



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 59

NEW YORK, N. Y., FRIDAY, MARCH 25, 1938

FIVE CENTS

Petrillo Not Taking NAPA Offer

MASON TAKING CHARGE OF NBC'S SHORT-WAVE

Frank E. Mason, NBC vice-president and personal assistant of Lenox R. Lohr, network's president, yesterday was appointed director of all NBC short-wave activities.

In making the appointment Lohr said, "NBC along with other private broadcasters must see to it that the United States does not lag behind other nations in international short-wave broadcasting."

Mason is taking over the duties
(Continued on Page 2)

Ridge, Manager of WBIG Will Enter Political Race

Greensboro, N. C. — Major Edney Ridge, WBIG manager, has announced his candidacy in the Democratic primary for the nomination to represent North Carolina's sixth district in Congress. Among the eight candidates he was the first to de-

(Continued on Page 2)

"Full Consideration" By RFC For Radio Loans

Washington Bureau, RADIO DAILY
Washington—While no requests are pending on RFC books from the film or radio industries, the RFC will give "full consideration" to any picture or radio application backed by the necessary loan, Chairman Jesse H. Jones

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Heavy KLZ Schedules Work Engineers Overtime

Denver—With play-by-play broadcasts of games played during the National A. A. U. Basketball Tournament added to an already heavy

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\$3,000 Sets

Philadelphia — Rich Indian rajahs who go in for bejewelled cabinets, rare woods and similar luxuries are being offered \$3,000 radio sets. Philco's British affiliate has had sets designed by American industrial designer Raymond Loewy.

ACA STARTS NEW DRIVE TO ORGANIZE PERSONNEL

Following the recent shake-up in the American Communications Assn., headquarters regarding personnel and policies, it has been learned that organization is now in the midst of its largest drive to sign new stations nationally. Affiliated with the CIO, organization will stick to the policy recently inaugurated whereby new

(Continued on Page 2)

Mutual Signs for BBC's Wimbledon Tennis Match

Mutual Broadcasting System has signed for BBC's versions of the Wimbledon tennis match and is seeking to get a British okeh to record the event. If approval is granted, Mutual will rebroadcast the match in the evening, as the actual broad-

(Continued on Page 2)

Velotta Assists Carlin

Thomas Velotta of the NBC sustaining division has been promoted to assistant to Phil Carlin, sustaining department head. Velotta takes over the post vacated by Bill Card. At one time Velotta was connected with Richard Patterson's office, NBC executive vice-president under the former regime.

Chicago Labor Leader After Considering Local Obligations Realizes Drawback In Serving Other Interests

TWO-HOUR DEDICATION FOR COAST CBS STUDIOS

CBS yesterday announced plans for a special two-hour dedicatory program over its entire network from the new CBS building and studios April 30. Program, which will come from the new auditorium-studio where 1,000 people will be viewing

(Continued on Page 2)

Wattage Tax Is Feasible Cong. J. J. Boylan Insists

Washington Bureau, RADIO DAILY

Washington—Disregarding the recent blast of FCC Chairman Frank R. McNinch, Congressman John J. Boylan (N. Y. Dem.) in a statement issued yesterday declared that he was convinced that the profits made by the broadcast stations more than justified the enactment of his bill taxing stations on a wattage basis. "I feel certain radio stations

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WHA1 to Open April 30

Springfield, Mass.—Final approval of plans for WHA1, Greenfield, to be operated by John W. Haigis, has been received from FCC. Tentative dates for the dedication of the station and public opening have been set by Haigis for April 30 and May 1. While the studio in the Mansion House has been practically completed with

(Continued on Page 3)

Chicago—Although James C. Petrillo, head of the Chicago Federation of Musicians has made no public statement regarding his attitude toward accepting the offer of the National Association of Performing Artists to head the organization, it is understood from sources close to the labor leader that he has no intention of taking the job.

Petrillo has already made it clear to NAPA that he would not sever his AFM connections and since returning here he is believed to have definitely decided that it would be

(Continued on Page 3)

KYW TO CONTROL SONGS PLAYED FROM STUDIOS

Phila.—KYW through program director, James Begley, has ruled that music representatives, hereafter, if they wish to give professional copies of music to staff artists, must give them to librarian Arthur Hinnett and they become the property of the station. The program department effective immediately, is in full charge of song selections for all programs.

The ruling states also that the pro-

(Continued on Page 3)

RCA Facsimile Tests Set for April by WOR

RCA's experimental facsimile devices are expected to be installed as part of WOR's equipment within a month. At present, the New York

(Continued on Page 6)

Kate Smith As Commentator May Be Spotted By Gen. Foods

Pickford Cosmetic Test

Mary Pickford Cosmetics, Inc., will run a test radio series beginning early in the summer it was learned yesterday. New concern has appointed Campbell-Ewald Co. to handle its advertising. Entire campaign, including radio, is still in the first stages, and is not expected to be ready for another month at least, it was announced.

Kate Smith, under a special contract with Columbia Broadcasting System, will begin a thrice weekly series of news and human interests commentaries beginning April 4. New series, which will be started on a sustaining basis, will be heard for first two weeks at 3:30-3:45 p.m. Monday, Wednesday and Friday over a coast-to-coast CBS network. Ted

(Continued on Page 3)

Such Service

El Paso—KTSM is presenting a daily "Measle Club" program for school children at home with the measles. Show, which was conceived by publicity director Conrey Bryson when his daughter broke out with the sickness, consists of kid tunes and stories told by program director Roy Chapman.

Special Static

Portland, Me.—Mrs. Cecilia Fieldman, whose electrical equipment to remove warts and moles made it impossible for her neighbors to hear certain programs, was fined five dollars in municipal court. Witnesses, including several policemen, testified that reception within the radius of 200 feet was blotted out.



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

Vol. 3, No. 59 Fri., Mar. 25, 1938 Price 5 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIscotin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Mar. 24)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB MARKET

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Stromberg Carlson.

Mason Taking Charge of NBC Overseas Programs

(Continued from Page 1)

formerly handled by Percy Winner who resigned some weeks ago. Mason is well informed in international affairs having served as a captain in the AEF intelligence service. Later he became president of the International News Service.

He has been with NBC for seven years, serving as vice-president in charge of publicity and more recently as director of station relations. He speaks several languages fluently.

Ken Murray Renewal

Ken Murray has been renewed through July 29 as emcee of the Hollywood Hotel program by Campbell Soup Co. Frank Parker, who takes over singing duties from Jerry Cooper on April 1, is the only personnel change being made in show at present. Program is heard on CBS Fridays, 9-10 p.m.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

WWL—NEW ORLEANS

850 Kilocycles—10,000 Watts

VINCENT CALLAHAN, General Manager

FROM 10 to 50,000 watts. Such will be the record of WWL in July, 1938. In 1907, as an experiment of the physics department of Loyola University, WWL, which claims to be Louisiana's oldest station, came into being. Beginning with an aerial, picking up coded wireless messages, they soon added a crude transmitter to enable two way transmission. During the world war, the University placed its radio facilities at the service of the Federal government, and at the close of the war turned its attention to erecting an up-to-date broadcasting station. The Department of Commerce licensed WWL to operate with a power of 10 watts, and, on March 30, 1922, the station debuted with a concert from Marquette Hall on the Loyola campus.

By 1924 power was increased to 100 watts, and in 1928 to 500 watts, with a new transmitter and studios. Gradual increase of power continued until, on Easter Sunday 1929, a new 5,000 watt transmitter went on the air, and the station adopted a commercial policy. Not much later the studios moved downtown. They are now at the Roosevelt Hotel. On Oct. 2, 1932, with 10,000 watts, the new RCA antenna sent a stronger WWL out on the air. Despite a commercial policy, WWL does not lose sight of the educational and cultural side. It was among the first to broadcast local symphony orchestras, carry musical appreciation lectures, and develop talent for entertainment. WWL not only carries CBS commercial and sustaining programs, but devotes time to local activities. Recently, the FCC approved its application for power increase to 50,000 watts, the new transmitter to be in operation officially in about three months.

ACA Begins a New Drive to Get Station Members

(Continued from Page 1)

drive will include, in addition to the technical help, all other station employees including office help and talent.

Organization has already received one serious setback when it was learned that sentiment among AGRAP members has switched from CIO to an independent organization. However results of the AGRAP balloting have not as yet been revealed and outcome may be different from present indications.

Complete plans for the drive currently call for concentrated effort towards the technical employees, with talent drive still in its infancy and due for considerable thought and work before it can be put in actual operation.

Gross Tax Not Feasible Says Congressman Boylan

(Continued from Page 1)

can pay this tax," Boylan said. "Various members of both branches of Congress have at times suggested that this situation should be remedied, but all the suggestions were in the form of gross revenue or net income. This form of taxation with the varying sums and the large amount of labor involved is obviously not as workable as the one outlined in my bill." Boylan said that Congressman Thompson, Chairman of the subcommittee had not as yet set a date upon which to hold hearings on the bill. The proposed special tax, Boylan said, will be no burden on the broadcast industry as it represents less than six per cent of the revenue of the industry.

Mutual Signs for BBC's Wimbledon Tennis Match

(Continued from Page 1)

cast will be heard here in the morning hours.

Officials of the Wimbledon Lawn Tennis Assn. have been attempting to arrange with American networks for direct individual broadcasts rather than the BBC airings, but Mutual is taking the British network broadcasts.

Ridge, Manager of WBIG Will Enter Political Race

(Continued from Page 1)

clare himself, "100 per cent for the new deal." Major Ridge, a native of Greensboro, has had a distinguished career in the army where he served under General Pershing in Mexico and France; in newspaper work as part-owner and manager of the Greensboro Record; and at present in radio. He is married and very active in local affairs, especially those of the American Legion and Veterans of Foreign Wars.

Between Broadcasts

Eric Rolf, CBS announcer, will be married April 15 to Ruth Warrick, radio actress and singer. Marriage is set to take place during the early and repeat Boake Carter airing, of which Rolf is the announcer.

Advertisement for WABY Albany, N.Y. with slogan 'More Power for Your Job!' and 'NEW EQUIPMENT... NEW PUNCH!'

COMING and GOING

DONALD W. THORNBURGH, CBS vice-president, leaves the Coast Sunday en route to NAB Directors meeting in Washington. He will spend a few days in New York before returning on April 6.

VIRGINIA VERRILL flying to New York for a benefit appearance after her Jack Haley show tomorrow night.

BENNY KRUEGER, orchestra leader, has left for a vacation at Pinehurst, N. C.

JACK R. POPPELE, WOR Chief Engineer, and MRS. POPPELE leave for Europe on April 6.

FRANK GILLMORE, president of the Assn. of Actors and Artists of America, and PAUL N. TURNER, counsel for Radio Actors Guild and Actors Equity, are leaving town today for a cruise to Lima, Peru, aboard the Santa Barbara.

JOHN SHEPARD, III, president of the Yankee and Colonial networks, is in town.

NORMAN SIEGEL, radio editor of the Cleveland Press and NEA, is in town for a few days.

MURRAY GRABHORN, general manager of International Radio Sales, and NAYLOR ROGERS, Chicago head of the same firm, are in Los Angeles.

JACK GROSS, manager of KEHE, Los Angeles, is en route to New York.

BESS FLYNN, Chicago radio author, in town on business.

EDWARD WOOD, sales manager of WGN, is a New York visitor.

New CBS Coast Studios Will Get Big Sendoff

(Continued from Page 1)

the proceedings, will be aired from 11:30 a.m.-1:30 p.m. Also set for the same day are a series of special programs for the Pacific Coast group of CBS.

Special dedicatory program will feature one of the largest gatherings of radio and film luminaries ever brought before the microphone at one time. Leading commercials already set to emanate from the new studios include Lux, Rinsol, Campbell Soup Co., Camel Cigarettes, Comalut, Gulf Oil and others.

KYW Packs In April

Philadelphia — KYW expects to move into its new building sometime in April. The building, which is now more than three-quarters completed, was delayed by building and trucking strikes. Contract for several thousand dollars' worth of office furniture was recently completed.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

PETRILLO TURNING DOWN NAPA'S FANCY OVERTURE

(Continued from Page 1)
impossible to look after his Chicago interests and that of the NAPA also. Important among his outside activities is his directorship of the Chicago Parks system with its attendant political ramifications.

Also understood that Pres. Jos. N. Weber of the AFM never did like the idea of Petrillo and the NAPA tieup especially with the widespread publicity it received as a result of the tentative \$100,000 fee mentioned for the former. NAPA is seeking to collect royalties for use of records on the air, for its artist members.

KYW to Handle All Songs Played in Its Studios

(Continued from Page 1)
gram department will choose all songs and that the singer will have no choice in the matter except to reject a number that would be inappropriate. Policy is based on the point of view of listener interest and adapting songs to the artist; and that neither the station, artist or music companies' representatives would be obligated to one another.

On sustaining shows Al Watton of the program department will select the songs. James Harvey will seek to pick them for the local commercials, and Jan Savitt, station's musical director, for his own band.

A list of the songs to be used on shows will be on file at the reception desk a week in advance and can be seen by any accredited representative.

"Full Consideration" By RFC For Radio Loans

(Continued from Page 1)
said last night in clarifying the administration's advance plans of expanding industry financing, particularly to small business.

Jones said the RFC will "continue lending to both small and large industry" while a committee headed by Treasury-Secretary Morgenthau prepares for President Roosevelt a detailed plan for speeding business credit.

Previously some small businessmen have considered RFC loan-making similar to bank financing as "conservative".

NEW PROGRAMS—IDEAS

Old Inhabitants

In an effort to acquaint newcomers with the history of the city and its surroundings, KFRO, Longview, Texas, presents each week a long-time resident in an interview concerning things they remember about the vicinity which is the center of the eastern Texas oil fields. Program, conducted as a living room chat without prepared continuity, has revealed many unknown facts about the area and is particularly appropriate due to the many newcomers in the listening audience. Title is "Little Known Facts About Longview and East Texas".

Aviation Feature

National Aeronautics Association and the Denver Junior Chamber of Commerce, KLZ is launching a new aviation feature designed along educational lines with the full backing supplied by four major airlines.

The program, "Wings Over America," is broadcast on Friday evenings under supervision of Howard R. Chamberlain, production manager, who is an avid aviation enthusiast. The show is built around the adventures of Jack Knight, the air mail and commercial veteran who has spent more than 18,000 hours in the air as a pilot. As the show progresses, various contests will be announced, with suitable awards.

Heavy KLZ Schedules Work Engineers Overtime

(Continued from Page 1)
schedule, engineers at KLZ worked overtime last week, handling a total of sixty-seven remotes. To further complicate things, a new program, remoted from Denver's public market building six mornings a week, got under way.

In addition to the basketball games carried locally by KLZ, accounts of five separate contests were fed to KVOR, affiliated station located at Colorado Springs.

WHAI To Open April 30

(Continued from Page 1)
some of the furnishings already in place, work on the tower and power house have been delayed pending approval of the FCC.

Contracts will be closed this week with one of the big networks, Mr. Haigis said. The station will operate from 7 a.m. to 8 p.m. during the summer.

Kyser to Paramount, N. Y.

Chicago—Kay Kyser's Kollege of Musical Knowledge, has been set for fortnight at New York Paramount theater last two weeks of April. Also goes to Pennsylvania roof on June 1 for summer. Held over here at Chicago theater for part of second week where he has been packing them in despite usual Lenten lull in business. Also doubling at Blackhawk and doing his Lucky Strike show.

Blessed Event No. 8,000

On Friday, April 6, WDAS is prepared to broadcast the 8,000th birth of an infant at the Mt. Sinai Hospital. However the hospital is still guessing at the date not being very certain if it will fall on time. The staff at the station is undergoing all the anguish and expectancy of an expectant father, as 7,975 babies have been born to date. If and when it arrives on time, program will be broadcast from the hospital with added starters participating. Not only will the first baby born in the hospital be on the air but the 1,000th, 2,000th and every thousand till 8. The newest arrival will be represented by his father.

Sponsor's Own Contest

The gag between radio swingsters and anti-swingsters turned to a new battlefield in the Twin City area this week as a local advertiser is sponsoring two programs a day over radio station WDGY—one program dedicated to the original versions of old music favorites, the other to the modern swing style.

An early morning broadcast features the original orchestrations of such favorites as "Loch Lomond", "Ciribiribin", "Liebestraume" and others while a second broadcast following later in the same morning repeats the earlier program.

GENERAL FOODS EYES NEW KATE SMITH SHOW

(Continued from Page 1)
Collins will act as announcer, writer and producer. After first two weeks program will switch over to an evening period.

General Foods, now sponsoring Kate Smith Thursday nights over a nationwide network, has been advised of the new series, and though not definitely approving, has not turned thumbs down on the show. Sponsor at present is bankrolling Mary Margaret McBride five times weekly over CBS in same type show. However, RADIO DAILY has learned that General Foods, Inc. at present is considering taking over the new Smith shows also, and in addition other national accounts are at present making overtures to Collins.

Thursday night airing will not be affected by the added shows, with new programs airing under the special CBS contract. Also in the works at present is a newspaper syndicate series which is in the hands of the McNaught Syndicate.

Radio Voices Dub Film

Garnett Marks, George Tiplady, Mary MacCormack and Noel Mills were radio's representatives in the French religious film, "The Life of Sainte Therese", which was completed by Franz Telewski of the International Production Studios. Their voices were dubbed in the English translation of the original French dialogue.

If You Lived in Flint

... where there's only one Radio station in the city... chances are you'd listen to that station (WFDF) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one station" exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

WFDF
the only station in Flint
Primary pop. ... 253,210
Radio families
(primary) ... 52,698
Annual Retail Sales
(Flint only) \$57,094,000

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION

DETROIT
MICHIGAN



The Paul H. Raymer Co., Representative

EXCITING NEW PATENTED PREMIUM

Available to National Radio Sponsor

ROY POST, Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEA, 7:30 P.M.; author of game "Jury Box" ... now offers for premium use

UNIQUE NEW PATENTED Picture Mystery Card Game

A fascinating new \$1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N.Y.C.



PHIL WRIGLEY, exec of William Wrigley Co., personally ordered name of new Wrigley show changed from "Sing and Swing" to "Just Entertainment." Figured that all the recent criticism of swing would turn more listeners away from show than attract. Wrigley had show featuring George Devron's music on CBS two years ago titled Sing and Swing.

Commander E. F. MacDonald Jr., president of the Zenith Radio Corp. and party have landed at Miami, and returned to Chicago by train after almost three months cruising in the Caribbean and South American waters.

Loyal Rosseau handling broadcast on WGN Thursday of Stanley Cup championship hockey match in absence of Bob Elson who is in Los Angeles scouting the Cubs and White Sox.

George W. Gass of Chicago Heights, xylophone ace, goes to Cincinnati this weekend to be featured with Frank Simon's band on Armco Ironmasters concert.

Manhattan Mother, starring Kaye Brinker, which has been local sustainer, goes to full network starting next Sunday in spot vacated by Vick's Open House. Louise Fitch, Ken Griffin, Dan Sutter, John Walsh and Marie Hammond also are in it. Orrin Tovrov is author.

Betty Lou Smith, formerly secretary to Harry Mason Smith, WBBM sales chief, has gone to Hollywood and is organizing tours for Columbia's new studios there.

Ed Aleshire, vice president Benton & Bowles, Chicago, to California to visit wife who has wintered there.

Aged father of H. Leslie Atlans, Columbia vice president, and Ralph Atlans of WIND and WJJD, seriously ill. He is confined to Henrotin Hospital.

Associates of James C. Petrillo, AFM chief, threw a birthday party for him.

Ed Thompson, radio editor of "Milwaukee Journal," and Bob Boyd of same paper, down for Wrigley show opening and Boris Karloff party at NBC.

A. H. Walls, radio and music editor of the Saskatoon, Sask., Star Phoenix, stopped off to visit various studios here before going on to Toronto.



● ● ● From Our Little Red Book!... Benny Goodman and Victor are at war because Goodman recorded a tune not assigned to him... Don Ameche will be off this Sunday's Chase & Sanborn hour again because of illness... Edward G. Robinson is slated to do a bit of Judge Crater on "Big Town" shortly... Paula Gale will be the singer on the Joe Penner show... Vaughn De Leath starts a weekly series on NBC tomorrow... CBS sustaining artists will be notified of changes within the next few days... Beetle will be absent from the Phil Baker show Sun. because he's driving east... Summer shows at Young & Rubicam to replace Gulf and Town Hall will be decided on within the next two weeks... Hammerstein's Music Hall, which bowed off the airlines last week, opens today in Providence as a vaude unit with Ted Hammerstein, Fritzi Scheff, Eddie Leonard and Bernice Claire... MBS will send Johnny Johnstone and guest artists to Europe so that they might return aboard the New Amsterdam with the Queen of Holland. Network has an exclusive broadcasting tie-up and will shortwave from mid-Atlantic week of April 26... Ginger Johnson will be in charge of NBC's popular music dept., and Joe Lilly in charge of NBC's arrangers... Mrs. Martin Johnson will appear at Carnegie Hall next Friday nite with the initial showing of her African jungle picture—which is dedicated to her late husband.

● ● ● There'll be a merry, though serious-minded host of folks taking the Don Davis trip to Europe, July 15... The president of WHB, Kansas City, is heading a party which will visit England, Holland, Belgium, Germany, Luxembourg and France to not only sight-see but to combine a study of European radio with pleasure... Don originally planned the trip for himself and his family, but the travel agency convinced him that radio people would like to go along... That's how the idea started and that's why American radio men are planning to look over European version of "wireless" with Don.

● ● ● Benny Fields, Mary Small, Jerry Mann and Block & Sully are in the throes of signing as CBS artists... A serial takes the time vacated by Blackett, Sample & Hummert on CBS Fri. nites... "Hollywood Showcase" takes over the Sun. nite, 10-10:30 spot on CBS with Lud Gluskin's crew and Simeone Chorus... Lanny Ross is slated for a Hit Parade shot... Florence Freeman is written out of the "Big Sister" scripts to await a new tenant... Last Sat. nite when CBS staged a special broadcast on which Hollace Shaw, Ray Heatherston and a 50-piece symphony orchestra presented several classics and Maxine Sullivan and Leith Stevens' Sat. Nite Swing Club offered swing versions of these same classics to settle the controversy raging because Leo Fitzgerald of WJR, Detroit, cut Tommy Dorsey off the air... Miss Shaw, Heatherston and the symphony orchestra performed only special arrangements on this show—which were made for this occasion by Leith Stevens—who was competing as a swingster!

● ● ● Wm. C. Gillespie, General Manager of KTUL, Tulsa, and Mrs. Gillespie and small son, narrowly avoided serious injury last week when en route to Oklahoma City they were caught in a severe hail storm... Hail stones as big as baseballs badly bruised all three and virtually demolished the body and top of their automobile... There's an interesting little story back of the theme song used by Benne Alter on the "Mapleside Melody Time," program over WMT, Cedar Rapids, Ia... The song has been transcribed by Frank Voelker, radio's blind organist, but the unusual angle is that the melody is an original composition written by the sponsor, a Hatchery man... Composing music is a hobby of his.



KMPC is joining the "Buy Now" campaigns in an effort to aid local business. Station plans a series of announcements and brief dramatizations calling attention to the relationship between retail sales and employment, pointing the argument with the fact that sale of a new automobile means 511 man-hours work, or a new vacuum cleaner 47½ hours. Campaign is the brain-child of Leo Tyson, general manager of the station.

Jimmy Vandiveer, conductor of KFI's "Meet Some People", professes to believe that announcers don't get enough opportunities to talk... so he's staging a "Fast Talk" contest to permit of five KFI-KECA mike-men determining which of them can say the most in the least time over KFI. Hal Styles of KHJ's "Help Thy Neighbor" fame, who allegedly holds the world's record of 512 words per minute, will launch the speed demons on their vocal pyrotechnics with a word or two of his own.

Zeke Clements and his yodeling cowboys take a new time on KFWB. Formerly heard at 8:30 a.m. Mondays thru Fridays, the program switches to a 3:30-3:45 p.m. groove.

**YOWSAH!
YOWSAH!
YOWSAH!**

Thanks

**U. S. RUBBER
and
BEN BERNIE**

*For Renewing Our
Writing Contracts*

**PARKE
LEVY**

and

**ALAN
LIPSCOTT**

(Mgt. HENRY SOUVAINE, Inc.)

**ALBERT
MILLER**

(Mgt. WILLIAM MORRIS, INC.)

**Catch the ★ ★ ★
ANDREWS SISTERS**
on the Wrigley Program
"Bei" Gum
They're Terrific!
Mon.-Fri., 7-7:15 p.m., EST., CBS

GUEST-ING

BASIL DAVENPORT, critic, on Book-of-the-Month program, today (WQXR, 7:30 p.m.); MARQUIS CHILDS, journalist and author, tomorrow (8:00 p.m.); MARY H. COLUM, author and critic, March 27 (8:00 p.m.); MONROE LEAF, editor and author, March 28 (7:30 p.m.).

MAX LERNER, editor; THOMAS P. LAYER, N. Y. State Commander of the Veterans of Foreign Wars; DR. J. MAX WEIS, research director of World Peaceways, on World Peaceways Symposium program, March 28 (WQXR, 9:00 p.m.).

ALAN GERARD, baritone, on Benay Venuta's program, tomorrow (MBS, 2:00 p.m.).

DOROTHY DETZER, National Secretary of the Women's International League for Peace and Freedom, interviewed by Marsha Wheeler on Personalities on Parade, tomorrow (WKRC, 6:15 p.m.).

BUD FISHER, cartoonist, on The Cartoon Club of the Air, March 27 (WNEW, 6:45 p.m.).

TEDDY HART, stage star, interviewed by David Lowe on Sound Track program, tomorrow (WNEW, 7:00 p.m.).

MADAME MARIA GREVER, composer of Ti-pi-tin, on Horace Heidt's Brigadiers program, March 29 (NBC-Blue, 9:00 p.m.).

ALICE BRADY and EDGAR KENNEDY, screen players, interviewed by Feg Murray on the Bakers' Broadcast, March 27 (NBC-Blue, 7:30 p.m.).

SAM TAUB, boxing announcer, and HERB WEAST, sprinter, interviewed by Joco Maxwell on Sports Parade, tomorrow (WLTH, 6:00 p.m.).

DICK FORAN, film star, on Encore Theater of the Air, April 6 (KFWB, 8:30 p.m. PST.).

ARTHUR P. SEWALL, curator of the Flag House, Baltimore, on Maryland Day program, today (WBAL, 5:30 p.m.).

BARBARA STANWYCK in "Dark Victory" on Lux Radio Theater Apr. 4 (CBS, 9 p.m.).

GEORGE RAFT, DOROTHY LAMOUR, LYNN OVERMAN, and AKIM TAMIROFF on George McCall's program Apr. 5 (CBS, 7:15 p.m.).

Aintree Race on Mutual

Mutual via the BBC on Friday, 10-10:30 a.m., will broadcast a description of the running of the Grand National direct from Aintree, Liverpool, England.

ORCHESTRAS - MUSIC

By TED LLOYD

AFTER A HEATED DISCUSSION the other nite at which music publishers tied up with picture companies decided to calculate song performances on WOR, WABC, WEA and WJZ from EIGHT A.M. till ONE A.M. as "major plugs" instead of the usual 5 p.m. till one a.m. (less WOR)—the deal to start doing so beginning tomorrow morning was held in abeyance after a meeting in the offices of Buddy Morris, head of the Warner Brothers' music subsidiaries!... At this meeting with Morris was Max Dreyfuss and Henry Spitzer, representing their indie firms, Chappell, Marlo and Crawford Music... The latter two are definitely against such a move by Famous, Paramount, Robbins, Miller, Feist, Witmark, Harms, Remick and Berlin music companies... As pointed out here yesterday, such action would necessitate large additions in the staffs of the various firms, who believe that the time from 8 a.m. till 5 p.m. is just as important for the sale of sheet music, if not more so, than the time from 5 p.m. till one a.m.... Contending that there are just as many sponsored programs in the daytime as in the evening, the shows not covered now should be concentrated on!... Last word on the matter at press time, was that another meeting will be held today to give other publishers a chance to voice their opinion on the subject. If the count under the new system doesn't start tomorrow, it is definite to begin next Sat.... Those in favor of the change of setup will have their own report sheets and those against the proposition will remain under the present system is the way one publisher explained what the future held in store.... In any event, the unemployment crisis will be solved pronto and men will be put to work! Ascap ratings will not be concerned as it tabulates from 8 a.m. anyway.

"Baron" Elmore White, last week discharged as gen. professional manager for Paramount Music in the company's economy wave, yesterday received the final papers from the coast, making him a partner in the firm of Kalmar-Ruby, west coast publishing firm.... White will be in charge of the East with Jimmy Durkin assisting. Offices are located at 1619 Broadway—one door away from White's sitting room at Paramount!

Orrin Tucker's first WOR-MBS show from the Roosevelt Hotel had Guy Lombardo prior bandmaster there, welcome Tucker to NY.... The band didn't have much of an opportunity to show its originality on the initial shot because Kay Thompson, Jean Sablon and Hildegard came on as guestars and said a few words besides singing a few tunes.... However, Tucker has another slant on the "singing title" idea—that of having a duet sing the title and a vocalist take over the balance of the tune.... Band, armed with the duet, vocalist, Glee Club and Tucker's voice, will prove a mild sensation during their stay at the NY hostelry—it is our humble opinion!

NEW BUSINESS

Signed by Stations

WOR, Newark: Childs Restaurants, The Musical Gym Clock, through Blackett-Sample-Hummert.

KTSM, El Paso: Imperial Furniture Co., The Varsity Show; El Paso Petroleum Co., We the Jury, ETs; Harry Mitchell Brewing Co., time signals; Standard Oil Co., news program; Electric Refrigeration Bureau, Field Parker Co., W. T. Grant Co., Modern Stationery Co., Rogers Hoyt Furniture Co., Allen Arms and Cycle Co., and Warner Drug Co., El Paso Spring Fiesta Day participation programs.

WGN, Chicago: "What's My Name", audience participation program for Phillip Morris & Co. Ltd., 13 weeks effective March 25, through Biow agency. Thomas Conrad Sawyer, Manhattan Soap Co. for Sweetheart Soap, 2-a-week transcriptions, effective March 28 for 52 weeks, through Milton Weinberg Advt. Co. Los Angeles. Participation in Home Management program by Allen B. Wrisley Co., makers of Olivilo soap, effective April 4, through Behel and Waldie, Chicago.

REVIEW OF THE REMOTES: Dick Gasparre's crew coming through NBC-Red from the Ambassador Hotel in N. Y. the other nite sounded a little flat and in delivering their theme and we switched to Frank Dailey's crew via CBS.... This band played melody that was pleasing. Especially, "In a Garden in Granada" a tuneful ditty.... Bert Block was on NBC-Red with his "bell music" from the Rainbow Grill. It was refreshing to some extent.... Turning back to Gasparre's music we found the band rushing through medley after medley, apparently anxious to get a number of songs aired.



STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

WBOW Planning Move To New Studios in June

Terre Haute—A three story residential building has been purchased by WBOW to house its new studios and offices. The new location will provide room for four studios and office accommodations as well as a recreation room for employees. W. W. Behrman, station director, also plans to carry out the old-fashioned atmosphere of the building, and marble fireplaces, walnut trims and other fixtures will be refinished in keeping with the new location.

After the remodeling is done, a smaller building on the property will be altered into a WBOW playhouse. Station expects to move in June 1.

New French Coaxial Cable

Paris—A coaxial cable for television transmission is being installed between the northern regions of France to Paris. Three transmitters are also to be installed at Bordeaux for communication with Paris, Toulouse and Limoges.

Rome—A television transmitter operating on seven meters will be installed at Mount Mario, near here. Italy has been paying close attention to television progress and, despite the death of Guglielmo Marconi, continued research is being made. The new transmitter will swing into action this summer.

Belgium Plans Big Studios

Brussels—Plans are being made by the Belgium government for the construction of La Maison de Radio et Television. There will be 17 studios and they are expected to be the largest in the world. One of the studios will be 15,000 cubic meters in size. Installation of 300 amplifiers is also being planned now.

Mile of Sound

Washington Bureau, RADIO DAILY

Washington — Loudspeakers that could broadcast messages for a full mile were demonstrated early this week in Union Station. The broadcasts were made from a specially fitted pullman car by RCA engineers. Toby Wing, film actress, was a visitor to the exhibit which was sponsored by Southern Wholesalers, Inc.

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Double Features Next

(Special to RADIO DAILY)

London—London has 24 buses equipped with radios "to amuse the passengers." The installation has been made by the London Passenger Transport Board as an experiment with privately chartered coaches, but there have been persistent rumors that sets will be installed on regular routes. Board officials, however, are fearful that despite the fact that radio might "add to the general gaiety of our rather grim streets," arguments might arise over the selection of programs.

RCA Facsimile Tests Set for April by WOR

(Continued from Page 1)

station is testing Finch facsimile and will use both systems concurrently. Despite the fact that there are only five Finch receiving units in use for WOR's test, approximately 1,000 letters of inquiry have been received during the past month. Station plans to add to the present number of sets until 50 are distributed, as required by FCC regulation but inquiries are being answered with a letter and material explaining the function of facsimile. No sets, however, are being promised to those who inquired.

Facsimile set distribution is often held up, because of improvements that necessitate changing devices already distributed. Reception of facsimile broadcasts has not been limited to the New York area, though much experimentation is concentrated here. Reception has been reported by WHO, Des Moines and WHO's facsimile broadcasts have also been received by WOR. WHO is likewise experimenting with Finch apparatus.

RCA equipment will differ in some respects from its equipment in use between its New York and Philadelphia offices. Inter-office communication employs a separate channel for synchronization, while a single channel will be used by WOR. J. R. Poppo, WOR's chief engineer, is conducting the facsimile experiments.

Developments on the facsimile device of the late Dr. Fulton are expected to be resumed within the next few weeks. It is necessary for Ful-tograph to secure a majority approval from stockholders before proceeding further and a longer period of time than had been expected is necessary to receive stockholders' okehs. Several heirs, whose votes are needed, are abroad and there has been delay in reaching them.

WHFC Spending \$40,000

Cicero, Ill.—More than \$40,000 will be spent by WHFC to rebuild its studios this summer. Included in the plans is a studio seating 300 persons.

Special Set-Up For NBC's Symphony Shows

Musical critics have joined engineers in praising the reception of the NBC symphony orchestra, which is a result of the painstaking study made by chief engineer O. B. Hanson and his staff. Before the symphony series started, the NBC technicians decided that much of the criticism of radio reception was traceable to the fact that conditions under which the music was picked up were not controlled. Obviously, the thing to do was to control such conditions.

This was done by conducting experiments in acoustics and mike placement. The studio's (8-H) absorption and acoustical characteristics were studied and allowances were made for the sound-absorbent "material" furnished by the 1,500 people in the audience. After scientifically treated walls had been selected, the position of the mikes was determined. The velocity microphone was chosen. Recordings were made of rehearsals and tone signals were also broadcast over the network after stations had signed-off.

WGN's Building Plans

Chicago—WGN will start erecting its new 750 foot Truscon radiator on its transmitter site, which is 24 miles northwest of Chicago, about April. Completion is expected by May 1. Work will also begin in April on the transmitter house which is expected to be ready for operation in the fall. Foundations for the tower have been started.

Voltage Regulator Bulletin

Waltham, Mass. — A bulletin describing its voltage regulator has been issued by the Raytheon Manufacturing Co. Electrical characteristics, dimensions, stock ratings and prices on voltage regulators are included in the pamphlet.

\$250,000 for Aust. Tele

Sydney — Approximately \$250,000 has been earmarked for a television laboratory at Canberra by the Ministry of Post and Telegraph.

KFOX Shortwaves From Train at 80 Miles Per

Long Beach, Cal.—An experimental broadcast from a train speeding 80 miles an hour was made last week by KFOX. Lawrence McDowell, Lawrence Weston and Frank Goss installed KFOX's shortwave equipment, K1FO on a Santa Fe train and put over a series of five broadcasts on the train's initial run from San Diego to Los Angeles.

Transmitter, on 2150 kc., was anchored in the baggage car, immediately behind the engine unit and the antenna was strung on welded frame braces along the top of three cars behind the transmitter. Broadcasts were made from the engineer's cab, trains and on the observation car. Connected wires allowed for the insertion of amplifying units and microphones to allow broadcasts from any intermediate point in the various cars. Shortwave broadcasts were picked up near San Diego and run by direct wire to KFOX.

Pow-wow on Directionals

Chicago — A discussion on directional broadcast antennas was held at a recent meeting (March 11) of the Indianapolis section of the Institute of Radio Engineers at the Athletic Club. Dr. Victor J. Andrews spoke on the necessity for directional antennas. He also described the use of arrays of vertical radiators to obtain directional characteristics and examples of the placement of towers were given. Various features of design procedure were also discussed.

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ACTIVITIES

APPLICATIONS RECEIVED

Eastern Nevada Broadcasting Co., Ely, Nevada. CP for new station. 1500 kc., 100 watts, daytime.

Radio Service Co., Inc., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS

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

WILL, Urbana, Ill. CP to increase power to 5 KW. be granted. 580 kc., daytime.

L. E. Gubb Seeking Repeal of Federal Radio Taxes

Phila.—A recommendation that the present Federal tax on radio sets be repealed or revised was made by Larry E. Gubb, President of Philco Radio & Television Corp. "This tax," Gubb declared, "was put into effect at a time when radio could be considered a luxury or semi-luxury. The growth of radio has been so rapid that the situation has changed radically in a comparatively short time."

He also stated that it is generally agreed that taxes on necessities should be avoided and that, today, radio is a necessity. He pointed out that there are more radios in use than telephones or cars and that radio follows newspapers in disseminating information.

Gubb's statement was made in connection with the radio set industry's drive to eliminate or reduce the present five per cent tax. If, however, complete repeal of the tax is not possible at present, the Philco exec suggests a reduction to two and a half or three per cent (same as the auto tax.)

Gets BBC Television Job

Montreal—David Hofman, 8 years CFCF announcer at Montreal, has been appointed television announcer of the BBC at Alexandra Park, London, succeeding Leslie Mitchell who goes to British Movietone News. Job is considered very exacting as it bars the use of scripts. Unrehearsed comments are necessary.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

March 25th
Joseph Bell Mitchell Gertz

March 26th
A. L. Alexander

March 27th
Ned Wever

NEW PATENTS

Radio and Television

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

2,111,546—Electric Discharge Tube and the Like. John M. Bennett, Passaic, N. J., assignor to Hygrade Sylvania Corp.

2,111,587—Phase Modulation. Hallan E. Goldstine, Rocky Point, N. Y., assignor to RCA.

2,111,589—Amplifier. Paul F. G. Holst, Oaklyn, N. J., assignor to RCA.

2,111,598—Frequency Indicating and Controlling Apparatus. Warren A. Marrison, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,111,602—Electron Discharge Device. Victor L. Ronci, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,111,603—Phase Modulation. George L. Uselman, Rocky Point, N. Y., assignor to RCA.

2,111,625—Electron Discharge Device. Raymond A. Heising, Summit, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,111,626—Ultrahigh Frequency Generator. Raymond A. Heising, Summit, N. J., assignor to Bell Telephone Laboratories, Inc.

2,111,636—Antenna. Nile E. Lindenblad, Rocky Point, N. Y., assignor to RCA.

2,111,649—Electron Discharge Device. Albert C. Thomas, Lynchburg, Va.

2,111,665—Signaling System. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,111,694—Remote Control Mechanism. Heinrich Schroder, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose, Telegraphie m.b.H.

2,111,702—Circuit Arrangement for Amplifying Electric Oscillations. Maximiliaan J. O. Struitt, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,111,736—Automatic Volume Control with Noise Suppression. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,111,737—Local Oscillator Circuit Tuning Device. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,111,738—Tuning Arrangement for Automobile Radios. Walter van B. Roberts, Princeton, assignor to RCA.

2,111,743—Aerial System. Alan D. Blumlein and Edward C. Cork, Ealing, London, and Joseph I. Pawsey, Hillingdon, England, assignors to Electric & Musical Industries Limited.

2,111,757—Vacuum Discharge Vessel. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to Machinerieen-en-Apparaten Fabrieken "Meaf."

2,111,763—Radio Receiver. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.

2,111,764—Signal Converter Circuit. Dudley E. Foster, Orange, N. J., assignor to RCA.

2,111,765—Automatic Volume Control. Christopher J. Franks, assignor to RCA.

2,111,778—Fading Elimination. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,940—Braun Tube for Oscillographic and Television Purposes. Kurt Schlesinger, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.

2,111,941—Braun Tube for Producing Television Images of Large Size. Kurt Schlesinger, Berlin, Germany.

2,111,942—Electronic Tube. Kurt Schlesinger, Berlin, Germany.

2,112,029—Detector and Receptor Circuits for Ultrashort Waves. George R. Kilgore, Bloomfield, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,112,034—Electrical Discharge Device. Orrin W. Livingston, Schenectady, N. Y., assignor to General Electric Co.

2,112,040—Demountable Electrode Assembly. Lawrence D. Miles, Schenectady, N. Y., assignor to General Electric Co.

2,112,050—Electron Discharge Device. Horst Rothe and Werner Kleen, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,112,065—High Frequency Amplifier. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,112,080—Tube Rectifier Supply. William F. Eames, Edgewood, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,112,082—Method for Improving the Vacuum of Discharge Apparatus. Werner Espe, Berlin-Siemensstadt, Germany, assignor to Siemens & Halske, Aktiengesellschaft.

2,112,089—Phototube. Donald C. Haines, Newark, N. J., assignor, by mesne assignments, to RCA.

2,112,124—Phototube. Marten C. Teves, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,112,136—Electron Discharge Device. Huibert G. Boumeester and Klaas Posthumus, Eindhoven, Netherlands, assignors to N. B. Philips Gloeilampenfabrieken.

Associated Oil Sports

Sacramento—Howard Lane, general manager California Radio system today announced that contract had been signed with Associated Oil Company for exclusive broadcast of West Coast Intercollegiate track meets over the seven-station California Radio system. The series, extending over eight weeks will start when the U. of Southern California crew clashes with Fresno State at Los Angeles March 26, and will culminate with broadcast of west coast relays at Fresno May 14, Lane said.

Texas Relays on TQN

Dallas—WFAA and stations of the Texas Quality Network will handle exclusively events at the Eleventh Annual Texas Relays, Memorial Stadium, University of Texas, Austin, Saturday, April 2. Beginning at 3 p.m. CST, April 2, the broadcast will be handled by Hal Thompson and James Alderman, with Thompson at a microphone in the radio box at Memorial Stadium, and Alderman using WFAA's portable pack transmitter, W5XAJ, and following events on the field.

"Round Table" Booklets

Chicago—University of Chicago is offering in booklet form transcripts of its Sunday morning "Round Table" discussions over NBC. While the professors use no scripts, their words are taken down by stenographers and transcribed. Cost is 10 cents. "Round Table", continuing an apparently new policy of moving off the campus from time to time, switches to New York City next Sunday for a discussion of the Economics of Peace. Participants will be Walter Laves, League of Nations assoc. director; Raymond Leslie Buell, president of the Foreign Policy assoc.; and Prof. Eugene Staley of the University, now on leave of absence at the Fletcher School of Law and Diplomacy at Medford, Mass.

WPA Building WLBL Studio

The WPA will build WLBL's new studio at Central State Teachers College, Stevens Point, Wis. Actual construction will start about April 1 and completion is expected in early June. Studio will then be moved from the Fox Theater building.

More Social Notes

Cleveland—Leah Ray, the songstress, is planning to be married soon to David A. Werbling, vice-president of the Music Corp. of America.

Coming Events

March 28—Meeting of National Committee of Independent Broadcasters of the NAB, for non-network stations. At Hotel New Yorker, New York City.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

KNX's "Inclined Walls" Will Reduce Reflection

Los Angeles—Columbia Broadcasting System's new KNX studios will be formally opened April 30. Besides incorporating several architectural innovations, there are various improvements within studios and control rooms. Inclined studio walls have been installed to minimize the effect of "room flutter"—repeated reflections of sound between parallel surfaces. Walls slope inward from floor to ceiling, and walls and floors "float" on acoustical material which separates them from the building's main structure. Offices and studios are air-conditioned.

Jack Combs to WINS

Jack Combs, formerly associated with WMCA, has been named Assistant Program Director in charge of Commercial Programs of WINS according to an announcement from station made yesterday. New position was created due to increased commercial accounts brought into the station by Al Schillin, Director of Sales, within the past few weeks. Combs will audition 23 new commercial shows immediately for Schillin and Albert Cormier, station manager.

ONE MINUTE INTERVIEW

JOSEPH J. WEED

"The push-button (tuning) sets function by the pre-selection of the listener's favorite stations, with each desired kilocycle marking being linked to a separate button for automatic tuning. Some sets have as few as four buttons, some have eight and others have more. But the number of buttons is limited on each receiver and the absence or inconspicuousness of the conventional dial makes it imperative for a broadcast station to campaign for as many push-button listeners it can get. Such pre-selection on the part of the listener is a great compliment to the station and omission means virtual permanent elimination of reception in the set-owners homes."

★ Coast-to-Coast ★

THE Rowe Memorial Handicap, for three-year-olds and upward, to be run on April 2 at the Bowie Track will be picked up by WBAL and fed to the NBC-Blue network from 4:15 to 4:30 p.m. Clem McCarthy will describe the running of the race, assisted by John Wilbourn, chief announcer at WBAL. During the Bowie meet, which runs from April 1 to April 14, inclusive, WBAL will broadcast the feature race each day in addition to other races and news from the track.

Harry W. Flannery's "Views on News", broadcast for the last three years over KMOX, St. Louis, has been renewed for the fourth successive year by his original sponsors, the American Packing Company. Before he entered radio on KMOX, Flannery spent several years in editorial work on metropolitan newspapers, and acts as editor on all KMOX news broadcasts.

WBAL is cooperating in the Baltimore Annual Roll Call of the American Red Cross which opens next week, by presenting several programs during this week featuring prominent speakers, including Mayor Howard W. Jackson, Baltimore, and Dr. J. M. T. Finney, chairman, Baltimore Chapter of the American Red Cross. A number of musical organizations are taking part.

Allan Clark, program director and leader of WKY orchestra, has also been named head of the publicity department and director of the Artists Bureau. He takes over two jobs formerly held by Hal Scher who has been transferred to the night shift on announcing, position at which he formerly did bit jobs.

A gala anniversary program is being planned for Dow's Dawn Patrol on WKRC, when it celebrates its first year on the air, Sat. April 23. Al Bland, has been the pilot of the full-hour show since it began.

The Three Tune Tossers, Dick, Don and Shine are now being heard over

WMT of the Iowa Network. The trio has been featured in the past over WHO, Des Moines, WBEN, Buffalo, and Detroit stations, besides the NBC coast-to-coast hook-up and has a ready-built audience for their familiar songs dressed up with modern and unique arrangements.

KMBC's artist bureau, conducted by Jimmie McConnell, passed on nearly 800 amateurs in connection with the nightly amateur contests conducted at the Municipal Auditorium for the International Food Fair sponsored by the Kansas City Retail Grocers' Ass'n. Starting with ten acts to the bill, it was necessary to increase the number to seventeen to take care of all the promising talent which tried out.

Wilf Davidson, singing announcer, of CKY, Winnipeg, has been transferred to CBM, Montreal.

WRJN was host to hundreds the past week in connection with open house celebration at its new studios on the third floor of the American Bank & Trust Co. Bldg., Racine, Wis. For 11 years the station was located in the Hotel Racine, but its growth required larger quarters and so it was moved to the new quarters. Special features were broadcast during the week.

WTOL, Toledo

Additions to the staff of WTOL, include Clarence (Sonny) Bullard, who will write continuity, having been with the U. S. Advertising Corp., and several New York dailies; and John Byrnell, who will be an announcer, having formerly been with WXYZ, Detroit.

M. E. Kent, general manager of WTOL, has assumed the duties of program director, following the recent resignation of Lester Mitchell, who left last week for Bay City, Mich., where he has a similar position at WBCM. Mrs. Mitchell (Elaine Beeson), who conducts the "Woman's Spotlight" broadcast from WTOL, will join him soon.

Paul Spor, local band-leader and operator of a booking agency, is taking over the "Children's Workshop" for WTOL.

Miss Dorothy Diller, pianist, is now being heard over WTOL, Mondays, Wednesdays, and Fridays at 2:30 with the studio orchestra. Sterling Brand, a tenor, sings with Dorothy at 1:15 p.m. Sundays.

New series of historical dramas, based on events in Toledo's history, written by C. S. Van Tassel, will be broadcast starting Sunday over WTOL.

Claire Mast, pianist, formerly with WJR, Detroit, has joined the WTOL staff and is heard weekdays at 12:45 p.m.

A HOT TIP ON A COOL

\$70,000,000



THERE'S only *one* 50,000 watt station in Minnesota. There's only *one* clear-channel station in Minnesota. There's only *one* station that reaches *all* Minnesota day and night (conclusively proved in a recent P.T.A. survey). ☞ *That one station is WCCO, the Columbia network station for the Twin Cities!* ☞ This summer an *extra* two million people will swell Minnesota's spending power with an *extra* 70,000,000 dollars of vacation money. A hot tip for summer selling: you can reach *all* this free-spending market with only *one* station—WCCO. ☞ Have you all the facts about WCCO?

WCCO MINNEAPOLIS-ST. PAUL, A COLUMBIA STATION

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The greatest period of growth in the broadcasting industry occurred in the years 1922 and 1923 when the number of licensed broadcast stations jumped from a total of sixty to five hundred and seventy-three.