



# RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 73

NEW YORK, N. Y., FRIDAY, MAY 21, 1937

FIVE CENTS

## Sarnoff Sees No Tele Yet

### STERLING PRODUCTS RENEWS 2 NBC SHOWS

Two Sterling Products NBC accounts "Backstage Wife" and "How To Be Charming" yesterday signed 29-week renewals effective June 14. Former show is heard on 24 NBC-Red stations, Mondays through Fridays, 11:15-11:30 a.m., latter is on 43 NBC-Red stations from coast to coast, Mondays, Wednesdays, Fridays, 11:30-11:45 a.m., with repeat 2:30-2:45 p.m. Blackett-Sample-Hummert Inc. is the agency.

### WBCM Off Air 5 Hours In Power Plant Strike

Bay City, Mich.—Strike of Consumers Power Co. workers Wednesday forced WBCM off the air for almost five hours due to lack of power. Chief loss to listeners was the Tigers-Athletics baseball game description. WFDF, Flint, was not affected, the strike being settled before power could be turned off there.

### VanCronkhite Associates Add Five More Offices

Chicago — In an expansion move necessitated by enlargement of its news feature service and the addition of writers to the staff, VanCronkhite Associates Inc. has leased five additional offices. The firm headed by John VanCronkhite is taking almost the entire front of the building at 360 North Michigan Ave.

### E. T. License Parleys Adjourned to Tuesday

Publishers and the song writers' committees who met yesterday to discuss the proposed handling of  
*(Continued on Page 2)*

### WICC Adds 1/2 Hour

Bridgeport, Conn.—WICC's summer broadcasting schedule, starting Monday, will be increased by a half hour, Monday through Saturday, 6-6:30 a.m.

The new program, featuring transcribed popular orchestras and vocalists, will originate at WNAC, Boston, a member of the Yankee Network to which WICC also belongs.

### CONTINENTAL'S NAME NOW SCRIPPS-HOWARD

Continental Radio Co., effective immediately, will change its name to Scripps-Howard Radio Inc. Firm is a subsidiary of the Scripps-Howard newspaper chain and controls the radio stations owned by the chain. Change in name was made to associate the stations more closely with the parent organization.

### WJBK Goes One Better On Baseball Reports

Detroit—after being temporarily halted in airing the Tigers' out-of-town baseball games as a result of Western Union refusing to supply the service, WJBK not only is getting the wire reports through undisclosed channels, but is even adding New York to the list. Al Nagler is at the mike for the WJBK descriptions.

Continuing its fight in the W. U. matter, WJBK took space in the De-  
*(Continued on Page 3)*

## A. F. of L. Moves to Keep CIO Out of the Radio Field

American Federation of Labor through three of its local units has filed request with Loew's Inc., owners of WHN, that only A. F. of L. men be employed at WHN it was learned yesterday. Engineers of WHN are affiliated with the American Radio Telegraphists Ass'n, a CIO union.

A. F. of L. unions who filed the request with Loew's were the musicians union, Local 802, Local 1 of the Theater Protective Ass'n (stage

## Commercial Visual Broadcasting Is Not Planned by RCA and Others for At Least Two More Years

### FCC TO INVESTIGATE ACTS OF RADIO LAWYERS

By GEORGE W. MEHRTENS  
Washington Bureau, RADIO DAILY

Washington—General shakeup of Federal Communications Commission regarding practices of radio lawyers tampering with commission files through assistance from friendly stenographers and clerks has resulted in the appointment here yesterday by commission of a special committee consisting of Commissioner George Henry Payne, chairman, Thad H. Brown and Commissioner Paul A. Walker to investigate the case of George S. Smith and other incidents of similar character.

For a long time it has been the practice of radio lawyers through the co-operation of stenographers to substitute papers in the commission's  
*(Continued on Page 3)*

### Mel Hollinshead Joins Morner Productions

Melvin A. Hollinshead, an executive with Campbell-Ewald in Detroit and New York for the past 15 years, has become a partner and vice-president in Morner Productions, radio producing firm headed by Count Gosta Morner as president. The Morner firm has expanded its quarters at 2 West 45th St.

Chicago—There will be no commercial television this year, neither RCA nor any other manufacturer having such plans for the present season, while next year is problematical, President David Sarnoff of RCA told 500 wholesalers attending the annual RCA-Victor sales meeting here. The public can safely buy new receivers, knowing they will get full value before television receivers and programs are available, he declared.

Though television will bring great-  
*(Continued on Page 3)*

## NEWSPAPER OWNERSHIP OUTSIDE FCC AUTHORITY

Washington Bureau, RADIO DAILY

Washington—Bill introduced in the House by Congressman O. D. Wearin to prohibit ownership of radio stations by newspapers has been turned back to the Interstate and Foreign Commerce Committee  
*(Continued on Page 3)*

### Dizzy Dean Collecting \$40,000 From Radio

Dizzy Dean, ace hurler of the St. Louis Cardinals of the National League, will gross \$40,000 from his radio earnings this year according to a report credited to Mrs. Dean. "Dizzy" is paid \$1,000 a week by one advertising agency regardless of how many times he takes the air. He appears on other programs for \$250 and up.

### Sets Going Deluxe

RCA-Victor's new season line of radio receiving sets will feature a number of improvements and modern conveniences.

Among them are push-button electrical tuning, armchair control, new overseas dial which allows 50 times more space on the dials to foreign stations, and a Sonic-Arc "Magic Voice". There are 39 different models in the new series.

### Cleanup Campaign

Laundryowners National Association, Joliet, Ill., has appointed Batten, Barton, Durstine & Osborn to handle a new advertising campaign now being planned. The association includes 2,500 power laundries in the U. S. and Canada. Some \$2,000,000 will be spent in a co-operative campaign with radio as one of the mediums. Chicago office of B.B.D. & O. is handling.

*(Continued on Page 3)*



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MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Thursday, May 20)

Table with columns: NEW YORK STOCK MARKET, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Includes rows for Am. Tel. & Tel., Crosley Radio, Gen. Electric, etc.

Lucky Strike Ork Changes
Lucky Strike will change the bands on the Hit Parade broadcasts the first week in June. Mark Warnow, currently heard on the Wednesday night NBC programs, leaves the air June 2. The following week Richard Himber and his band will appear for a one shot. Harry Salter takes over the show July 16 for eight weeks. Al Goodman is now playing the Saturday night CBS show, but leaves the program June 5. His successor has not been announced.

MARTIN BLOCK'S "Make-Believe Ballroom" A WNEW FEATURE 1250 Kc. 10 TO 11 A. M. 6 TO 7:30 P. M.

Benton First to Phone from China
William B. Benton, of Benton & Bowles, was the first person to place an incoming commercial call over the new China-U. S. telephone circuit which was opened Wednesday. Benton talked with Atherton W. Hobler, president of the agency, from Shanghai. Benton is on a world tour.

Second Protest is Filed By ARNEW on Post Yarn

A second letter of protest has been sent by the Association of Radio News Editors & Writers to the Saturday Evening Post in connection with the weekly's recent article contending that censorship has been exercised in news over the radio. The first complaint by ARNEW brought a reply from Wesley W. Stout, Post editor, stating he believed the facts in the article were correct. John VanCronkhite, president of ARNEW, responded with another request for correction of the alleged misstatements.

WMCA Gets Orchestras
Dance orchestras from the Hollywood Restaurant on Broadway will be heard over WMCA-Intercity four nights a week starting tomorrow, according to Alfred Hall, WMCA program director. Bands include Eugene Jelesnick and his European Society Orchestra, Mondays and Saturdays 11-11:30 p.m., and Mitchell Ayers' Fashions in Music, Sundays and Thursdays at 11:30-midnight. Soloists and featured artists with the bands are included in the broadcasts.

Col. Major's Mail Leaps
Colonel Jack Major, who emcees a Monday 3-3:30 p.m. show over the CBS network, has jumped to fifth place on the Columbia calendar in the amount of unsolicited mail he is receiving. Major sings, whistles, yodels, reads his homespun poetry and tells "whoppers" in addition to emceeing.

George Sharp to Recces
George Sharp, baritone on WMCA, is leaving the airwaves for the summer. He returns in the fall to continue his "America's Music in Review" series. On June 7, Sharp will be soloist with the Rockland Symphony Orchestra at Haverstraw, N. Y.

WIND Gets Football Series
Chicago — Exclusive air rights to the Chicago Cardinals' professional football games this fall have been acquired by Ralph Atlas for WIND. A sponsor will be sought.

Insurance Series on CKLW
Windsor, Ont.—CKLW this week is carrying a series of human interest stories sponsored by Mass. Mutual Life Insurance Co. in connection with Life Insurance Week.

Pinney Joins WSPR
Springfield, Mass.—Russell F. Pinney of Rockville, Conn., has joined the WSPR engineering staff. Station celebrates its first year on the air June 3 with special ceremonies now being planned.

E. T. License Parleys Adjourned to Tuesday

electrical transcription and movie synchronization licenses by the Song Writers' Protective Ass'n had a friendly talk and adjourned until Tuesday. No definite action was taken by either side, excepting concessions mentioned and the possible mechanics of working out a suitable solution. Spirit of cooperation was evidenced by both sides. Publishers committee was Walter Douglass, A. M. Wattenberg (attorney for Warner subsidiaries), Jack Bregman and Louis Bernstein. Writers' committee was Irving Caesar, George Meyers, Joe Young and Abel Baer.

Courtland Smith Resigns As Pathe News President

Courtland Smith, president of Pathe News, last night resigned from that organization. He will enter the radio and television field. Ned E. Depinet succeeds Smith as president of Pathe News.

Changing to Light Music
A program devoted to light symphonic and oral music will replace the Philadelphia Philharmonic orchestra on the Association of Banks programs during the summer months. Program will be under the joint direction of Ferde Grofe and Edwin Smalle, vocal stylist. New series will begin June 4 and continue for 10 weeks. The Philharmonic orchestra will disband for the summer to allow members to fulfill concert dates all over the country, but will re-assemble in time to take over the show August 13. Program is heard over 41, CBS stations Fridays, 10-10:30 p.m. Wessell Co., Chicago, is the agency.

CBS Swing Club Celebration
CBS will devote a full hour to the celebration of the first anniversary of the Saturday Night Swing Club on June 12. Program, scheduled to be broadcast over the entire CBS network 12 mid.-1 a.m., will feature bands picked up from different spots throughout the country and a special short wave broadcast from Paris. The regular broadcast, usually heard from 7-7:30 p.m., will be omitted on that date.

Wanted—Announcer
Local Texas Station desires announcer. Give full details of experience, education, references. Send picture. State salary expected. Box 666, RADIO DAILY, 1501 Broadway, New York City.

COMING and GOING

- MORTIMER C. WATTERS, manager of WCHS, Charleston, W. Va., is in New York on business.
WILLIAM CHERRY, head of WPRO, Providence, is a New York visitor.
FREDERIC WILLIS, CBS assistant to the president, sails on the Stavangerfjord May 26 for Oslo, Norway, for an indefinite vacation.
WARREN P. WILLIAMSON, executive of WKBN, Youngstown, is in the city.
HARRY TRENNER, commercial manager of WNBZ, Binghamton, was in town yesterday.
ALBERT W. MARLIN, manager of WMAS, Springfield, Mass., is in the city.
HARRY SEDGWICK, CFRB (Toronto) manager, arrived in New York late yesterday afternoon.
SAMMY FAIN and IRVING KAHAL, songwriters, leave next Thursday for Dallas.
ARTHUR FISHER will arrive today from a short trip to Hershey, Pa.
RALPH WONDERS leaves next Thursday for Cleveland.
P. L. DEUTSCH, president of World Broadcasting System, is back from Hollywood where WBS plans to have a new \$250,000 structure ready by Oct. 1.
MRS. WILLIAM RICHARDSON of West Baden, Ind., mother of Ann Richardson, Consolidated Radio Artists executive, is visiting in New York.
JIMMY BLAIR, formerly known as Buddy Blaisdell, arrived in Hollywood early this week. Dolan & Doane are arranging for him to go into a Young and Rubicam show.
RICHARD J. POWERS, Dallas district representative for Ascap, and MRS. POWERS have returned home after a brief stay here.
MARK WARNOW will leave for a two-week vacation in Hollywood on June 6. BUDDY CLARK, scheduled for pictures, will accompany Warnow.
BENAY VENUTA leaves for Swan Lake, N. Y., immediately following her broadcast Sunday night.
JANE PICKENS to Pittsburgh today to appear on final broadcast of "House That Jacks Built."
ROSALINE GREEN returned from Washington yesterday.
SHEP FIELDS and band to Stanley Theater, Pittsburgh, for one week. Will make special trip to New York on Sunday for broadcast, returning to Pittsburgh immediately after airing.
PAULA O'BRIEN of MCA returns today from a 5-day business trip to Syracuse.
JOHN G. PAINE, general manager of Ascap, left for Washington last night on MPPA fair practice biz with the FTC.

Spector Signs Newcomers
Martin Spector, artists' representative, has signed 17-year-old Carol Bruce to an exclusive contract. Miss Bruce will be auditioned for radio shortly. Spector has also signed Clyde Burke and will handle his radio appearances in the future.

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

## COMMERCIAL TELEVISION STILL FAR OFF--SARNOFF

(Continued from Page 1)

ly increased costs to advertisers, it also will bring greatly increased opportunities to justify those costs, Sarnoff pointed out. He said he expects television to utilize short movies for advertising purposes much after the fashion of present spot broadcasting in radio. He does not think television will supplant the movies.

RCA introduced 39 new models running from \$24 to more than \$250. It was also reported that all divisions of RCA have been operating in the black all this year, with prospects continuing bright.

## FCC to Investigate Acts of Radio Lawyers

(Continued from Page 1)

files. Lawyers are also known to have set up dummy companies in order to get or oppose granting of wave length licenses. The commission has issued an order calling upon George S. Smith and Paul M. Segal to show cause why they should not be suspended, disbarred, their right to practice before the commission revoked, or their appearance before commission prohibited.

The commission charges Segal and Smith with alleged unbecoming, unethical and unprofessional conduct and demeanor for alleged concealment, in obtaining admission to practice before commission, of material facts with reference to their legal qualifications. Smith and Segal, according to commission, on or about Dec. 9, 1936 knowingly and with intention to deceive, interpolated certain signed and notarized depositions into the files of the commission in the case of Richard Castro, who was not the applicant, but was used as a dummy for another person or persons. The commission further charges that the two lawyers formed the Palmer Broadcasting Syndicate, Inc., as a dummy applicant, to delay the commission consideration of other applications.

Today's order gives both Segal and Smith 31 days to file answers to the charges and announces that it will enter upon a hearing time and place to be determined later to bring out truth or falsity of charges.

## Jacks Program Fading

John H. McGinley, millionaire sponsor of "The House That Jacks Built," heard Fridays, 7:15-7:30 p.m., leaves the air after tonight's airing. Program consisted of guest soloists accompanied by an organist.

## 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

### Miniature Home Contest

Akron—WJW has just put over a unique program. R. K. Crawford of a local realty company sponsored the idea of a Junior Model Home Building Contest. Boys and girls in the public schools were eligible.

Akron, like many other cities, has many houses which are obsolete and not fit to live in. The idea of this contest was to promote good design, beauty and quality in house construction. In order to stimulate interest in building miniature model homes many prizes were offered by some of the leading citizens.

Every Monday afternoon at 4:45, Crawford gives an inspirational talk over WJW on the advantages of style and beauty in home building. These talks are supplemented by high school orchestras and talented musicians from Akron's public schools. With no other publicity than that furnished by the facilities of the station, the contest has been a tremendous success.

Builders are planning to build several homes in Akron patterned after the models submitted in this contest and the air programs will continue in order to acquaint this community with the progress being made. Eventually Akron will reflect the impulse toward better housing caused by the success of Akron's First Junior Model Home Building Contest.

### Broadcast from Store

A novel program is featured over WSOC, Charlotte, on Mondays, Wednesdays and Fridays at 3:15 p.m., when an enterprising and wide-awake domestic electrical appliance company presents two well-known

local personalities. "Sluefoot" Lochman, blackface song and chatter comedian, accompanied by "Bo" Norris at the piano, set up right in the store, from which point the show is broadcast by remote control. "Sluefoot" carries on darky-dialogue and songs in his own characteristic way, while Bo contributes novelty piano solos. The public is invited to attend the programs, and visitors are given flowers and refreshments by the sponsors, Eptings Inc.

### Tour of Hospital

WCBS, Springfield, Ill., aired a unique and unusual broadcast when announcers Dave Meyer and John Corrigan toured St. John's Hospital in observance of National Hospital Day.

Placing WCBS microphones in several of the interesting departments the announcers were able to interview the supervisors and have the equipment and the operation thereof explained to their radio audience.

In the course of the broadcast word pictures were given of the X-Ray, Laboratory, Eye-Ear-Nose-and-Throat Department, the Operating Rooms, the Dietary Department and the Children's Hospital.

### Interviews from Streamliner

With inauguration of service on Chicago & Eastern Illinois R.R.'s Egyptian Zipper on May 20, Manager Clair Hull of WDZ, Tuscola, Ill., will have the only regular daily broadcast from a streamlined train—and possibly from any train in America. Hull has been broadcasting his sponsored program from the rear coach of an old style train between Villa Grove and Tuscola, using short wave.

## Newspaper Ownership Outside FCC Authority

(Continued from Page 1)

by the FCC, who advised Wearin yesterday that the matter is not in its jurisdiction. Wearin said he would press for early hearings in committee.

### "Woman Behind the Man" Series

A new series dramatizing "The Woman Behind the Man" starts at 8 p.m. tomorrow over the NBC-Blue network. First show will be based on the story of Peggy Arnold, wife of Benedict Arnold. Idea is to show how women influenced the lives of famous men.

John M. Young of the NBC Chicago continuity staff is author of the series. Bessie Boynton assisted in research.

Leading roles in the initial presentation will be taken by Templeton Fox, Bob Griffin and Phil Lord.

## WJBK Goes One Better On Baseball Reports

(Continued from Page 1)

troit Free Press this week to tell fans its story in regard to the baseball broadcasts. The message was signed by James F. Hopkins, manager of the station.

The WJBK case is now before the FCC.

### Theater Group on Air

American Theater Council Convention, to be held at the Hotel Astor on Monday, Tuesday and Wednesday, will be broadcast over WEA, at 1:15-2 p.m. on Monday and Tuesday. Helen Hayes, Frank Gillmore, Sidney Howard, Frank Crownshield, Burns Mantle and others will be heard.

## RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.  
New York City

Telephone  
BR 9-8265

## A. F. OF L. MOVES TO KEEP CIO OUT OF RADIO FIELD

(Continued from Page 1)

union's desire to keep the CIO out of the entertainment and radio field which is largely controlled by the A. F. of L. through its affiliated unions.

WHN engineers through the ARTA have been conferring with WHN executives for some weeks in an effort to have the station recognize the ARTA, but in view of the new turn in events it is possible that Mrs. Herrick will have to serve as the arbitrator to figure a way out of the dilemma.

Unionization of technical employees of radio stations is beginning to take on a free-for-all aspect with the International Alliance of Theatrical Stage Employees definitely going into the field by appointing James Brennan, vice president, to be in charge of this form of organizing.

IATSE plans to issue a separate charter to the radio groups whose jurisdiction would include, control board, sound effects and other men connected with electrical apparatus. IATSE will have the support of affiliated A. F. of L. locals.

Complications appear imminent with the CIO and ARTA on the scene as well as company and other unions and guilds.

## ST. LOUIS

Bill Foreman of the KWK staff will be away from the studio for about a week because of illness. Buddy Mills takes over the programs to which Foreman is assigned.

Ruth Ecoff, long a member of KWK's staff, was married yesterday to Herb Hahler, local orchestra leader.

Roger Pryor's orchestra begins a series of nightly dance music broadcasts on KSD at 9:45 tonight. Red Nichols' orchestra will be aired by KSD for two weeks opening May 29.

KMOX has renewed the Park Plaza Crystal Terrace pick-up for the Summer. Lou Blake and his Aristocrats of Music are the current attractions in that popular night spot.

Lavina Mae who worked with her mother, Edna Mae Hummert, a pianist at KMOX when that station had its headquarters at the Mayfair Hotel several years ago, is the new vocalist at the Hotel Kingsway tavern.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS



**C**ARROLL O'MEARA, writer and producer with KHJ and Don Lee staff, and several of whose plays have been on national nets recently, leaves Don Lee June 1 to join the Hollywood staff of Young & Rubicam agency, starting June 7. Which of the Y. & R. shows he will be assigned to work on will not be decided until after he has had a chance to get the feel of the office.

Ernest Spence of KIRO, Aberdeen, Wash., visiting in Los Angeles.

Forest Lawn's "Reunion of the States" series, finishing for the season this week, will be followed during the summer by Mertens & Price Sunday Players disk series, Sunday afternoons on KNX, CBS outlet. This will put the Sunday Players on two local stations the same day; KEHE continuing its series, and KNX using dramatizations not yet used locally. Don Miner is agency.

Douglas Evans, for five years one of KFI-KECA's leading announcers, has been made chief announcer, replacing Tom Hanlon, who has gone to KNX. George Gates, formerly with WCAU, added to Anthony station's staff replacing Lary Chatterton, also gone to KNX.

Kelly Anthony, son of Earl C. Anthony, owner of KFI-KECA, and assistant manager of the stations, has returned from China Clipper trip to Hong Kong, stopping for lunch, or slightly longer, and heading for England, combined pleasure and business trip, to be home in July.

Fay Wray has been set for interviewing on George Fischer's Hollywood Whispers program on Mutual, for May 22. Joan Blondell goes in May 29, followed by John Trent on June 12.

Fred Dahlquist, producer of "Thrills" for Union Oil, upping and downing from San Francisco this week to sign the bridge builders for a forthcoming program.

J. (for Jack) H. Wittington resigning from KFAC sales staff to head his own agency, which starts off with some half dozen accounts already on the air.

Walter Winchell handed out real orchids yesterday when Sheriff Homer Sylvester and brother Cass were given plaques by the governor for capturing the killer of G-Man Baker. Winchell aired and sent the costly blooms in time for the banquet at Plattsmouth, Neb.

Loretta Correnson goes to the publicity desk for KMTR, in place of Dolores Ehlers, transferred to the sales office, downtown.

### Casper Resigns from KTSA

Charles Casper, sports announcer heard over KTSA, has resigned from that station to become publicity director of the St. Louis Browns baseball team. Casper was under contract to Wheaties and Socony-Vacuum to broadcast the baseball games over KTSA.



● ● ● Tommy Rockwell, Cork O'Keefe and Ralph Wonders will meet in Chicago a week from Monday to discuss percentages, names on doors and letterheads!... Dale Carnegie auditions today at NBC for a big show... That Jack Haley-Ted Fio Rito audition piped in from the coast (reported here last Friday for Benton and Bowles) is not for a summer show—but next year—selling Log Cabin Syrup... Eddy Duchin is auditioning every available femme singer to go west with his band... Ken Smith, president of Pepsodent, hired Val Ernie and band to go from Detroit to Chi and play on his yacht June 5—a small birthday gathering!... Carl Ravell has been renewed at the Lexington and will remain until the middle of July or the first of August... Ralph Kirbery has been signed for a series of Chevy transcriptions... Meredith Willson, NBC music director in Frisco, piped in a half-hour musical show for an eastern coffee concern... Neila Goodelle will return east and to Educational pictures after doing a turn for Paramount on the coast next Fall.

● ● ● Who's afraid of "13"?... "A Night at the Inn," WCAE (Pittsburgh) show ran 13 Wednesdays, was renewed on the 13th for 13 additional weeks... Mission Broadcasting Company must be more interested in bicycles than kilocycles. Bill Laurie, KONO, San Antonio, announcer, bought a motorcycle, and Bill Watson and George Downs, also wordslingers, got themselves two-wheelers... In Dayton, Ohio, this is the current rage: Judge E. N. Davidson was in his chambers and Bailiff Clem Imfeld opened the door to announce the time for court session... The eminent jurist didn't pay any heed, since he was listening to his radio with WHIO carrying a play-by-play of the Chi-Red game... "Chicago just loaded the bases," he said... Both remained listening to the game until the Cubs were retired in the fourth frame, delaying court spectators and lawyers.

● ● ● Eddie Cantor leaves the Texaco program next Sunday for the summer—but Bobby Breen and Deanna Durbin are to be hold-overs for two airings thereafter... The deal for Feen-a-mint to stay on with guestars flopped... Raymond Paige composed "The Toast of N. Y." to be heard on Hollywood Hotel... Rhoda Chase, the Major Bowes singer, was "robbed" from Mickey Alpert—and goes into the Rockefeller Roof as a SINGLE... Teddy Bergman does a commercial film for Travelers Life Insurance using a new character "Ozzie"... Lester Lee set writer Joe Fox on the Philco transcriptions... Kathryn Rand opens at the Arcadia in Philly on Monday... Herbert Moore of Trans-Radio Press has installed a RADIO in his offices for the first time in two years... Is Major Bowes talking "turkey" with J. Walter Thompson... Due to expansion, Mutual moved its program, sales and traffic depts. from the 24th to 23rd floors.

● ● ● Buddy Clark, Jonie Taps, Eddie Wolpin and Al Porgie went down to Philly the other night to see Guy Lombardo at the Earle... A dice game started in Guy's dressing room. Without much time passing, Lombardo made four straight passes, which prompted some one to remark, "Hit two more, Guy, and you'll make the SHEET"... Charles Dornberger's departure from the Roosevelt was caused by the policy planned by the hostelry... They wanted him to play only for dinner—which meant giving up his wires!... Sammy Fain and Irving Kahal composed the music for the Pan American Casino in Dallas. Feist has two of their songs, "Don't You Know or Don't You Care" and "Blue Bonnet"... Stars booked for this spot are Lanny Ross, Benny Goodman, Rudy Vallee, Borrah Minnevitich and Ted Fio Rito... If Johnny Messner wants to keep his job at the McAlpin, here's two rules that the management prefers over music ability: Don't throw butts around the bandstand and be polite to the owner when he comes in.



**H**AVEN McQUARRIE brings his "Do You Want to Be An Actor" show to the State-Lake theater today. Winner of auditions will get a free trip to Hollywood and Warner Brothers screen test.

Tom Gentry has signed two WJJD vocalists, Helen Park and Hal Jeffries, for his orchestra. Jefferies' name will be changed to Jeff Hall when they go to work with ork in Detroit. Jane Kay, another WJJD songstress, recently left station to join Joe Sanders.

Red Norvo and Mildred Bailey will do a one nighter at the Aragon ball-room next Saturday.

Harry Grayson, University broadcasting council continuity writer, took a week's vacation.

Charley Richter of Consolidated Broadcasting sales staff has joined the Drake hotel to handle advertising, publicity, music and entertainment details.

Kay St. Germaine of "Listen to This" and "Modern Cinderella" has joined Jack Denny's orchestra as soloist at the Gold Coast room of the Drake hotel.

WBBM Nutty Club moves from Friday to Saturday nights starting this week.

Norman Pearce, Bachelor Poet, broadcast at 12:30 from New York Wednesday, flew to Chicago and was on the air here at 10:15 p.m. same night.

Gentlemen of Rhythm, alternating with Don Bestor at Congress Casino, move today to Glass Hat room, which has an NBC line.

Lou Bring is replacing Jimmy Joy at the Stevens, May 28.

Russ Young, WGN announcer, now handling production on "Bachelor's Children" since Ed Smith has gone to General Mills at Minneapolis.

### WQXR Program Changes

Five programs on WQXR sustained changes in time or spot. "Music at Twilight," now called "Musical Varieties," changes from Sundays 6-7 p.m. to Saturdays 9-10 p.m. "Young America Sings," formerly heard on Saturdays 3-3:30, will now be heard on Tuesdays 5:30-6. The Jascha Zayde program will be aired Tuesdays 6:45-7, in addition to the Thursday 6:45 spot. Rose Dirmann, soprano, changes from Thursdays and Saturdays, 9:45-10, to Mondays and Tuesdays at the same hour. James Pomeroy Hendrick, baritone, formerly heard on Tuesdays, 6-6:15, will broadcast on Thursdays at the same time.

### Apostles' Creed Broadcasts

WHBL, Sheboygan, Wis., is presenting a series of thirteen fifteen-minute broadcasts at 1:30 p.m. each Monday based on the Apostles' Creed under the direction of the Rev. Richard Felix, Benedictine missionary.

WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

FREDDYE GIBSON, the latter-day "Gibson girl", will be introduced by brother Bob, the CBS page boy who's gone sustaining, when she appears on Saturday's "Hit Parade".... The Kay Thompson outfit are ganging up on the great god Hymen these days.... Kay herself married two months ago.... Helen Jackson and Art Millett entered double harness 6 weeks ago.... John Smedbury was hitched sometime during the past few months.... Daisy Eaton plans to join the great marrying majority in a couple of weeks with a likely young Wall Streeter... Helen Hover, the scribbling lass who knows more about the private lives of radio stars than they suspect themselves, contributes an illuminating morsel titled, "How the Women Won this Battle of Wits" to the mag section of the Eve. Journal, May 29.... with side-lights on gal gagsters like Mabel Albertson and Beatrice Freedman....

Madeline Ensign of WOL, Mutual's Washington affiliate, appears to be the only femme on a network station doubling in executive brass.... she's publicity chief and head of program department in that outfit.... "News Through a Woman's Eyes", the Kathryn Cravens program, will continue to be heard over CBS through the dog days.... Pontiac has just renewed that contract.... Diane Dillaire of the KLZ players is being speeded on her way by the rest of the cast on account of she's been signed for 12 weeks of stock at Ramona Park, Grand Rapids, Mich.... Vido Musso, tenor sax of the Benny Goodman band, is dejected 'cause he can't see his new 8-lb. daughter until he goes coastward June 28.... Band commitments prevent....

Marguerite Otto, hostess at KYA, has resigned in favor of government employment at the San Francisco presidio.... Mrs. Pennyfeather Princewhistle has been announcing the disappearance of two teeth, one by virtue of Christian Science, 'other by force of forceps.... E. R. Hampton, the "Wise Man", is a duck roaster of the first water.... According to Arthur Boran and his informant, the Piccadilly barkeep, the ether elite take lemonade.... When Helen (contests) King's typing stand collapsed two days back, all the Escort Service employees who'd been enjoying anonymity on her floor stampeded to the rescue.... It was so overwhelming La King says she plans to stay rescued....

ORCHESTRAS - MUSIC

HARRY ROSENTHAL and his society ork are scheduled to open at the Versailles on May 27. They succeed the Meadowbrook Boys, a feature of that spot for a year and a half.

Enoch Light and his band of Melody Magicians, a current attraction over WOR from the McAlpin Grill, open today on the stage of Loew's State Theater in N. Y.

Eliseo Grenet, whose Yumuri ork is heard over WMCA, is the composer of more than 400 Cuban melodies.

Batonist Harold Nagel together with his Continental Orchestra will be aired on 2 sustainers a week over the NBC network. The Sunday broadcast is 9-9:30 a.m. over the Red network; the Friday one is 9-9:30 p.m. over the Blue. Deal was set by CRA.

Joe Haymes and his band play the Woodland Country Club, Auburndale, Mass., June 9. On the 18th they play a date at Baltimore.

Ferde Grofe and his musical contingent will make a transcription for NBC June 1. Ed Kirkeby of CRA made the arrangements.

Five CRA orks have recording dates arranged with Master records. They are Rita Rio, Frank Dailey, Harry Reser, Stan Myers, Blue Barron. Charlie Barnet is in process of creating a new series of platters for Victor.

The Oxford Ensemble under the direction of Milton Wittgenstein, offers an unusual program of esoteric music by Couperin, Halvorsen, Caix de Herveillois, Orlando de Lassus and Leclair, for viola da gamba, flute and piano. Instruments are from the Bilstein collection. The Ensemble is heard every Sunday over station WQXR.

Effective today, KDKA will carry

a daily program from The Willows at Oakmont, near Pittsburgh. The Art Show Orchestra will be heard at 12 midnight Mondays through Fridays and 12:30 a.m. Saturdays.

Two new musical aggregations will be heard over WHN, originating in Cincinnati, effective tomorrow. Ross Pierce and his band will be ethered from 9:15-9:30 p.m. and Bert Block and his band from 10:15-10:30 p.m.

George Eisold, staff pianist at WHBL, Sheboygan, Wis., veteran theater pianist and organist, contributes 15 minutes of old favorites daily, via that station.

Lee Elliott with his Romantic Rhythm will be heard in Atlantic City on May 22, 23 and 24. He begins a two-week engagement at Palisades Park, N. J., on the 31st. Bookings were made through Bert Salter and Harry Moss.

Irving Berlin plans to release "Gone With the Wind", by Allie Wrubel and Herb Magidson, on June 1. Guy Lombardo will introduce the number this Sunday on his 5:30 p.m. commercial.

Rubinoff will play his own composition, "Dance Russe", in "You Can't Have Everything", 20th Century-Fox production. A special spot was provided for the number and if arrangements can be completed he may go into a second picture immediately after his present assignment.

Louis Panico and ork play the Avalon, La Crosse, Wis., June 2, and the Surf Ballroom, Clear Lake, Iowa, June 15.

Wayne King and his orchestra will be heard from the grounds of the Great Lakes Exposition May 29.

Bobby Grayson's ork has taken over at the Gunter Roof, San Antonio, for the summer.

★ ★ ★ QUOTES ★ ★ ★

"We believe that before many radio years have passed, script shows will be featured on a double scale. Listeners have found that a cleverly written script can provide equally as much entertainment as the more pretentious variety and musical shows. We have been on the air in a script show for six years, and have noticed a gradual turn toward our kind of entertainment. Now we have a listening audience which extends into the millions. Other script shows have reported similar increases, so the future is a bright one."—LUM AND ABNER.

"Commentators were not particularly successful when radio began its upward climb for a very simple reason—there was little or no events of world-wide interest. It was in the midst of our depression period that commentators began taking on importance. Important events hap-

pened with surprising regularity, and there became a demand for radio spielers. Now the world is caught in civil wars, coronations, and recovery to provide commentators like myself with excellent material."—JOHN NESBITT.

"There has been a lot of talk about all the popular songs following the same pattern, the same amount of bars and the same old love angles. May I suggest that tunesmiths follow the policy employed by the old masters. Let them put some of great poems to music. The idea worked out nicely in the cases of such greats as Johnson, Keats, Kipling and Shakespeare. Today we have our Guests, St. Vincent Millays and the recent winner of the Pulitzer Prize, White. Their masterpieces would make great material for songs that would really be different."—ERNIE WATSON.

NEW PATENTS  
Radio and Television

Compiled by  
John B. Brady, Attorney  
Washington, D. C.

- 2,080,411—Thermionic Oscillator. Keith B. Eller, Metuchen, N. J., assignor to The Western Union Telegraph Co.
- 2,080,423—Monitoring System. James M. Kane, Los Banos, P. I.
- 2,080,429—Aneroid Condenser. James A. McNally, United States Navy.
- 2,080,448—Direction Finder. Arthur L. Thurston, Wantagh, N. J., assignor to Airplane & Marine Direction Finder Corp.
- 2,080,449—Cathode Ray Tube. Manfred von Ardenne, Berlin, Germany, assignor by mesne assignments, to RCA.
- 2,080,459—Modulating System. Robert S. Caruthers, Wenatchee, Wash.
- 2,080,511—Device for Locating the Position of a Movable Body. Hjalmar E. Sjostrand, Ravala, Grangeberg, Sweden.
- 2,080,539—Radio Antenna Retracting Mechanism. George E. Irvin, Kansas City, Mo., assignor to Pioneer Instrument Co. Inc.
- 2,080,554—Volume Control System. Irving Wolff, Merchantville, N. J., assignor, by mesne assignments, to RCA.
- 2,080,571—Modulation Controlled Magnetron Oscillator. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,080,572—Modulation System for Ultra-High Frequency Waves. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,080,577—Radio Frequency Transmitter. Maurice Ponte, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.
- 2,080,581—Volume Control System. Rogers M. Smith, Merchantville, N. J., assignor, by mesne assignments, to RCA.
- 2,080,613—Light Operated Electric Photometer. Bruno Lange, Berlin, Germany.
- 2,080,628—Gas-Filled Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampfabrieken.
- 2,080,646—Visual Resonance Indicator. Harold A. Wheeler, Baltimore, assignor to Hazeltine Corp.
- 2,080,837—Tube Base. Terry M. Shrader, West Summit, N. J., assignor, by mesne assignments, to RCA.
- 2,080,926—Light Sensitive Device. Frans M. Penning and Marinus J. Jansen, Eindhoven, Netherlands, assignors, by mesne assignment to General Electric Co.
- 2,080,913—Radio Tube Shield. Frederick Hafecost and Edward F. Staver, Brooklyn, assignors to Goat Radio Tube Parts, Inc.
- 2,080,927—Translating Means for Television Impulses. Amyle P. Richards, Clifton, Ky.
- 2,080,942—Apparatus for Use in Television. Carl J. Joers, Los Angeles.
- 2,081,125—Space Discharge Tube. Emmett F. Carter, Emporium, Pa., assignor to Hygrade Sylvania Corp.
- 2,081,127—Electrical System. Philip J. Konkle, Philadelphia, Pa., assignor to Philco Radio & Television Corp.

SEATTLE

Loren Stone, KIRO commercial manager, is Mr. "Glad" Stone since arrival of a "birth" Stone at his house. Newcomer christened Loren Jr.

Paul Boesch, wrestler, doing a sports talk series on KXA.

E. M. Doernbecker, deceased president of Puget Sound Broadcasting Co., Tacoma, left a will disposing of \$150,000.

KVI, Tacoma, in conjunction with a movie theater, is holding a weekly community sing, with Herb Ford as emcee.

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 Events

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

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

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

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

June 4: Actors Equity Ass'n annual election.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

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

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

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

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

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

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

1	9	3	7
4	5	7	
10	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

May 21

Greetings from Radio Daily

to

Horace Heidt      Frank Cooper  
Lucille Manners      Leonard Stokes

May 22

James Farrell      H. Ward Wilson

May 23

Luise Barklie      Maurine Ward  
Freddy Miller      C'Lyle Stevens

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 35 of a Series

### WMBG—Richmond

1210 K. C.—250 Watts Day, 100 Watts Night

WILBUR M. HAVENS, Gen. Mgr.

C. B. JONES, Vice-Pres.

CHARLES WOODWARD, Secretary

WMBG, Richmond's baby broadcasting station, is owned and operated by Havens & Martin Inc. Licensed to operate on a clear local channel, WMBG airs 17 hours daily with an unlimited schedule prevailing on Sundays. It is the only outlet for the Columbia Broadcasting System that regularly services one of America's richest markets, the Virginia tobacco territory.

Established Jan. 7, 1927, WMBG celebrated ten years of service only a few months ago. During the first few months of its existence, WMBG operated with a rated power output of about 10 watts and the station transmitted programs on an irregular schedule using a gramophone as its sole source of entertainment. But time buyers were not slow in realizing the importance of the station. Its coverage, even in those pioneering days, included a market that every advertiser wished to reach. Billions of dollars were being handled annually in the markets reached by WMBG. Almost 2,000,000 persons could be reached through the medium of radio. The first client of the station purchased his time the latter part of 1927, and before the year was out new accounts were being added at regular intervals. Today WMBG carries 21 hours of network commercials a week in addition to its local schedule of long satisfied clients.

Business offices, studios and transmitter are all located in the center of downtown Richmond and cover the city trading area with an intensive signal. Power is 100 per cent modulated with crystal control. The station is thoroughly equipped to handle all forms of transcribed programs using 78 and 33-1/3 r.p.m. double turntables.

Listed among the advertisers who employ WMBG to reach their consumers are the nation's largest manufacturers. Chevrolet Motor Co., Cocomalt, Gulf Oil Corp., National Biscuit Co., Colgate-Palmolive-Peet Co., Stewart Warner Corp., Lever Bros., R. J. Reynolds Tobacco Co., Ford Motor Co., Campbell Soup Co., Liggett & Myers Tobacco Co., Chrysler Corp. and Sinclair Refining Co. are only a few of the list. Artists heard over the station include Joe Penner, Rubinoff, Phil Baker, Major Bowes, Babe Ruth, Horace Heidt, Victor Moore, Helen Broderick, Al Jolson and Ken Murray.

Wilbur M. Havens, the original founder of WMBG, is president of Havens & Martin, owners of the station. Other officers are C. B. Jones, vice-president; Charles Woodward, secretary, and Wilfred Wood, treasurer and chief engineer. There are 31 full time employees on the regular staff. Furgason & Aston Inc. represent the station.

## If I Had A Radio Station to Manage

The second in a series of brief articles by a man who has had extensive experience in serving stations, advertising agencies and advertisers in their radio program requirements.

SOMETHING to think about in cities where there are more than one or two radio stations, is originality of program ideas—showmanship. The tendency on the part of small stations is to mimic the networks—with cheap, second-rate imitations of "stunts." Generally the copy is a poor one and listeners still reserve the right to snap the switch putting the station off the air as far as that radio set is concerned.

If I had a radio station to manage, I would insist that my production department, sales crew, employees in general, submit what they would consider new ideas for programs. Stunts on location—in the studios—remotes at public events—anything which the station has never before sponsored. These ideas could then be culled and whipped into shape, with a printed or multigraphed presentation sent out to prospects telling them of these bits of showmanship, and making them available for sponsorship. When

one of these ideas is sold, the creator would be given a bonus.

This means that the entire station staff would be in competition to discover something original and feasible for the station to produce—getting them away from the confines of weather reports, time signals, atmospheric conditions, race results, and the condition of Farmer Brown's cow.

It means that the station will indulge in a bit of showmanship from time to time which will create new listeners—bring advertisers better results. Stations must not lose sight of the fact that they sell listening circulation, just as magazines and newspapers sell reading circulation. Only the editorial content is what the readers want. The advertising is secondary—injected subtly—and when people read—the MORE people who read—the better chance the advertiser has of increasing business. In radio it is entertainment content. The commercial copy read over the

## PROMOTION

### Department Store Service

Kasper-Gordon Studios, Inc., Boston, program planners and transcription producers, have created a new department store service to be sold through radio stations to department stores. Schedule covers an entire year, with promotional and merchandising tie-ins for each department and programs covering every phase of retail sales. Service is something new, never before done in the history of radio or retailing. Producers are seeking representatives to handle service in various parts of United States. Entire department store division under the direction of L. H. McCracken.

### Buddies' Club Tieup

Butter-Krust Buddies, a club for boys and girls, is being conducted at WBIG, Greensboro, N. C., in connection with the thrice weekly Clegg's Butter-Krust Bread program, "The Freshest Thing in Town."

Aim of the club is to promote good health, better grades in school and obedience to parents. Instructions for club joiners are given in the broadcasts.

### Broadside on Sport Program

WMAS, Springfield, Mass., has put out a four-page broadside on its daily Racing Review and Sports Parade. The front and back pages are one large layout of photos of sporting events. The inside pages list the features of the program with details of participation advertising of spot flash nature, together with prices. Warren Greenwood, chief announcer, is in charge of the program.

### WICC Market Data

A handsomely printed color brochure giving detailed market data on WICC, Bridgeport, has just been placed in distribution. Charts and other informative illustrations are included in the folder.

air can get only the listeners the entertainment commands. Make your programs good and your advertisers will stick because the public will stay tuned in, hear the sales message, and a greater percentage will buy. It's not such a very vicious cycle—but a very logical one.

## ONE MINUTE INTERVIEW

PHIL BAKER

"The radio stooge of today is a spiritual descendant of the court jester of medieval times. Like the clown who entertained guests at the king's court with his impudent sallies, the stooge can and does insult his master with impunity. Stooges aren't lowly persons. They're privileged characters. But they must be funny!"

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Five-Program Facilities Are Installed by WBNS

Columbus—New facilities installed at WBNS make possible the feeding of five individual programs to stations simultaneously. The equipment, furnished by Collins Radio Co., enables feeding 28 loudspeaker circuits at the same time. There is unlimited remote control and network termination facilities, new type volume indicator, new console, new loudspeaker cabinets of the "base-reflex" type, special switching control panel with duplicate amplifier and operating equipment on the sides, etc. New equipment covers frequency range of 30 to 15,000 cycles with a distortion of less than one tenth of one per cent.

### Station Improvements

Dodge City, Kas. — KGNO has asked the FCC for permit to install a new transmitter and erect a vertical antenna, along with increase in power to 1 kw.

Walla Walla, Wash. — Changes in equipment, erection of a new vertical antenna and move of transmitter site are planned by KUJ, together with power increase to 250 watts.

Bismarck, N. D.—KFYR has applied to the FCC for authority to install new automatic frequency control equipment.

Auburn, N. Y.—License to cover construction permit for a new transmitter and antenna, increase in power and move of transmitter, has been requested by WMBO from the FCC.

### Lubcke's Television Talk

West Coast Bureau, *RADIO DAILY*  
Los Angeles — Harry R. Lubcke, Don Lee television chief, will talk to 600 delegates to the annual convention of Pacific Coast Electrical Ass'n at Hotel Huntington, Pasadena this weekend, on "Processes and Progress in Television." During the three-day session, he will broadcast (sight only) in a series of demonstrations which will be sent from the Don Lee image transmitter at Seventh and Bixel Streets, to Pasadena, more than eight miles away.

### Private Brand Sets

Springfield, Mass.—United American Bosch Corp. is discontinuing the production of trade mark radio receiving sets on June 1 and will make only private brand sets in future. There has been a marked increase in demand for private brand sets, the company states.

## Get Used to Old Radio Sets

Speaking at the RCA-Victor sales convention in Chicago this week, David Samoff said:

"Though radio has made America more musically appreciative, it has also given us millions of tin ears. People get so used to their own radios that even after the sets are five years old or older the owners maintain they sound better than the finest new receivers. But if you can get new sets into the homes for a few days, the family will get accustomed to the fuller toned radios and will be willing to discard obsolete sets."

## Scophony Demonstrates Big Screen Television

London—Designed chiefly for reception and transmission of films, television apparatus employing a screen 5 x 4 feet has been successfully demonstrated by Scophony, Limited. Test was directed by Solomon Sagall, managing director. Brilliance and definition were so good that viewers believed they were watching the actual screening of a movie.

Soviet government has bought similar apparatus for its new Moscow television plant.

### Joins NBC Engineer Staff

Harry E. Hiller was added to the NBC studio engineering staff in New York this week. Hiller's experience in the sound engineering field was gained by long association with such leading New York theaters as the Radio City Music Hall, Center Theater, Capitol, Roxy and others. This is his first connection with NBC.

### KTSA Air Conditioning

San Antonio—Executive offices of KTSA atop the Plaza Hotel are being air-conditioned throughout. Station Manager H. C. Burke has his temporary office on the third floor of the same hotel building. L. M. Treet, Hearst radio field technical representative, has been here on a business visit.

### Recording Studios Damaged

West Coast Bureau, *RADIO DAILY*  
Los Angeles—Fire spreading from an adjoining cafe burned off the roof and damaged studios of Recordings Inc. on Wednesday night. With equipment unharmed, Manager Larry Pfeiffer cleared away much recorded disks for Radiooids. Company will continue activity during repair work.

### WMAZ Adding Space

Macon, Ga.—To accommodate additional auxiliary equipment now being installed, WMAZ is taking 200 square feet of floor space in another room of its transmitter building.

## New WBS Chi, Studios Are Opening Tomorrow

Chicago — World Broadcasting System will open its new \$200,000 studios at 301 E. Erie street tomorrow. Plant, a one story structure has three studios and an audition room. Opening of the new studios will enable World to do its processing here. Henceforth test pressings will be available here, greatly speeding up the service to advertisers.

A. J. Kendrick is local manager and Read Wight is sales chief.

### 1938 Jobbers' Display

Portland, Me. — Representatives of nine Maine radio jobbers have voted to hold a showing of 1938 radio models for dealers of Maine and Northern New Hampshire on June 29-30 in the Lafayette Hotel.

Arrangements are by H. C. Merrill of the James Bailey Co., Christian Olson of the Farrar-Brown Co. and W. J. Hill of the Hub Cycle & Radio Co., all of Portland.

### P. C. Tuttle at WHK-WJAY

Cleveland—P. C. Tuttle has been added to the engineering staff of WHK-WJAY. He was with American Telephone & Telegraph for eight years, and last year he aided P. J. Eubanks, WHK-WJAY engineer, in building the studio equipment for WJAY's Carnegie Hall studios prior to the move to the Terminal Tower.

### Installing Audition Equipment

National Recording Co. has signed a contract with Air Features Inc. to equip the latter with a complete sound and play-back system. With new equipment installed, it will be possible to pipe auditions, etc., to each office individually through the aid of amplifiers, microphones and loud speakers.

### Zenith Radio Earnings Up

Chicago—Zenith Radio Corp. net receipts for the fiscal year ending April 30, 1937, totaled \$1,825,000, equal to \$3.70 a share, compared to \$2.46 a share earned the year before.

## New Transmitter Plant Is Completed by WGH

Newport News, Va.—WGH, Tide-water Virginia station, has completed construction of new quarter-wave vertical radiator, and transmitter plant. Due to its location at the immediate edge of Hampton Roads, the Newport News set-up is considered one of best in the country. Salt water acts as conductor in throwing signal over the historic countryside. International Derrick Co. furnished the tower, the entire construction campaign being supervised by Chief Engineer Horace E. Slone.

### W. E. Band Pass Filter

Now that both radio beacon signals and weather reports are put on the air simultaneously by Department of Commerce airway stations, a new unit has been devised which enables a pilot to listen exclusively to one or the other. This unit is being introduced by Western Electric for use with existing airplane radio receivers. It is known as a band pass filter and it operates by filtering out the frequencies of either the beacon signal or the weather report, permitting only one or the other to enter the receiver.

### Sound Effects Gadgets

Chicago — Electric rain machine which NBC sound men recently built has been such a wow that they are turning out a new device to reproduce sounds of cars, motorboats, airplanes and such. It's great for points of broadcast outside studios, being easily portable.

### KYA Transmitter Near Ready

San Francisco — KYA's new 5,000 watt transmitter at Candle-stick Point will be operating by the end of the month, according to Paul Schulz, chief engineer.

### KMJ on 1,000 Watts Full Time

Fresno—KMJ, the McClatchy station here, last night increased its power output to 1,000 watts full time. Station has been operating on 1,000 watts daytime, 500 night.

## 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

## GUEST-ING

MARGARET TALLICHET, David O. Selznick's newest discovery who makes her screen debut in "A Star is Born" and soon will be seen in "Prisoner of Zenda," will be interviewed by Radie Harris tonight at 8 over WHN. Bert Champion, United Artists radio contact, arranged it.

JEAN PARKER, sister of Frank Parker, is Louis Katzman's guest today on WINS at 11 a.m.

YOICHI HIRAOKA, xylophonist, on Magic Key of RCA, Sunday (NBC-Blue, 2 p.m.).

EFREM ZIMBALIST, on Ben Bernie's program, June 1 (NBC-Red, 8 p.m.). Booked by Herman Bernie office.

## VIEWPOINTS

## Says Television Combines Movies and Radiofacsimile

"I have been trying to think of a way to describe how television works which would not only be clear and reasonably interesting, but also would be straightforward enough for you to be able to pass along. I think I can describe it best as a combination of two principles—the principle of the motion picture and the principle of the radiofacsimile picture.

"Of course, I don't have to explain to you the principle on which the motion picture works, but I should say that the modern equipment projects 24 separate pictures, or frames, per second. In other words, 24 separate 'still' pictures per second come at you rapidly enough to fool you into thinking that the objects in the pictures are themselves moving.

"Radiofacsimile, however, may need a little explanation. There are several different systems of sending facsimile pictures by radio and by wire, but I will not attempt to differentiate among them since the general idea is the same in each method.

"At the transmitting end the picture is placed on a roller and a pencil of light crosses and recrosses the picture, thus dividing it up into a series of lines. This process is known as 'scanning'. At the receiving end, a piece of paper is brought into contact with a printing device which re-

## ★ Coast-to-Coast ★

EDGAR A. GUEST has completed five years as emcee for Household Finance Co. show in Chicago.

*Signing of WLBC, Muncie, for the "Morning Bulletin Board" makes the 14th new station contracted by Star Radio Programs Inc. for the morning program in less than a month.*

Walter Newton has joined the announcing staff at KTSA, San Antonio.

*Eleanor Harris, lyric soprano of New York and Winston-Salem, N.C., and who was guest soloist on the KDKA Strollers Matinee in Pittsburgh a few months ago, is being married in New York today to Graham W. Lightner, formerly of Pittsburgh.*

Roland Winters, announcer for the Colonial Network in Boston, is back on the job after an illness of two weeks.

*Valente Garza, radio singer from XEPN, Piedras Negras, Mexico, with Francisco Proa, violinist, were entertained in San Antonio recently by the Protective Mothers' Association.*

Bob Heiss is the new chief of announcers at WTMJ, Milwaukee, and has succeeded Johnny Olson on the Master of Rhythm program.

produces those same lines with comparable degrees of shading. A single 8-by-10 inch picture can be reproduced by facsimile in about 20 minutes, from the first line to the last.

"Speaking generally, and distinctly not technically, television combines the principles of radiofacsimile and motion pictures by the simple process of speeding up everything to a tremendous rate so that instead of taking 20 minutes to reproduce a single picture by means of lines, the television sends 30 complete pictures every second.

"Thus it is quite simple to transmit a movie film by analyzing each single picture, or frame, into lines, and sending the complete frames one by one at the same instant as they pass through the projector.

"Actually the facsimile equipment now in use is not speeded up to this extent due to the limitations of the mechanical scanning apparatus; and so before high definition television could be realized engineers had to find a new means of scanning the pictures at the terrific speed required. Here is where the famous Dr. Zworykin came to the rescue with his Iconoscope, an electronic device."

—E. H. P. JAMES.

## Must Make Commercials Attractive as Mag Ads

"The integrity and tenure of sustaining programs will eventually have to be as secure as the first page of a newspaper, and the commercials on programs as attractive as magazine and newspaper advertising. No

When Glenn Riggs puts on his KDKA (Pittsburgh) Strollers Matinee at noon Tuesday, he will step out of character as emcee and into the role of character songster for two numbers. Incidentally, Glenn dusted off his old broken trumpet, his iron-bound trumpet, the other day and has been seeking secluded spots for surreptitious practice sessions.

*KYA, Oakland, fearlessly spotted a unique "farewell party" for a local socialite Wednesday night at 10 p.m. right in a surrounding sea of dance remotes on other stations. Bucking dance bands with a spot program of talk was something new for the outlet. Affair was a testimonial to Lucretia del Valle Grady on the eve of her departure for the League of Nations meet at Geneva where her husband is the American delegate.*

Pat Flaherty, sports commentator at WOAI, San Antonio, has been doing a bit of public speaking at Rotary and other get-togethers in that region lately.

*"Eckerd's Sidewalk Interviews", thrice weekly feature at WIS, Columbus, S. C., with Frank Burger at the mike, is developing into a big mail puller, according to the program department of the station.*

one ever expects the newspaper or the magazine to sell of itself, but most of us have the feeling that a good program on a well listened to station will sell anything, no matter what the 'copy' or appeal of the product. There is no reason in the world why radio commercial copy shouldn't be as inspired as the printed word. Let us have the program deliver the audience—and leave the selling where it belongs."

—JOSEPH M. KOEHLER.

## Says Artists Shouldn't Read Commercial Copy

Our radio stars have invaded the field which was, at one time, the exclusive territory of the announcer. It is THEY who have now begun to boost their sponsors' products to the sky!

The radio audience looks upon a performer as an air luminary whose particular mission over the waves is to provide entertainment. He is not expected to persuade and convince people that his sponsor's products are the best on the market. Neither is he asked by his followers to give them a lesson in high pressure salesmanship.

Of course, a few remarks here and there, colored with a gentle and humorous twist, are not at all harmless, but—just a few!

A little plug is all right with an audience, but, sponsors never can tell—they're liable to run up against a short-circuit one of these days!—LEO REISMAN.

★ F. C. C. ★  
ACTIVITIES

**ACTION ON EXAMINER'S REPORTS**  
WMBD, Peoria. Granted CP to install new transmitter and increase power to 1 Kw. night, 5 Kw. day.

W. H. Marolf, Escanaba, Mich. Denied CP for new station. 1500 kc., 100 watts, unlimited.

Escanaba Daily Press Co., Escanaba. Dismissed CP for new station. 1500 kc., 100 watts, daytime.

KGGC, San Francisco. Granted Mod. of license to 1420 kc., 100 watts, unlimited.

WNRI, Newport, R. I. Denied Mod. of CP for change in hours of operation.

WTHT, Hartford. Granted Mod. of CP to change hours of operation to unlimited. 1200 kc., 100 watts.

E. Anthony & Sons, Inc., Pawtucket. Denied CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

KPPM, Greenville, Tex. Denied CP to make changes in equipment, change frequency and increase power.

Hunt Broadcasting Assn., Greenville, Tex. Granted CP for new station. 1200 kc., 100 watts, daytime.

WAAB, Boston. Granted mod. of lic. to increase day power to 1 Kw. 500 watts night, 1410 kc., unlimited.

KWBG, Hutchinson, Kas. Denied CP to make changes in equipment and move transmitter.

Cadillac Broadcasting Co., Detroit. Dismissed CP for new station. 1140 kc., 500 watts, daytime.

## APPLICATIONS RECEIVED

Birmingham News Co., Birmingham. CP for new relay station. 1646, 2090, 2190 and 2830 kc., 20 watts.

Tom Olson, Port Angeles, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

**ORAL ARGUMENTS GRANTED**  
Following oral arguments will be held on June 24: Peninsula Newspaper, Inc., Palo Alto, Cal.; Arthur H. Croghan, Minneapolis; North Georgia Broadcasting Co., Rossville and Rapids Broadcasting Co., Cedar Rapids, Ia.

## NEW BUSINESS

## Signed by Stations

## WIS, Columbia, S. C.

Allis-Chalmers Mfg. Co., disks, through Bert S. Giddings Agency, Milwaukee; Nu-Enamel Distributing Co., UP news; DuPont Paint Parade, through Lorick & Lowrance Inc.; Griffin All-White, "Tic-Toc Revue."

## WOAI, San Antonio

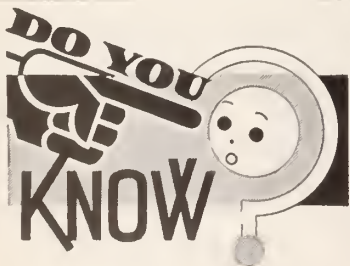
Elgin Watch, spots, through J. Walter Thompson, Chicago; Morten Milling Co., Dallas (LaFrance Flour), through J. Walter Thompson; American Tobacco (Cremo cigars), disks, through Lawrence Gumbinner Agency, N. Y.

## WMCA, New York

Ass'n of Pacific Fisheries, San Francisco, spots, through J. Walter Thompson, S.F.; Wipe-On Corp. (enamel-on), participations, through E. M. Freystadt Associates; Madison Personal Loan, two new programs, "Don Kerr Says" and "Joe Tobin Says," through Klinger Adv'g Agency.

## WGN, Chicago

Oregon State Highway Commission, disks, "Musical Call Box," through Botsford, Constantine & Gardner.



Based on use of electric power, Kansas City Power & Light figured one out of seven persons in Kansas City area tuned in before daylight for the Coronation ceremonies.