sans with an especially written 45-minute show. The show, tops in foolishness, is called "Dokes Violent Varieties" and was written by Wauhillau LaHay, KVOR's program director.

Hugh B. Terry, station manager, opens the show with a curtain speech about radio sales—how they're made—and the follow-up. He explains briefly that the show is supposed to be crazy! Dudley Tichenor and Tommy Loritz, KVOR salesmen, assisted by Anita Perry, office manager, put on a short skit which concerns the selling of Dominicus David Drizzle-Puss Dokes, maker of Dokes Dunkless Do-Nuts, a radio program.

First Dokes program given shows what happens when a sponsor wants too much talent and too many commercials. Acts are cut short for long sales talks. Second program, still very silly, shows what the production department of KVOR would do to the program.

Featured artists are the Pike's Peak Melodeers, male quartet; Henry B. Parsons, news commentator; Smoky and His Rocky Mountain Ramblers, cowhand unit; Lois Flinn, pianist; Billy Sheehan, crooner; Miss LaHay, with news for feminine listeners; and two staff announcers, Bob Harris and Arbor Fuller.

Over ten shows are planned in all, and judging from phone calls and letters, KVOR will respond to requests to repeat the show on the air.

Birthday Party

WMBH, Joplin, Mo., is presenting a birthday party for the local Dr. Pepper Bottling Works, a 13-week program every Saturday morning. Youngsters from 1 to 12 years old who have had birthdays during the previous week are invited. Each receives a cake with his name on it—if he accepted the invitation in time—and also a ticket entitling him to a cold bottle of Dr. Pepper. The youngster rings his age on a bell and calls hello to someone over the microphone—if he can be induced to do that. Most of them can.

Program brings about 35 youngsters to the WMBH studios every Saturday morning. A Dr. Pepper man reads the commercial and helps Miss Vivien Rue of the station staff handle the youngsters' party.

WWRL Screen Parade

Woodside, N. Y.—The Queens Screen Reporter, heard every Tuesday at 11 a.m., gives previews of pictures being shown in local theaters, latest Hollywood news flashes, and some interesting chatter about movie stars.

News from Old Files

"Memory Lane", featuring local news of 10 to 50 years ago taken from files of the old Star and the Star-Telegram, has made a hit on KFJZ, Fort Worth, Tex. Program is heard on Sunday afternoons, and on Tuesday, Wednesday, Thursday and Friday evenings, sponsored by Ellison Furniture & Carpet Co.

History Musically Dramatized

Under the direction of Wm. Foulis, of stage experience, KLZ, Denver, is presenting a half hour of "Velvet Violins", featuring the Ruth Skelly Bellows violin unit and dramatizing some highlights of history that can be tied in to a music theme. Bob Bradley is doing the vocals, with Wesley Battersea announcing.

Local Industry Talks

A series of talks on New Haven industries is being presented by Robert Lancraft, head of Chamber of Commerce retail division, on WELL, New Haven. The retail authority also conducts the WBRV New Haven Chamber of Commerce of the Air.

Graduation Time Tieup

WMBH, Joplin, Mo., has arranged interview broadcasts with the ten high ranking senior high school students, sponsored by the Reeves Jewelry Company—graduation gifts tie-in. Five boys and five girls are interviewed, one each day. The boys who are interviewed are given good pencils; the girls are given good compacts. Parent and school interest very high.

Industrial Series

Sponsored by the Kansas City (Kan.) Junior Chamber of Commerce, a series of special industrial broadcasts has been inaugurated over KCKN.

Whiteman for Chi Palace

Paul Whiteman and his orchestra has been booked for the Palace, Chicago, week of June 5. Booking set by Charles E. Green of Consolidated Radio Artists, Inc.

CRA also booked Lou Breese and orchestra for the French Casino, New York, opening Sept. 1, for 45 weeks. Band is now at the Casino Parisienne, Chicago. Whiteman band will go to Texas after Chicago engagement.

New CBS Librarian

Miss D. C. Mitchell succeeds Elizabeth Stevens, resigned, as CBS sales promotion librarian. She formerly was with The Texas Co. and Arbuckle Coffee Co.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St. Telephone
New York City BRV 9-8265

MAXEY TO MANAGE WRTD WITH JUNE 27 OPENING

(Continued from Page 1)

of WTAR, will have general executive supervision of WRTD in addition to his duties as head of the Norfolk station.

Studios and transmitting plant for WRTD are being rushed to completion in order to be ready for the opening. The transmitter will be located on Belle Isle in the James River, almost in the geographical center of Richmond. A half wave tubular copper bearing steel antenna 328 feet high will be used, with RCA high fidelity equipment all the way from microphone to transmitter. Luxurious pent house studios and offices are being constructed on the roof of the State Planters' Bank Building. WRTD will carry the NBC-Blue network programs.

Neb. Passes Ascap Bill; Texas Measure Held Up

(Continued from Page 1)

of performing rights fees within the state, similar to those passed in Washington and Montana.

Austin, Tex. The anti-Ascap measure pending in the state legislature again failed to get favorable consideration. The state bill, No. 468, which was introduced on April 13 by Rep. Sulak of Schulerburg, 15th district, remains for the time being with the judiciary committee.

Delegation Attending KXBY Studio Opening

(Continued from Page 1)

Aston is also flying to K. C. with a party of Chicago radio and advertising executives, and will be in New York late Sunday.

Clem McCarthy for Shorts

Clem McCarthy, NBC sports announcer, has been signed by Warner Brothers for 13 Vitaphone sport shorts during 1937 and 1938. McCarthy will write, announce and act in the shorts, which will be filmed at the Vitaphone studios in Brooklyn. First 2 scheduled to be released June 4 and June 24.

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

GUEST-ING

BEATRICE HOWELL, booked by Central Artists Bureau on Fred Allen program, April 19 (NBC-Red, 9 p.m.).

MAURICE EVANS and MICHAEL STRANGE, on Sealtest Saturday Night Party, tomorrow (NBC-Red, 8 p.m.).

EDDIE GARR, on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

GALE SONDERGAARD, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

KATHRYN MEISLE, on Ford Sunday Evening Hour, May 23 (CBS, 9 p.m.).

JIMMY DURANTE and SYBIL JASON, on Sealtest's first Sunday Night Party, May 23 (NBC-Red, 10 p.m.).

COLONEL HUBERT FAUNTLE-ROY JULIAN, colored aviator, on Robert L. Ripley program, May 16 (NBC-Blue, 7:30 p.m.).

MARION CLAIRE singing a new Oscar Strauss song on Rubinoff show, May 16 (CBS, 6:30 p.m.).

MADELAINE d'AVEZZO and HUBERT HENRY on Concert Hall program, May 18 (CBS, 3:30 p.m.).

MILTON HERTH, swing harpist, on premiere of Noxzema series, tonight (CBS, 7:30 p.m.).

WDAF Live Talent Show

WDAF, Kansas City: Harry Kaufman, program director established some kind of a record when he conducted a new live talent show, The Katz School of the Air, through all the stages from conception to final sale to the sponsor in less than 18 hours. . . Ellis De Long, who entered radio some years ago as a singer on WDAF, has returned as a character actor after spending three years at WOQ as an announcer. . . Mary Craig French, soprano in the New-comer quartet, is in California for a three-week vacation. Katherine Hinkle is substituting.

Acme Lead to Recess

Acme White Lead & Color Works, Detroit (paints) on July 4 will sign off the air for the summer, returning to the air Aug. 29 over the same basic NBC-Red network, Sundays, 5:30-6 p.m. Program features Smiling Ed McConnell, Larry Larson and Palmer Clark's orchestra. Henri, Hurst & McDonald Inc., Chicago, has the account.

K. C. Boy Scout Round-up

A series of studio programs publicizing the Kansas City (Kas.) Boy Scout Jamboree on Monday night was presented this week by KCKN. Station also aired the Kansas City (Mo.) Boy Scout Round-up last week.

San Antonio Sweetheart on Air

Olive Henderson (San Antonio Sweetheart No. 1), selected in a Chamber of Commerce contest to compete for the featured role in Casa Manana at Frontier Fiesta, was presented over KMCA.



● ● ● Johnny Green with his orchestra and Conrad Thibault will headline that auto commercial throughout the summer starting June 8—and will be an HOUR show. . . Phil Baker leaves the air June 27, returning Oct. 3. . . Fibber McGee's time changes June 7 and he will be spotted opposite Burns and Allen. . . Harry Hershfield is set for a WOR commercial starting June 11. . . Ernie Watson was forced to turn down another commercial show last week because his sponsor, Shell, demands exclusive service. . . That fellow struttin' down Hollywood Bull-varde these days in a bright canary-yellow sweater—is not Jack Oakie—but Jerry Cooper! . . . NBC, CBS, Mutual and WMCA will send representative teams to Rivervale next Friday to compete in a golf tournament. . . Gertrude Berg is at present co-directing Bobby Breen's flicker with Kurt Neuman. . . Johnny Messner's vocalist at the McAlpin will be Jean D'Arcy of Brooklyn. . . George B. Evans is sporting a new red roadster. . . This week's Pilot Award will go to Alfred Wallenstein.

● ● ● Brewster Morgan relates this about Bill Lewis. . . The CBS exec had gone for the nags down at the Kentucky Derby and was at the point of swearing off. . . Some one had suggested the bow-wows as a means to recoup a small fortune. . . Bill hemmed and hawed about taking another fling—as he studied the dope sheet. . . He noticed a dog named "Bethel" running that day—and inasmuch as "Bethel" is the name of CBS's music head (Fred), Bill figured he couldn't be crossed, so he placed the roll on the dog. . . (Betcha you expect that Bill lost again!) . . . Well, "Bethel" WON and Bill was more than even! . . . (Never jump ahead of OUR stories!).

● ● ● "By United Press" (now on a record and being offered to sponsors) is Eddie Byron's work for U. P. . . Show is take-off on "March of Time" but instead of dramatizing five or more episodes on each airing, this program takes one happening such as the Race for Re-Armament and turns back the pages of history to Biblical times, explaining the reasons for the various changes on that ONE subject and how Time has affected the make-up. . . Harry Salter conducted the large ork for the audition. . . Here's an interesting note about the audition: Eric Rolfe, an actor, impersonated FDR and when he concluded, EVEN the musicians dropped their instruments to applaud his effort. . . Fred W. Ayer has rejoined the commercial staff of WIRE, Indianapolis. . . Mary Small will remain at the Paramount SIX weeks, even though the pictures will change weekly. . . Paul Whiteman returns to the Frontier Fiesta at Forth Worth on June 26. . . Ralph Wonders is entertaining the people of the Cleveland Exposition in town this week.

● ● ● The (Al) McCosker-(Harry) Hershfield Cardiac Foundation is coming along fast. . . Their aim is to take care of poor invalids' social activities while confined. . . Art Miller, CBSlinger, was married the other day to Helen Jackson of the Kay Thompson choir. . . Sue Mitchell, who appears on tomorrow's "Swing Session" has been signed by CBS on a sustainer. . . Leon & Eddie's fete Bob Hope and his air cast Sunday night. Why, we don't know! . . . Cahn and Chaplin, young song writers of "Shoe Shine Boy", "Dedicated to You", etc., have been signed by Warners and go west in July. . . Jack Kofoed has been renewed on his series of shorts for Columbia Pictures. . . The Oscar Shaw-Estelle Taylor record (which is in the hands of an agency now) may go on five times weekly.

AGENCIES

CASIMER-BEST INC. will move to larger quarters at 9 Rockefeller Plaza on Saturday. Increased volume of national business makes the move necessary.

PERRY BEAVER STRASSBURGER, formerly a member of the New York Stock Exchange, has been elected vice-president in charge of public relations of Kelsey, Pickering & Co., Inc., advertising agency.

Charles Pannill Honored

Charles J. Pannill, president of Radiomarine Corp. of America, a Fellow in the Institute of Radio Engineers and a member of the Society of Naval Architects and Marine Engineers, was awarded the medal of Chevalier de l'Ordre de Leopold by H. M. the King of the Belgians in an informal ceremony in the RCA Building yesterday. The award was made by decree of King Leopold in recognition of Pannill's long continued activities in the promotion of efficient radio communication at sea.

Magic Key from Philly

Philadelphia—Return of the Philadelphia Symphony Orchestra from its 1937 RCA-Victor sponsored trans-continental tour will be marked in a special program of the Magic Key of RCA featuring Helen Jepson on May 23, over the NBC-Blue network.

The orchestra will be conducted by Charles O'Connell.

New Westinghouse Ad Head

S. D. Mahan has been named general advertising manager of Westinghouse Electric & Manufacturing Co. with supervision of all advertising and promotion of the company and its subsidiaries. His headquarters will be in Mansfield, O. Appointment becomes effective immediately.

"Masters of Music" on WHBL

"Masters of Music," featuring an informal discussion of renowned composers, is a new half-hour program being presented each Wednesday at 10:30 a.m. C.S.T. over WHBL, Sheboygan, Wis.

Viewpoints

Experience as Arranger Helps Orchestra Leader

"It is logical to believe that orchestra leaders who have had experience as arrangers produce the best music. Firstly, they understand the intricacies of an orchestration and secondly they can direct variations according to theories and ideas worked out during their years of experience. It is for this reason that so many band leaders permit their arrangers to rehearse the orchestra in songs they have scored. Having arranged or had something to do with writing the arrangement for a musical presentation gives the conductor a better "feel" and makes for better interpretation."—ERNIE WATSON.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JEAN DICKENSON, the NBC diva, auditioned for the Met powers-that-be on Wednesday... Mary Small in the process of making history at the Paramount, to be held over with Ina Ray Hutton Melodears when they invade the theater a week from Wednesday... She'll be air interviewed by Nellie Revell May 25... Connie Boswell had fun shooting her scene in the Paramount flicker "Artists & Models" Tuesday... The warbling zany, Aileen Stanley, sailing London-ward on the Ile de France today, to premiere at the Berkeley, May 24... The Chez Paree revue in Chi will soon include Ruth Terry... NBC is in possession of more than 500 requests for the Celia Caroline Cole recipe for physiological spring cleaning as recited by her on "It's a Woman's World" last week... Joyce Duskin, Paradise paragon of pulchritude, to do a Cleopatra, floating down the Harlem River in a barge, with "Uncle Don," in his maritime character of Admiral of the Golden Jubilee Regatta, May 30...

The Rainbow Room's singing girl, Eleanor Sheridan, to guest-warble on Rudy Vallee's program two consecutive weeks, starting June 2... Lou Rogers, cartoonist scribe, to inaugurate a new juvenile program over the NBC-Blue May 29, 'titled "Animal News Club"... Reed Kennedy, blond baritone of "Heinz Magazine of the Air," has bought Mrs. K. a new wedding ring, on account of he's been wearing hers for luck... It's covered by one of more masculine design, complete with trap door and spring to release the talisman... Kate Smith, Benay Venuta, Barbara Lamarr and Elinor Sherry to represent the distaff side at the River Vale Radio Golf Tournament May 21... Benay has had a week of considerable magnitude, with "Orchids Preferred" opening on Tuesday, and her new variety show starting over WOR on the Sabbath...

"Three Little Maids," the WINS femme, Gilbert & Sullivan-incanting triumvirate, consists of three damsels from three widely separated quarters of the globe... Marian Cole to be interviewed, not interviewer, on Jean Holmes' WINS broadcast... She'll expatiate on "Making Your Home Your Hobby"... Miriam Adelson, sec to Josef Creamer of WOR's sales promotion dept., made hers a Coronation Day betrothal...



"BROADWAY MELODY HOUR"

Borden (Horton and Reid ice cream)

WHN-WOR, Wednesdays, 8-8:30 p.m.

MODERATELY ENTERTAINING VARIETY MELANGE WITH JAY C. FLIPPEN AS M.C.

After about two years of airing over WHN, this program goes under Borden sponsorship in a WHN-WOR hookup with its regular cast plus a guest-star policy. Permanent members are, in addition to Jay C. Flippen as emcee, the blues-singing Ethel Sheppard, tenor Joe Martin, soprano Helen Yorke and Irving Aaronson's Commanders orchestra.

Guest for the opening show was Sid Gary, and he supplied the highlight with his singing of "Without a Song," followed by an encore, "Don't Love Again."

Flippen handles the program in an easy-going style, getting pretty good results from the material at hand. It's not a polished production, but has plenty of general entertainment value for the not too fastidious.

ORCHESTRAS - MUSIC

NYE MAYHEW and his lads open at New Rochelle's Glen Isle Casino the week of May 23. Their first broadcast, via WOR, May 27, will include Hal Kemp, in the capacity of guest.

Bill McCune and his ork, augmented by 2 violins and an accordion, will be aired over the WOR-Mutual network from the Hotel Bossert in Brooklyn, effective May 20.

Micky Alpert, erstwhile m.c., has organized a new band which will take musical command at Ben Marden's new Riviera the week of May 23. Spot will have a WOR-Mutual wire.

Paul Whiteman and the boys back at the Drake Hotel in Chi on Nov. 5.

Alex Hyde, batonist, has been received into Ascaph, as a regular member. Mills, E. B. Marks, Joe Howard et al. have published his more recent tunes.

Maestro Griff Williams and his musicians are scheduled to go into the Chicago Aragon for the entire hot spell.

Sammy Kaye and his band, who are expected to make merry at Jenkinson's Pavilion, Pt. Pleasant, N. J., will be ethered via a WOR-Mutual wire, beginning June 20.

Batonist Glenn Miller and his

Helen Grey

Since making her WHN debut recently, Helen Grey has been spotted at a new time, 12:45-1 p.m. Mondays and Wednesdays, and she is inviting listeners to send in topics in which they are interested or about which they are troubled, whereupon she will offer her comments and philosophy. Program has perked up, as Miss Grey is an interesting talker with a fund of experience to draw upon, and her last Wednesday discussion on parents' handling of children was in the helpful line.

Dalton Brothers

Caught in several spots over the past week or so, including yesterday at 2:30 on CBS network, the Dalton Brothers sound like one of the better musical sentiment and nonsense groups. They can deliver amusing novelty numbers, heart ballads and other pop numbers with equal facility, and their occasional interpolated cross-fire is okay. In short, their stuff is well on the pleasurable side.

musicmakers to provide musical fare for the dancing crowd at Boston's Raynor on Saturday, with a Yankee network wire.

Stuff Smith and his Onyx Club Orchestra, now playing one-night stands for CRA, open at the Buffalo Silver Grill, June 2. The Buffalo engagement will be in the nature of a homecoming for "Stuff" since he was playing there when he was discovered by Charles E. Green, CRA's president, and brought to New York.

Maestro Russ Morgan and ork are set for two dates in Worcester, Mass., June 9-10.

George Hessberger and his Bavarian musical contingent, who appeared at Chicago's Century of Progress and last year's Cleveland Exposition, will play the Black Forest at Fort Worth, Texas, this summer.

Will Roland and his ork, featured at Pittsburgh's Schenley Hotel, are concentrating on the new Whitney Blake ditty, "You're a Hit", title of which Maestro Roland claims is prophetic.

Lew Brown and his Duke Blue Devils, collegiate unit from Duke University, will have an NBC wire when they open at the Playland Casino, Rye, N. Y., Saturday. They are winding up a series of middle west one-night stands.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,079,655—Radio Receiver. Nolke S. Markus and Maximilian J. O. Strutt, Eindhoven, Netherlands, assignors to N. V. Philips' Gloeilampenfabriek.

2,079,657—Automatic Volume Control. Garrard Mountjoy and Stuart W. Seeley, Jackson, Michigan, assignors by mesne assignments, to RCA.

2,079,752—Radio Receiving Apparatus. Emerick Toth, Flushing, N. Y., and William H. Cooper, Passaic, N. J., assignors to Pilot Radio Corp.

2,079,809—Electron Discharge Tube. Wilhelm E. Kuhle, Dietrich Prinz, and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,079,884—Protected Grid. Russell H. Varian, San Francisco, California, assignor to Farnsworth Television Inc.

2,079,893—Method of Making Lamps and Tubes. George W. Bain and William S. Brian, Owensboro, Ky., assignors, by mesne assignments, to Ken-Rad Tube & Lamp Corp.

2,080,024—Filter. Raymond S. Yoder and Raymond E. Wood, Chicago, Ill., assignors to Galvin Mfg. Corp.

2,080,081—Multiplex Radio Communication. William A. Loth and Armand J. Givélet, Paris, France.

2,080,098—Electron Discharge Tube. Karl Steiner, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,080,115—Control System. Charles E. Dean, Bayside, N. Y., assignor to Hazeltine Corp.

2,080,128—High Frequency Superheterodyne Receiver. Gustave L. Grundmann, Westmont, N. J., assignor to RCA.

2,080,204—Method and Means for Controlling Tube Characteristics. Clarence W. Hansell, Rocky Point, N. Y., assignor to RCA.

2,080,235—Control Electrode for Gas-Filled Tubes. Henry M. Smith, Scotia, N. Y., assignor to General Electric Co.

2,080,281—Communication System. Winfield R. Koch, Deaware Township, N. J., assignor to RCA.

2,080,284—Thermionic Receiver. Erwin F. Lowry, Forest Hills, Wilkesburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,080,380—Circuit System for Electric Instantaneous Spot Welding. Ludwig Schiff, Berlin-Lichterfelde, Germany, assignor to Edward G. Budd Mfg. Co.

2,080,381—Process and Apparatus for Electric Instantaneous Spot Welding. Ludwig Schiff, Berlin-Lichterfelde, Germany, assignor to Edward G. Budd Mfg. Co.

Daughter to Jack Henry

Jack Henry, studio supervisor for WBRY in New Haven, is the father of a girl.

3 Marshalls at Joe Zelli's

The Three Marshalls, Peggy, Jack and Kay Marshall of radio-swing-harmony fame, have started a week's engagement at Joe Zelli's.

DO YOU
KNOW

Approximately 52,370,000 radio sets are now in use throughout the world, including 24,500,000 in U. S. homes.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

CONSTRUCTION DETAILS ON CBS COAST STUDIOS

New CBS Hollywood studio building, now in course of construction, will have eight studios, including an auditorium seating 1,050, two smaller studios seating 200 to 500, and five studios of varying size. Studios one and two, on the first floor, will be almost identical in size and technical arrangement, with the stage in the auditorium nearby so arranged that any program can be rehearsed almost to the last minute, and with little change, be moved into the auditorium proper. Smaller studios, three and four, will also be on the first floor. Studios five, six and seven will occupy the second floor.

Executive offices, designed for local officials and with space provided for visiting New York executives, will be located on the fifth floor of the office building.

The sales department, including a sales conference room suitable for luncheon meetings, sales promotion office, public events department, etc., will all be located on the fourth floor.

Space for the publicity department, Columbia Artists Inc., Columbia Concert Corp., traffic, news rooms and mimeographing department will be on the third floor. Adjoining the publicity department will be space for the press men, where typewriters, telephones, wire facilities, etc., will be provided, and another room will be reserved for visiting pressmen.

The second floor will house the program department, audition rooms and the music department. Smaller studios, as mentioned before, will also be located there.

The first floor of the office building proper will be largely devoted to lobby space, an information desk, phone booths, etc.

The engineering department will be on the first floor of the studio building adjacent to the master control room, which will be glass-enclosed so that visitors to the studios or auditorium can see the actual "heart" of the broadcasting system at work.

Space is being set aside adjacent to the new \$1,000,000 building for a television structure of equal size.

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

Television at Coronation

London—Elaborate preparations of British Broadcasting Co. for televising the Coronation resulted in success, and for the first time well-defined pictures were broadcast from a point seven miles away from the transmitter. All fears about the practicability of the mobile equipment were dispelled at a surprise rehearsal some days before the actual ceremonies. It was intended to make tests for the benefit of the technical experts at Alexandra Palace headquarters, but they found transmission so good that they put it on the air. Even number plates on autos were clearly discernible. Much secrecy surrounded the coaxial cable used in connecting outside units and transmitters. A short section to be shown televiewers was to be burned afterward so it wouldn't fall into unauthorized hands. Cable costs \$5,000 a mile.

It is estimated that 50,000 televiewers in an area of 7,500 square miles saw and heard the Coronation scenes broadcast by BBC.

Advanced Sound System For New WFIL Studios

Philadelphia — When WFIL's new studios are opened in mid-July, they will feature a new and revolutionary sound system known as the "Binaural Audio," a scientific theory never before applied to practical use, and which has been adapted for broadcasting studio needs by WFIL's chief engineer, Frank V. Becker. System is to sound reproduction what the third dimension is to the screen. A duplex public address system, it imparts to reproduced sound the quality of width and expansion. Becker is at present conducting technical research in an effort to apply the Binaural principles to actual broadcasting.

WGY's 625-Ft. Antenna

Schenectady—WGY has begun construction of an ultra-modern 625-foot vertical antenna which, according to engineers, will increase the dependable coverage of the local NBC outlet three times. The steel tower weighing 250,000 pounds will rest on a single porcelain insulator mounted on a ten-foot-square concrete base. The tower will be erected a few hundred feet from the transmitter building, which is in South Schenectady, five miles from the studios and control room.

Installing WMBG Transmitter

Richmond—Work is under way on the new WMBG transmitter site at the intersection of Staples Mill Road and Broad Street Road, just out of Richmond. The tower construction, under direction of Wilfred H. Wood, chief engineer, consists of two towers 215 feet high.

New Transmitter for WISN

Milwaukee—Work starts tomorrow on installation of the new RCA 1-DA transmitter, the most modern of its type and said to be the first installation of its kind in the country.

WWVA Engineers Plan Experiment in 'Depth'

Wheeling — Glenn Boundy, WWVA Chief Engineer, and the WWVA production men, are planning a novel experiment as an initiation for the new WWVA shortwave stations WAAH and W8XKB. It calls for the experimental program to be picked up by two separate microphones, which in turn will feed two separate speech input circuits, which in turn will feed the two separate transmitters of WWVA and the auxiliary WAAH. Listeners with one receiver tuned to WWVA and another to WAAH will endeavor to catch the elusive DEPTH dimension of radio.

Put in Master Control Setup

Lincoln—KFAB-KFOR will shortly have in use a completely new master control setup. Installation of the switching unit, manufactured by RCA, is now in progress.

Berlin Television Home

Berlin—The Home of Television is under construction and will be officially opened about Sept. 1. It is located at the Hakebourg Castle.

Station Improvements

Jefferson City, Mo. — KWOS has asked the FCC for construction permit to make changes in equipment, along with increase in power.

Lexington, Ky.—CP to install new transmitter, make changes in antenna and increase power to 500 watts night, 1 kw. day, has been asked by WLAP.

Knoxville, Tenn.—New transmitter and antenna, increase in power and move of transmitter are included in a license request filed by WNOX with the FCC.

Paris, Tex. — KPLT will make changes in equipment and increase power upon receipt of license from FCC.

Sioux Falls, S. D.—CP for erection of a new vertical antenna has been requested by KSOO.

Portland, Ore. — KEX has asked

SMALL NEW TUBE OPENS NEW FIELD FOR RADIO

Among latest developments in radio vacuum tubes revealed at this week's annual convention of the Institute of Radio Engineers was a high-power transmitting bulb hardly bigger than a fountain pen.

Capable of delivering nearly 1,000 watts output on the ultra-short wave channels between one and a half and three meters, the new device is expected by its designers to be useful in exploring regions of the electrical ether where some day many communication waves may criss-cross through space like invisible light beams.

The tube, of the water-cooled type, is similar in construction to the mammoth six-foot creations of metal and glass that propel radio signals over thousands of miles on the short waves. Almost an exact copy of the larger tubes, the "fountain-pen" bulb actually is less than an inch in diameter and about seven inches long. It weighs about a half-pound.

A half-gallon of water circulates through the tube's water jacket each minute to keep the bulb at an even operating temperature. A potential of 3,000 volts is applied to the plate element inside the glass and metal creation. The plate element is about the size of a sewing thimble. This midget of the ever-increasing vacuum-tube family, which technical experts have been busily creating since Dr. Lee DeForest's first three-element bulb of 1906, is a product of the laboratories of RCA Manufacturing Co., Harrison, N. J. Winfield G. Wagener, RCA engineer, described the device.

FCC permission to make changes in equipment, install directional antenna and change frequency to 1160 kc.

Merrill's Equipment

The Lockheed Electra in which Dick Merrill and Jack Lambie, his co-pilot, flew the Atlantic, is equipped with standard Western Electric transport radio apparatus which was swiftly modified shortly beforehand to prepare it for the special communication work on the long hop. Merrill and Lambie maintained direct radio telephone communication with Newark airport until approximately 900 miles out. Swinging over to c.w. radio telegraph at that point they continued to communicate direct until they were approximately 1700 miles out, or only 100 miles from the Irish coast.



★ Coast-to-Coast ★



WLS is holding a conference with educational officials from four surrounding states Thursday at La Salle hotel to map next season's plans for its School Time program.

Hoosier Hot Shots booked for Chicago Theater starting May 28 through WLS Artists bureau.

Allan Miller, director of University Broadcasting council, has finished off his Rockefeller foundation fellowship studies in New York and is back at his desk here.

Hugh Studebaker will join the Fibber McGee cast in Hollywood May 31, his birthday and second anniversary with the show.

Cadet Kozak, 11-year-old wizard of the xylophone, guesting tonight on NBC Jamboree along with Little Jackie Heller and Morey Amsterdam.

C. L. Menser, NBC program manager, flying his own plane to Culver, Ind., tomorrow, to deliver an address at the Culver Military Academy on "Use of Radio for Teaching English."

Alfred Otto, NBC engineer, and Mrs. Otto, former NBC PBX operator, are papa and mama. A boy.

John Penaz, NBC communications operator, has been awarded a fine scroll by Better Homes and Gardens magazine for his spaghetti Italiane recipe.

Anne Seymour, star of Mary Martin, threw a party yesterday for Patricia Garrity, her future sister-in-law. Anne's radio acting brother Bill of Cincinnati is to marry Patricia here on Sunday.

Vic and Sade drop their Wednesday night Procter & Gamble broadcast and add a Friday night NBC shot starting May 21.

Carlton Kelsey, musical director of Wrigley's Poetic Melodies, has turned down an offer to become musical supervisor for a west coast film studio. He will remain at CBS here.

WBZ Plant Items

Chicopee Falls, Mass.—D. A. Myer, WBZ plant manager, recently added Richard I. Hammond, formerly with Matheson Radio Co.'s WHDH in Boston, and Edgar M. Parsons, formerly of Raytheon Products Corp., to his staff.

James B. Rock, formerly at KDKA and KYW, but with RCA since 1930, is another new member of the personnel.

Norman Elliott Whitaker, NBC sales representative at WBZ, recently took a wife and will make his home in Saxonville, Mass., after the honeymoon.

Rose Franken Novel on Air

"Of Great Riches", latest novel by Rose Franken, author of "Another Language", will be presented in a radio version over NBC-Blue network at 8-9 p.m. tomorrow. Raymond Scudder did the radio script.

LLOYD H. ROSENBLUM, manager of sales and advertising for Southland Industries Inc., operators of WOAI, points out that this station has been associated with NBC for the past nine years and will continue to be for at least five more years. Through inadvertence, the NBC outlet here was recently mentioned as KMAC, which has the NBC transcription service.

Hal Culver, formerly at KWK, St. Louis, also heard at WMBD, Peoria, and WSM and WLAC, Nashville, is now on the announcing staff at WLS, Chicago.

WBAL, Baltimore, feeds the NBC-Blue network with its eighth program in two weeks tomorrow night with the broadcasting of the Preakness Ball. Two other Preakness programs, two Jackie Heller shows, the Peabody Mixed Chorus, Jerry Belcher's "Our Neighbors" and the NBC Music Guild Program were the other features.

Al Rochester, vice-president of KEEN, Seattle, is recovering following a major operation in the Seattle General Hospital.

Les Window and Bill Schroder of the WCAE (Pittsburgh) sales staff, will spend the week-end in Chicago. Window is to be "best man" at the wedding of a KEHE salesman.

Solly Goldstein of the WCAE continuity staff, while searching for material at Carnegie Library discovered in 1850 edition of Stephen Collins Foster songs.

Juan Ricardo, WHO's baritone discovery, moves from afternoon to evening on Monday. He will be heard each Monday at 9:30 p.m. Ricardo broadcasts exclusively over WHO, Des Moines.

Mimo Bonaldi, baritone on the staff at KOA, Denver, is the father of a boy. Soon after the youngster arrived Mimo appeared at KOA with a double tray of cigars, cigarettes, chewing gum and candy for the force.

H. E. Randol, plant manager of WBZA, the Westinghouse station in Springfield, Mass., and Mrs. Randol recently celebrated their 16th wedding anniversary.

Abilene Christian College, Abilene, Texas, has begun a series of Saturday morning broadcasts over WBAP, Fort Worth. The programs, picked up by remote control from this school in West Texas, were arranged by George Cranston, program director of WBAP, and Don H. Morris, vice-president of the college.

The Benay Venuta WOR-Mutual variety hour formerly heard Saturday nights will be broadcast Sundays at 7:30-8:30 p.m. starting this Sunday.

Sid Gary, Willard Amison, the Charioteers and Nat Brusiloff's orchestra are in the company.

Bob Heiss, WTMJ announcer, interviewed Benny Meroff while the latter was in Milwaukee for a week's performance at the Riverside theater. Also on the show was Woody Doxtator, swing accordionist.

Johnny Olson recently celebrated his fourth anniversary on the "Masters of Rhythm" program over WTMJ, Milwaukee. He is now doing three programs over WTMJ and one over WIBA, Madison, Wis., for Penn Tobacco Co.

WHBL, Sheboygan, has been signed by World Broadcasting System.

Johnnie Johnston, guitarist and vocalist heard over NBC and CBS hookups for three years, has opened at the Normandie Cocktail bar, Appleton, Wis., for an indefinite engagement.

William Neville, formerly of Des Moines, is at the new electric organ at KXA, Seattle.

Lawrence Battistini has returned to WELI, New Haven, as news commentator.

EDDIE CANTOR will have a novel array of guest stars on his next Sunday program. Recruited from Walt Disney's Silly Symphony characters, the troupe will include Donald Duck, Pluto the Dog, the Three Little Pigs, and others. Bobby Breen, Deanna Durbin and Jacques Renard's orchestra also will be on hand.

Gillette Community Sing, scheduled to do their final coast broadcast Sunday and resume in New York the following week unless plans are changed, have lined up a cross-country musical program for this week-end's program. Starting with "Casey Jones", typical of Albuquerque, the repertoire follows with "Kansas City Kitty", "Rhythm of State Street" (Chicago), "Shuffle Off to Buffalo", and "East Side, West Side."

Feldman Handling N. E. Events

Arthur S. Feldman, former WBZ announcer, is now manager of special event programs originating at WBZ and WBZA, the NBC outlets in Boston and Springfield under the management of John A. Holman. Feldman will be responsible for creating and conducting special broadcasts from the New England field.

★ ★ Little Talks on Big Subjects ★ ★

PERSONAL

Will the person who steals RADIO DAILY from my desk kindly give himself up—for—he who steals my life steals trash but he who steals my RADIO DAILY keeps me from knowing what is going on every day in my industry

NEW BUSINESS

Signed by Stations

KFEL, Denver

Montgomery Ward Co., 3 spots; Star Auction Co., 1 spot daily exc. Sun., 1 year; Clark Gardner Nursery, Osage, Ia., 5-min. disk daily exc. Sun., 2 mos.; Morton's and Samuel's Shops, newscasts daily, 8 mos., Ted Levy agency; Chevrolet Dealers, late sports review, 10 mins. daily exc. Sun., 1 year; The Brown Derby, 12 spots, Max Goldberg agency; Storz Brewing Co., Omaha, 26 spots, Buchanan-Thomas agency.

WWJ, Detroit

Acme White Lead & Color Works, 30 s.a. and 13 t., through Henri, Hurst & Donald, Chicago; People's Outfitting Co., 21 s.p., through Fink & Doner; Goodall Worsted Co., Sanford, Me. (Palm Beach), 32 s.a., through Lawrence Gumbiner Adv'g, N. Y.; Ned's Auto Supply Co., 113 s.p., through Simons-Michelson; Square Deal Miller (jeweler), 78 s.p., through Roderick Aid-ads; Life Insurance Co. of Detroit, 52 t., through Simons-Michelson; Industrial Morris Plan Bank, 65 s.p., through Milton Alexander Co.; Frazer Paint Co., 21 s.a., through Simons-Michelson; Detroit White Lead Works, 36 t.a., through Simons-Michelson.

WMAZ, Macon

Lucas & Jenkins Theaters, 23 spots to advertise May as Movie Month; Canada Dry and Hi Spot, 60 spots, through J. M. Mathes Inc., Sparks Motor Co., 13 quarter-hours using station's new mobile transmitter; Southern Mortgage Co., 52 spots; Idle Hour Nurseries, renews Sunday quarter-hour for six months; White Lily Flour, renews for 52 weeks, through James A. Green agency; also Huckabee Auto Co., Central Sash & Door, Recreation Park, National Life Insurance Week, Kernaghan-Goodman Jewelers, Lakeside Park, Johnson Bros. Furniture, and Chattanooga Medicine Co. (Black Draught) from The Purse Co., Chattanooga.

WHO, Des Moines

Reliance Mfg. Co. (Big Yank work shirts), disk series, through Mitchell-Faust Adv'g Agency, Chicago.

ONE MINUTE INTERVIEW

BILLY JONES and ERNIE HARE

"It is difficult for any gag writer to be original because there are so few original jokes. A gag in itself has to be pretty good to go over these days. You have to depend on situation more than anything else. In other words, you have to fit the gag to the situation rather than build a situation around a gag. Furthermore, your continuity has to be easy flowing and logical."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 32 of a Series

WDAY—Fargo, N. Dak.

5,000 watts—940 kc.

E. C. REINEKE, President

BARNEY LAVIN, Commercial Mgr.

WDAY, the oldest broadcasting station in the Northwest was founded May 22, 1922. Earl C. Reineke was its founder and is today the president of WDAY, Inc. He has been active manager of the station from its beginning.

WDAY has operated constantly from the time it began operations. Through the years it has had the following boosts in power after starting with 50 watts: 250, 1,000, 2,500 and today 5,000 watts.

In its technical equipment, WDAY ranks right up with the best. Transmitter and studio equipment since 1927 have been constructed by Julius Hetland who is today WDAY's chief engineer.

WDAY covers North Dakota, northern half of South Dakota and western Minnesota.

Programs That Have Made Station History

4. Marshall Field's "The Musical Clock"

THE distinction of piling up the greatest number of broadcast hours by a commercial program on any station or chain in the country is claimed by "The Musical Clock" sponsored by Marshall Field & Company and aired over WBBM, Chicago.

What's more, Miss Halloween Martin, announcer for the program, also claims a championship in having more broadcasting hours to her credit on one program under one sponsor than any other radio announcer.

One announcer, one radio program, one sponsor, 12 hours a week for seven years—that's the summary in a pea-shell.

On April 15, 1937, Miss Martin completed seven years as the voice of the Marshall Field & Co. "Musical Clock." For two hours every weekday morning of the year—from 7 to 9 a.m., CST—she presents, through Columbia's Chicago Radio Station WBBM, a well-balanced program of recorded music.

No late riser, Miss Martin awakens each weekday morning at 5:30 with the aid of three alarm clocks, in order to start the program at 7 a.m. In her first seven years as the "Lady of the Musical Clock," Miss Martin announced some 65,000 musical numbers during nearly 4,400 hours of broadcasting — a record probably unmatched by any existing local or national programs now on the air.

Starting in April of 1930, the "Musical Clock" has maintained the same sponsorship, assumed almost the status of a public service. The time is announced each five minutes. Frequently the temperature in downtown Chicago is announced, thus giving Chicago families a hint on what to wear for the day. All of this is incidental to the program itself, which consists of a well-selected group of musical numbers including popular, classical, vocal and orchestral selections. Some 40 recordings are broadcast each morning.

★ PROMOTION ★

Star Radio Sales Ideas

Star Radio Programs Inc. has distributed the "Morning Bulletin Board" Sales Package to its stations featuring the popular morning variety show. The folder was prepared by the sales promotion division of Star Radio, which operates for the sole benefit of its subscribing stations. Placed in the hands of a prospective sponsor, it gives him the complete picture of the program from a sample script to station rates. The smaller stations are finding the folder a valuable aid to their sales departments.

Folder contains sales ideas and merchandising plans which can be used by the sponsor, cooperating

with the station, in conjunction with the broadcasting of the "Bulletin Board." In many cases, the plans in the Sales Package have been carried out with excellent results. The department, under the direction of W. C. Gartland, has also prepared merchandising plans and sales helps for stations using the women's program, "Good Morning, Neighbor!"

Short Story Title Contest

A new twist to the contest idea has been given by WKY, Oklahoma City, in a series of noon-day programs called "Short Stories of the Air," sponsored by a group of local laundries. The listeners are given

★ F. C. C. ★
ACTIVITIES

APPLICATIONS RECEIVED

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1250 kc., 250 watts, unlimited.

Hearst Radio, Inc., Washington, D. C. CP for new booster station. 1310 kc., 250 watts, operate synchronously with WOL.

EXAMINER'S RECOMMENDATION

WHOM, Jersey City, N. J. CP for change in power to 250 watts, 1 Kw. day, 1450 kc., unlimited, be denied.

Utility Disk Release

Set for September 27

Kansas City—"Phenomenon," the new disk feature developed by KMBC for utility company sponsorship, has been set for national release Sept. 27. Carter Ringlep of KMBC sales staff is now in Topeka auditioning the disk for Kansas Power & Light Co.

For Better Weather Forecasts

H. R. Gross, news editor of WHO, Des Moines, has opened a radio campaign for a better weather forecasting system, claiming the present U. S. Weather Bureau daily map service is only half sufficient.

KANS Coverage Map

A new coverage map has just been issued by KANS, Wichita, Kas. According to the tabulation, KANS reaches about 38 per cent of the population of Kansas.

WBRY, Waterbury

Marion Berryman (beautician), "Serenade to Beauty", Sunday music disk program.

free theater tickets for the best names suggested for the dramatized short stories.

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| 1 | 9 | 3 | 7 |
| SUN | MON | TUE | WED |
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| 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 |
| 30 | | | |

BIRTHDAYS

May 14

Greetings from Radio Daily

to
Sally Joe Nelson
Marie Nelson
Carleton Brickert
Sam Blake

May 15
Walter Cassel
Bert Shelter

May 16
Norman Ross
Buck Owens
William Kephart