



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 38

NEW YORK, FRIDAY, APRIL 2, 1937

FIVE CENTS

CBS Television Site Set

Looking On ... AND LISTENING IN

FILM STARS A checkup of the entertainment scores made by film stars on the air doesn't back up the wail of movie theater men that the appearance of screen personalities on the radio is taking business from the box-office.

With but very few exceptions, film names have been duds as air entertainers.

Clark Gable, Mae West and Shirley Temple may be ace money getters for the movies, but they are the type of stars who must be seen to be appreciated. There are any number of radio actors who register better on the air.

Conversely, Jack Benny is not essentially a screen draw, and his pictures would not gross half as much for theaters if it weren't for his air following.

Burns and Allen likewise are aided more than harmed in the film field by their radio work.

Radio made big drawing cards for the films out of these and other stars, and now some short-sighted movie men want to kill that draw by taking the stars away from radio entirely!

As for the strictly screen-made attractions, such as Greta Garbo, Robert Taylor, Fred MacMurray, Myrna Loy, Carole Lombard, et al. their value as air entertainers is little or nothing.

They might keep some movie customers at home for a broadcast or two, but not continuously.

The only ones who really believe radio competes with movies are the lazy showmen.

PROFITS Packard Motor Car Co. reports net profits of \$7,053,220 for the past year, against \$3,315,622 for the year before; American Rolling Mill Co. netted \$6,441,676, its highest profit since 1928.

Both are substantial users of radio time.

Marconi's Son to RCA

Miami Beach, Fla.—Senator Guglielmo Marconi's son will shortly embark from abroad for America and will become associated with RCA in New York, according to David Sarnoff, RCA president, who is resting here with Mrs. Sarnoff.

The Sarnoff and Marconi families have been close friends over a long period.

STATE-OWNED STATION IS PROPOSED IN JERSEY

Trenton, N. J.—A proposal for a state-owned and operated radio station, to be devoted in part to educational programs, has been approved by the New Jersey State Advisory Committee on Public Relations. The plan is to include station in the State Bureau of Information recommended by Governor Hoffman in a bill now before the Legislature. It is reported the project has the support of a

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Standard Brands Sets Details of Negro Show

Standard Brands Inc. (Fleischmann Yeast) through J. Walter Thompson Co. yesterday announced the full talent line-up of its all-negro show which will make its debut over 30 NBC-Blue network stations, April 9 at 9-9:30 p.m. Eddie Green and Gee Gee James, a comedy team, with Louis Armstrong and his orchestra will be the regular talent. Program will also feature negro guest stars. Octavus Roy Cohen, well known writer of negro fiction, will do the script.

4 Officials Elected By Conquest Alliance

Conquest Alliance Co., Inc. has elected Albert M. Martinez and Frank F. Morr as vice-presidents, Leslie Herstius as secretary, and Fred R. Jones as a director. C. H. Venner is president.

Three More Radio Stations Are Added by NBC Networks

C. P. MacGregor Agency Enlarging Activities

West Coast Bureau of THE RADIO DAILY
Los Angeles—Enlargement of activities and additions to the organization's personnel are announced by C. P. MacGregor, who has just completed a reorganization which changes the firm of MacGregor & Sollie to C. P. MacGregor Co.

Under the new setup, Amos Baron becomes sales manager in place of

(Continued on Page 3)

Transmitter to be Located Atop Chrysler Building Will be Most Powerful Station of Its Kind

11 for Martha Deane

Martha Deane, WOR commentator, is breaking some kind of a record with 11 broadcasts a week. She has added Tuesdays and Thursdays at 11:30-11:45 a.m. for General Foods to her California Packing and participating programs.

'TINY' RUFFNER HEADS R&R COAST RADIO DEP'T

West Coast Bureau of THE RADIO DAILY
Hollywood—Edmund (Tiny) Ruffner, simultaneous with his arrival here, has been appointed head of Ruthrauff & Ryan's radio department it was announced yesterday. Understood that Myron Kirk present head of radio will be shifted to other du-

(Continued on Page 8)

Morton Downey Signed For Foreign Disk Series

Morton Downey, who sails for London with his wife on April 14, has signed for a series of 26 disks to be waxed for the Radio Luxembourg. Downey will receive \$1,000 per trans-

(Continued on Page 3)

Upon receiving FCC permission to construct a combined television and sound transmitter, CBS will take over space on the 74th floor of the Chrysler Building here and start work on the most powerful station of its kind in the world. Peak power of 30 kilowatts (30,000 watts) will be equalled only by the finished apparatus now being constructed in Paris on the Eiffel Tower and will be sufficient to televise strong enough reception to receivers 40 miles away, or a total of some 4,800 square miles.

Acquisition of the Chrysler location gives CBS the only possible available tower high enough to surmount a reasonable horizon and comparable to NBC's station W2XBS located in the tower of the Empire State Building. This operates with power of 12,000 watts and has reported favorable reception to a point in Connecticut over 40 miles distant.

CBS engineers figure on an operat-

(Continued on Page 3)

\$500,000 STUDIOS FOR CBS IN 'FRISCO

West Coast Bureau of THE RADIO DAILY
Los Angeles—CBS yesterday signed a contract for a new \$500,000 transmitter and studios in San Francisco, Donald W. Thornburgh announced. KFSO will share offices with the chain in a two-story structure on top of the ballroom in the Palace Hotel. Transmitter is to be a duplicate of the one in Boston.

NAB Board Meeting

Washington Bur., RADIO DAILY
Washington—National Association of Broadcasters will hold the spring meeting of its board of directors at the headquarters of the organization in the Washington Hotel here on Wednesday.

Purpose of the meeting is to appraise current problems surrounding the radio broadcasting industry.

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FINANCIAL

(Thursday, Apr. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171½	170½	170½	- 1½
Crosley Radio				
Gen. Electric	57½	57½	57¼	- 1
North American	27	26	26	- ¾
RCA Common	11¼	10¾	10¾	- ¼
RCA First Pfd.				
RCA \$5 Pfd. B.	(90 Bid)			
Stewart Warner	19¼	18¾	18¾	- ¼
Zenith Radio	34½	34¼	34¼	- ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¾	16¾	16¾	
Majestic	4¾	4½	4¾	+ ¼
Nat. Union Radio	3	2¾	2¾	

OVER THE COUNTER

	Bid	Asked
CBS A	58½	60½
CBS B	57¾	59¾
Stromberg Carlson	15½	16½

Brunswick Gets Order In Suit Over Royalties

Supreme Court Justice Timothy A. Leary yesterday granted an order which requires A. Arthur Tracy to furnish the Brunswick Record Corp. with a bill of particulars as to his suit against Brunswick.

In his action, brought to recover the sum of \$24,300, Tracy claims that Brunswick failed to pay him royalties for records made by him for the years 1932 to 1934, inclusive, in accordance with an agreement made between them. Brunswick denies the claim, stating that Tracy was paid in full for all services rendered by him.

Goodhue Heads Script Dep't

Robert K. Goodhue has been appointed head of the William Morris Agency's New York radio script, scenario and literary department.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

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

NEW PATENTS

Radio and Television

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

2,075,009—Radio Receiving System for Vehicles. George P. Adair, Takoma Park, Md.

2,075,094—Signaling System. Lewis W. Chubb, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,112—Vacuum Tube Circuit Frequency Changing. Ralph N. Harmon, Wilkensburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,120—Electronic Apparatus. Bernard E. Lenehan, Bloomfield, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,075,122—Indirectly Heated Cathode. Siegmund Loewe and Bruno Wienecke, Berlin, Germany.

2,075,124—Electrical System. Frederick W. Lyle, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,125—Beacon System. Forrest Mabry and Carl J. Madsen, Springfield, Mass., assignors to Westinghouse Electric & Mfg. Co.

2,075,140—Tilting Oscillator and Modulator. Kurt Schlesinger, Berlin, Germany.

2,075,141—Cathode Ray Tube System. Kurt Schlesinger, Berlin, Germany.

2,075,142—Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,075,165—Electric Discharge Tube. Hulbert G. Boumeester, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,202—Electron Discharge Tube. Johan L. H. Jonker, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,208—Electron Discharge Device. Otto Krenzien, Berlin-Siemenstadt, Germany, assignor to Siemens-Halske Aktiengesellschaft.

2,075,257—Receiver Control. Ernest A. Zadig, New York, N. Y., assignor to RCA.

2,075,355—Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,360—Television Apparatus. Georg Schubert and Rolf Moller, Berlin, Germany, assignors to firm: Fernseh Aktiengesellschaft.

KFOR, Lincoln, Names Weed & Co. National Rep.

Lincoln—KFOR is assigning Weed & Co., New York and Chicago, as national advertising representative. Station has been getting along direct, but now with both CBS and MBS chains feeding, it's out for national money.

WIP Starting 6 A. M.

Philadelphia — Effective Monday, WIP will open at 6 a.m., making it the first station on the air each morning in the Philadelphia area. It will operate from 6 a.m. to 1 a.m. the following morning.

The 6-7 a.m. period will be subdivided into four quarter hours with various types of programs inserted under the direction of a general master of ceremonies.

2,075,377—Means and Method of Forming Discrete Areas. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,378—Means and Method for Collecting Secondary Electrons. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,379—Time Delay Oscillator. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,380—Means for Modulating High Frequency Currents. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,396—Tuning Apparatus. Donald B. Keim, Camden, N. J., assignor to RCA.

2,075,415—Tube Tester. Jewell R. Williams, Little Rock, Ark., assignor, by mesne assignments, to Jerry H. Glenn.

2,075,501—Radio Receiving System. Wendell L. Carlson, Haddonfield, N. J., assignor to RCA.

2,075,503—Reception of Frequency Modulated Waves. Joseph G. Chaffee, Hackensack, N. J., assignor to Bell Telephone Laboratories, Inc.

2,075,513—Radio Receiving Circuit. Harold F. Elliott, Palo Alto, Calif., assignor to RCA.

2,075,523—Scanning Device. Herbert E. Ives, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,075,611—Electron Discharge Tube and the Like. Eugene J. Hoffman, St. Marys, Pa., assignor to Hygrade Sylvania Corp.

2,075,643—Volume Control and Noise Suppression System. Lester T. Fowler, Oaklyn, N. J., assignor to RCA.

2,075,683—Image Frequency Rejection System. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

2,075,717—Cathode Ray Tube. Friedrich W. Hehlgers, Berlin-Hermsdorf, Germany, assignor to General Electric Co.

2,075,761—Electron Discharge Tube and the Like. Joseph J. Jackman, Danvers, Mass., assignor to Hygrade Sylvania Corp.

KVOO Opens News Bu. In Okla. State Capitol

Tulsa—KVOO has opened a State Capitol News Bureau in Oklahoma City, with Leroy J. Ritter, free-lance writer and news correspondent, in charge. Ritter works directly under the KVOO News Bureau here, and direct lines have been installed from the statehouse to the office of Ken Miller, KVOO news editor.

KVOO now uses the service of Transradio Press Service and International News Service. In addition, Miller has installed correspondents in a dozen Oklahoma and Arkansas cities.

Brusiloff in Esquire Show

Nat Brusiloff and his orchestra, with Larry Taylor, baritone, are being presented in the new "Esquire on the Air" series over WOR, Tuesdays, 8-8:30 p.m.

COMING and GOING

JACK TREACY, Star Radio executive, is back from Pensacola, where he mixed a little business with pleasure during the past week.

RUBEY COWAN, formerly with NBC, is en route to Hollywood to assume new duties as radio contact man for Paramount Pictures.

WILLIAM JANNEY, actor, is in New York from the coast for a visit.

MORTON DOWNEY and BARBARA BENNETT DOWNEY sail April 14 for Europe aboard the Normandie.

LEO FITZPATRICK, general manager of WJR, was in New York yesterday and was scheduled to leave for Detroit last night.

PEGGY STONE, CBS station relations, to Sky Top today for a week-end vacation.

JAMES SAUTER, president of Air Features Inc., entrained for Washington last night for a two-day visit.

FRANKLIN DOOLITTLE of WDRC, Hartford, was in town yesterday.

E. P. H. JAMES, NBC sales promotion manager, back at his desk today after a trek to Washington and Baltimore.

LEE WILEY is back in New York from the coast to resume radio work.

Chas. J. Weaver Dead

Charles J. Weaver, superintendent of RCA Communications central radio office until his retirement last January, died Tuesday in Florida following an operation. Weaver had long been intimately concerned with radio, having joined the old Marconi Wireless Telegraph Co. of America in 1903. He is survived by his widow and a half-sister.

Roseleigh in Legit Show

Jack Roseleigh will return to a legit production on Broadway in "Arsenal", a mystery melodrama the locale of which is a military post in a Southern state. He will have the leading male role, that of Colonel Rogers. Show goes into immediate rehearsal and is scheduled to open April 26 under the aegis of A. L. Jones.

Roseleigh will continue in "Pepper Young's Family" and other radio shows which do not interfere with the "Arsenal" appearances.

Hedda Hopper for Series

West Coast Bureau of THE RADIO DAILY Hollywood—J. W. Marrow Co. (Mar-O-Oil shampoo), through the NBC Artist Service has set Hedda Hopper for a nationwide network series to begin soon. Program will be entitled "Film Magazine of the Air."

NBC Signs Earhart, Ratoff

West Coast Bureau of THE RADIO DAILY Hollywood — Amelia Earhart and Gregory Ratoff yesterday signed exclusive radio contracts with the NBC Artists Service.

LEO SAYS:

MRS. IDA BAILEY ALLEN'S sponsors know that she sells their products.

WJLN DIAL 1010 AFFILIATED WITH M-G-M*LOEWS



CBS SELECTS SITE FOR TELE. STATION

(Continued from Page 1)

ing frequency somewhere between 42 and 56 megacycles. A distance of less than 100 feet will separate the transmitter from the antenna and consequently insure almost distortionless transfer of power. According to Dr. P. C. Goldmark, head of CBS tele. research department, Chrysler tower is particularly desirable because of unobstructed skyline. Latest developments in high power wide band design will be incorporated. Dr. Goldmark said further:

"Experiments conducted by CBS engineers disclosed that the height of the antenna was not the only thing to be considered, despite the general impression to that effect. Fact that most of Manhattan's population is concentrated north of the Chrysler tower and that no higher buildings are located in that direction was of prime importance in selecting the site. This situation indicates that the radio waves will not be broken up or refracted by the steel skeletons of other skyscrapers and that therefore a common fault of television—the production of double images—will be avoided."

CBS conducted experiments with television some few years ago and discontinued it in 1933. Transmission of low definition pictures (with sound going through regular CBS channels) over station W2XAX later resulted in CBS conducting intense research here and abroad. Comparison of the progress in other countries was not overlooked. At the time of this tele. operation Bill Schudt, now manager of WBT, Charlotte, took an active part. These pictures technically known as low-definition images were 60-lines transmitted on a frequency of 2,800 kilocycles.

New station will, of course, stick to the 441-line basis agreed upon by U. S. experimental stations as per recommendation of the Radio Manufacturers Association.

NEW PROGRAMS—IDEAS

Specialized Newscast

One of the most specialized forms of news report is now presented over KVOO, Tulsa, Okla. The broadcast, known as "Oil News of the World," is presented every Thursday night at 10:15 CST. Ken Miller, KVOO News Editor, prepares the program and makes the weekly presentation. Throughout the broadcast, Miller plugs the idea that the broadcast is coming from "Tulsa, The Oil Capital of the World." The news for this broadcast is furnished by the staff of the Oil and Gas Journal, the industry's largest trade journal. Present plans call for an increase of these broadcasts to three weekly in the early summer.

"Behind CCC Scenes"

"Behind the Scenes of the CCC" is the title of a Tuesday series presented over WFMD, Frederick, Md. On these weekly broadcasts, the boys of the Civilian Conservation Corps present playlets enacting scenes from CCC life. Singing and musical interpretations also are given.

Eye-Closer Series

As a supplement to the daily "Eye Opener" program, an hour show that opens the station, WSJS, Winston-Salem, has added an "Eye-Closer" Monday-Wednesday-Friday at 11 p.m. Intimate and chatty one-way conversations with his listeners are carried on by Announcer Ralph Burgin, under the guise of the "Ole Night Watchman," between recorded waltzes. The usual time signal service used on such programs has been changed to give correct time in out-of-the-way places all over the world.

Now and then a local radio artist is brought in to guest and add variety to the show.

Both the Eye-Opener, emceed by Johnny Miller, and the Eye-Closer are conducted solely for listener interest; WSJS trunk lines are swamped continually with calls.

Ping-Pong from Studio

Lincoln, Neb.—KFAB tried out a novel broadcast recently—a ping-pong game in the studio. State champ and runnerup played two out of three with station manager Reginald B. Martin sitting at the mike to describe the play.

Unusual Occupations

Lincoln, Neb. — J. Gunnar Back, KFOR, Lincoln, is doing a new program called "All in a Day's Work" at which time he interviews muggs

Morton Downey Signed For Foreign Disk Series

(Continued from Page 1)

cription. In addition to recordings, singer has contracted for a series of concerts to be given in London and Ireland.

with unusual, or interesting, jobs.

"Junior Parade" Clicks

"The Junior Parade" program, inaugurated by program director C. G. "Tiny" Renier, of KMOX, St. Louis, four weeks ago, is proving something of a sensation. Any youngster with talent is invited to the studios of KMOX Saturday mornings and given a chance to be heard on the air. The listening audience votes for their favorite by letter and the weekly prize to the winner is a radio set, a gift from KMOX. These half-hour shows, 11:15-11:45 a.m., are presented before a live audience in the KMOX Radio Playhouse.

During the past four broadcasts, some very remarkable juvenile talent has been discovered. The mail response and demand for tickets to attend the "parade" has far exceeded the fondest hopes of Renier. Each Saturday morning finds the Playhouse filled to capacity (425) and the letters voting for the performers runs well over the 2000 mark each week.

Poetry at Midnight

Something different in late evening programs begins over WCNW, Brooklyn, on Wednesday at 11:30 p.m. The program features a Hawaiian ensemble, songs by Lucille Norman, soprano, and poetry read by Herb Hoffman. The show will be produced by Roger Wayne.

Program Direct to School

Educational broadcasts presented directly to schools are being aired by WFMD under the supervision of Program Director Bob Longstreet. Series is heard Monday through Thursday, 2-2:30 p.m., and broadcast includes current news, travel, safety, playlets given by pupils themselves (Schoolboy Safety Patrols) and a "Poet's Corner". At the last census, it was discovered that nearly 3,000 pupils are listening to the "Poet's Corner" alone. Poems of the student's choice are read by Announcer John Newhouse. The programs are designed for schools alone and are presented in a congenial conversational manner. Tuning in is, of course, optional.

Walkathon on WCNW

A Walkathon Contest goes on the air for the first time in Brooklyn starting today over WCNW. Originating in the Brooklyn Ice Palace, broadcasts will be handled by Chris St. James, sports announcer, and Allan Black, chief announcer. A shoe company sponsor is being arranged.

OUT TODAY

The Independent Broadcaster
Watch For Your Copy

THREE MORE STATIONS ADDED TO NBC WEBS

(Continued from Page 1)

WDEL have been set at \$120 per hour, KSOO will receive \$160. NBC now has 124 stations affiliated with its Red and Blue networks.

WDEL is owned by WDEL, Inc., and operates on 1120 kcs. with 500 watts daytime, 250 night. WORK is a 1,000 watter operating on 1,320 kcs. Both stations are members of the Mason-Dixon Radio Group, Inc. of which Col. J. Hale Steinman, newspaper owner and publisher is president. Clair R. McCullough is president and general manager of both WDEL and WORK's operating companies.

KSOO is the only station in Sioux Falls and operates on 1,110 kcs. with 2,500 watts power. Station is owned by the Sioux Falls Broadcasting Association and is run under the personal direction of Joseph Henkin.

C. P. MacGregor Agency Enlarging Activities

(Continued from Page 1)

Bert Phillips, resigned to go in his own transcription library business. Paul Quen becomes credit manager, Eugene Carman writer and producer. Carman does "Moving Stories of Life" now going into its third year. Besides S. A. Sollie, whose interests MacGregor purchased, the reorganization has included the resignations of Bert Phillips, John Fee, Helen Niggemeyer, Ethlyn Bookwalter, Richard Holman and Dorothy Scott.

Production has started on an 18-programs-a-week basis, in addition to the firm's regular monthly recording schedule of music.

Gemloid Appoints Richland

Philip Richland has been appointed vice-president and general sales manager of the Gemloid Corp. and its affiliated divisions, it is announced by J. Frank, president.

JAMES MADISON

for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

"BARON MUNCHAUSEN"

JACK PEARL

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

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3
14	15	16	17
22	23	24	25
28	29	30	

April 2
Phyllis Kenny

April 3
George Jessel Leslie Howard
Peter Van Steeden

April 4
Rosemary Lane Eddie East
Mollie Steinberg Jay Freeman
Bernice Berwin Ted McMichael



ACCORDING to a listener survey, "The Guiding Light" new air show by Irna Phillips, author of "Today's Children" has made the biggest percentage gain of any daytime show during its first nine weeks on the air. Bes Johnson was cast to take a lead in Miss Phillips' latest radio dramatization this week.

Joan Blaine, now on a vacash in the south, will stop off here on her return only long enough to arrange local business before heading eastward for rehearsals of her new network show.

Kaye Brinker, WBBM monologist, who writes her own humorous sketches, is sister of May Brinker Post, nationally known short story writer.

J. L. Van Volkenberg, ass't to president in charge of CBS Chi office, visiting KMOX in St. Louis.

Bob Guilbert, young NBC actor, has drawn the role assignment of Commander Don Winslow in the serial of the same name which made its debut last Monday over NBC from local WMAQ studios.

"Stage Mother" a play by Arch Oboler, fecund local scripter, will be the final presentation of the present series of Campana's Grand Hotel over the NBC-Red for Sunday. The show leaves the air for the summer having been on since last October.

Vivian Della Chiesa will appear as concert soloist on April 3 in Waukegan, Ill.

J. J. King, WBBM traffic manager, and Mrs. King are in Sarsota, Fla., for a vacash.

So great has been the sale of "Today's Children" in book form that the volume has been placed in circulating libraries here.

Piping Bible Series

East St. Louis, Ill.—"The Bible Broadcaster", WTMV's 18-month-old Sunday morning religious feature currently fed to KFRU, will also be piped to WHO, Des Moines, starting Sunday.

● ● ● The Oscar Shaw-Carmela Ponselle show will continue through the summer. However, Shaw will introduce a one-man musical program for another sponsor featuring songs he's done on the Broadway stage during his career....Idea is built with his colored nurse, known as "Mammy"...Teddy Bergman is being considered as a feature on the Ford airing...Chevrolet auditioned UNKNOWN singers yesterday for their transcription series...Vic Whitman of Wilson, Powell & Hayward has an audition on a new show next week...Larry Hammond auditioned people at NBC yesterday for a script-show...Young & Rubicam and Blackett-Sample-Hummert had script show auditions...Rudy Vallee will do a "single" crossing the Atlantic for the two London programs...CBS is building a special studio for Edwin C. Hill and Jean Paul King, commentators...Studio is on the 17th floor...Eric Rolfe, formerly an actor on Phil Lord's "Gangbuster" program, will be the announcer on the show hereafter. No word as to his joining the CBStaff...Ann Harding of CBS is out sick again!

● ● ● The stunt pulled by CBS yesterday was a classic...we mean the "Battle of Wits" emanating from Chicago and New York and even letting the CBSingers from Washington add a word or two to the merry, madhouse which took the air on April Fool's Day...Idea was for the New York announcers to answer unknown feats on wordslinging put to them by the Chicago crowd and vice versa...Edward Murrow, Director of Talks, recently made European representative for CBS, acted as emcee from N. Y....Stan Thompson was the spokesman from Chi, and Don Ball did the questioning here...Paul Douglas did a "Man On The Street" imitation from here, kidding the other team...Don Hancock interviewed the Chi boys on what they thought of the boys here...Following this was a "high-pressure" commercial from both ends, "soft" commercial, and then "ad libbing" which was put to the contestants by the opposite crowd. Bob Trout from here did a good job talking about Peru, while Paul Luther from Chi talked about everything but the subject he was asked to discuss, mainly, insomnia—taking a mike to bed and describing the counting of sheep...Then came a talk during emergencies...High spot of the half-hour show, which should be put on as a steady monthly feature, was David Ross, who after a sentimental musical interlude paused for a moment and then recited "The Music Goes 'Round" in his distinguished manner, which was funnier than Grace Moore singing "Minnie the Moocher"....Washington, supposed to judge the winner, added more comedy by awarding the prize to Ed Murrow, who did a grand job.

● ● ● Emil Coleman leaves the St. Regis May 11 and Jacques Fray opens the roof...Basil Fomeem goes to the Pierre...Eddy Duchin turned down another week at the Paramount because he didn't want to double. He opens at the Grove in Hollywood, June...Guy Lombardo gets the Waldorf spot...Agnes Moorehead and John Kane have been added to the East and Dumke show...Victor made a new "jam" record with three bands—Fats Waller, Bunny Berigan and Tommy Dorsey...Byron Holliday has recovered from his broken arm and will return to his WOR show tomorrow...WBT, Charlotte, presented the Mayor, Ben E. Douglas, on the air—in the nude, describing a sweat bath...Jack Benny will observe his fifth anniversary as an air star May 2...Hershell Williams will return from his mysterious trek to the coast.

LOS ANGELES County Medical Association has bought weekly 15 minute periods on both KFI and KECA to carry on a campaign of public education on syphilis, first program of the kind here. Speaker will be S. K. Cohens, executive secretary of the association. Advance scripts, o.k.'d by station, treat subject frankly, using polite but understandable terms. Programs go on Thursday mornings, on KECA, Saturday mornings on KFI, campaign to run indefinitely.

Stuart MacHarrie, brother of Lindsay MacHarrie, is to take over the post as Western field manager for Transcription Co. of America, made vacant by the death of Ben Crose last week. J. M. Leaverton, former film and advertising executive, will take over MacHarrie's mid-western assignment.

General Paint Co., through Walter Biddick Co., has signed for 13 weeks disk series on KMTR. Program called General Paint Colorscope, goes Monday nights, 6:45 p.m., P.S.T. Similar contract on KMPC.

KNX, CBS outlet, will go on the air half hour earlier starting Monday, with Jack Kay's Sunrise Salute program enlarged from half hour to hour, starting at 6 a.m., P.S.T.

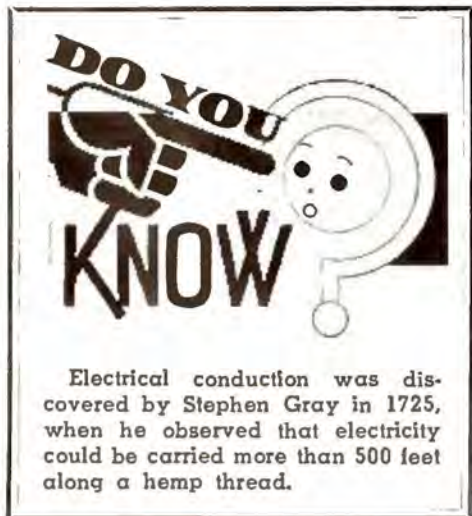
Clark Gardner, Iowa shrub and plant concern, signed long term contract for five minutes daily on KFAC, using disk plant talks. Placed by Northwest Advertising Co. of Seattle.

Gus Edwards' "Schooldays of the Air", which has been an hour variety feature on Monday nights on KFVB, hereafter will be sponsored by L. A. Soap Co., makers of White Kink soap. Contract for 52 weeks placed through Barnes Chase Advertising Co. Reported that sponsor is watching show carefully with possibility that it will be piped into a national network later.

Felix Mills, his orchestra, and guest soloists will start a Friday night half hour variety series Friday night for Bullocks department Store, Dana Jones agency. Program, dedicated to "stars of tomorrow", will seek new talent for featured guest spots. First program will use Thora Mathieson, soprano, and Jud Sloan, baritone, both of whom will have their first radio breaks on the program, and who are looked upon as promising finds. Program will be called "New Horizons".

Captain James Patrick O'Donovan, former British Army officer in India, has been signed for a daily series of sustaining 15-minute programs on KMTR. Tuesdays, Thursdays and Saturdays, he will chat about psychology of dreams; other days will tell war experiences.

Linnton Wells, war correspondent, radio commentator and author, left for quick trip to New York in connection with his new book, "Blood on the Moon", which Houghton-Mifflin just brought out.



Electrical conduction was discovered by Stephen Gray in 1725, when he observed that electricity could be carried more than 500 feet along a hemp thread.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ADELA ROGERS ST. JOHN says radio has given the femmes a political consciousness....Feminine interest in such matters as the Nye-Fisch Bill, and Elsie Parrish, chambermaid, Miss St. John's choice for "Woman of the Week", because of whom the new minimum wage law for women was framed, has grown apace, because of it, according to the petite, effervescent scribe with the warmly significant voice....She rises before seven to speed her children schoolward, writes her news broadcast, delivers it, wearing slacks....then begins the day's work.... The St. John menage removed to Great Neck summer quarters yesterday, "because the children like it better".... Warmly approved Ann Harding's abdication from London success, "Candida", to tour with spouse Werner Janssen, relinquishing personal success for the marital variety....

▼ ▼
Mary Goodrich, Director of Greater Texas and Pan-American Exposition, was once with Benton & Bowles, subsequently with Pendleton, Dudley....Gertrude Bugard, WOR program dep't lass, in earnest converse with Bill McCune, Plaza ork leader.... When Helen King, now of Certified Contests, succeeded in convincing Harvard that graphology was an exact science, she lost interest in its commercial possibilities....Countess Olga Albani is an arthritis-victim.... Gretta Palmer, lady fourth estater who did a sustainer on WOR, returns to that station in a Walker Gordon commercial effective April 7, to be airwaved Wednesdays and Fridays 1-1:15, title to be "Gretta Palmer, Commentator"....

▼ ▼
Diana Gaylen, ghost warbler for Garbo and de Havilland, to do a "one shot" on Pat Barnes' "Opera House" today at 11....Sue Baxter, who blazed a radio trail for vocalizers of the shade indigo, back in the arena to be heard Sunday a.m.s via WHN at 10:30....Eve Love conducting "long range" publicity campaign for Maestro Paul Whiteman.... Linda Lee, now with his entourage, taking curtain calls....Dorothy Allen of WMCA's copyright department is too, too expert with the candid camera....The Canovas took six people including a chauffeur, their mother, a secretary and three body-servants on their westward jaunt....Sydney Rayner of the Met to bring opera to the hausfrau as Ida Bailey Allen's ether-guest at a not-too-distant date....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 17 of a Series

WNEW — NEW YORK

1250 Kc.—1,000 Watts Night—2,500 Watts Day

BERNICE JUDIS
Mgr.

WNEW, the only 24-hour-a-day station in the east, is owned by Arty Bulova, and operated by the WBO Broadcasting Corp. It was established Feb. 13, 1934, as a result of a merger of stations WAAM, Newark, and WODA, Paterson. Today WNEW maintains a transmitter in Carlstadt, N. J., and its broadcast studios are located in New York City. The latest type, 424-foot, vertical antenna has been installed and the entire station is equipped for high fidelity broadcasting all hours of the day and night.

Since its inaugural date, when President Roosevelt pressed a button to set the wheels in motion, WNEW has concentrated on catering to the general public. Its special events department has been greatly responsible for swift success that has come to the station. WNEW was among the first stations to air the results of the Hauptmann trial, the Morro Castle disaster, Nazi Investigation Committee, ERB strikes, short wave descriptions of ship and Zeppelin arrivals, news of the rapidly growing airplane industry and timely sport broadcasts. WNEW will broadcast commercially 161 games played by the Newark baseball team this year.

On Feb. 4, 1935, WNEW established what was to become one of the largest money-making programs in commercial radio in New York. Martin Block and his "Make Believe Ballroom" today are heard 2½ hours a day, six days weekly, and every minute of that time is sponsored. On Aug. 2, 1935, WNEW had a two-fold celebration. It started its 24-hour-a-day schedule, and Stan Shaw began his daily broadcasts of "Milkman's Matinee." It is still broadcasting from 2-7 a.m. Oct. 1, 1935, Alan Courtney began his "Joymakers" program. Today there are 200,000 daily listeners to this show. Oct. 20, 1936, the FCC granted permission to WNEW to transfer from Newark to New York.

WNEW is managed by Bernice Judis, one of the few women to hold such a position in radio. Working under her is an able staff composed of Bobby Feldman and R. E. O'Dea, vice-presidents; Richard Morenus, program director; Hugh Boice, sales manager; William McGrath, production manager; Ted Webbe, chief announcer; Merle Pitt, musical director, and Sid Schwartz, publicity director.

HERMAN BESS
Comm'l Mgr.

★ PROMOTION ★

KVOO Annual Students' Day

KVOO, Tulsa, recently afforded an opportunity to more than 200 Tulsa Central High School students to participate in one day's entire activities of KVOO, handling all announcements, station breaks, selecting music, furnishing trios, soloists, even orchestras, writing many of the local programs—in fact, handling every activity except those of the engineering and commercial department.

This unique promotion, according to Station Manager W. B. Way, was a glowing success and will become an annual affair.

Elizabeth Orch. Plans Series

Elizabeth, N. J.—Chamber of Commerce and the directors of the Elizabeth Symphony Orchestra plan a series of six nation-wide broadcasts. The orchestra, a civic group, ranks as one of the most outstanding of its kind, and last Winter made a coast-to-coast broadcast.

Gertrude Niesen to Tour

Gertrude Niesen closes an 8-week engagement at the Chez Paree in Chicago on April 8 and will begin a stage tour the next day. First two cities will be Chicago and Detroit.

Paul Ross of Columbia Artists Inc. is booking the tour.

Girls Run WESG for Day

Highly successful results were experienced by WESG, Elmira, N. Y., from the recent stunt in which the station was run for a day by girls from Elmira College. The students not only handled the programs, but took part in the technical operation as well. The girls made a special hit in their commentating, which included sports, styles and current news.

Local newspapers gave the stunt a good deal of space. WESG is managed by Dale L. Taylor, with Norbert L. O'Brien as commercial manager.

KCRC Supplement

In celebration of the affiliation of KCRC, Enid, Okla., with the Mutual network, the Enid Morning News devoted a 10-page supplement to the local station.

Brightening up the pages with some color, the special supplement contained historical facts about KCRC, biographical data on its personnel, a lot of interesting information about radio in general, and a big batch of ads felicitating the station on its network hookup. All in all, the supplement put KCRC on an important plane.

Coming Events

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

April 7: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.

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

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

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

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

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

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

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

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

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

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

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

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

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

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

"Betty Moore" Series Ending

Benjamin Moore & Co., will terminate its present series of "Betty Moore Triangle Club" programs on May 27. Program is heard on the NBC-Red network, Thursdays, 11:30-11:45 a.m.

ONE MINUTE INTERVIEW

JANE WEST

"Daytime listeners are the most loyal and devoted fans. In the evening there are too many distractions. Folks are having dinner or are getting ready for the theater or guests. Those who listen during the day are more avid in their desire for radio entertainment. They are also more friendly. They write to you. Somehow, you can be much more informal on a daytime airing than on an evening period."

NEW BUSINESS

Signed by Stations

WQXR, New York

Oxford University Press, half-hour weekly, to promote sale of "A Book of the Symphony"; Gardner Nursery Co., Osage, Ia., 5-minute disks; Hurok Attractions (Ballet Russe), spot series; Venida Products, renewal, 39 weeks, weather report thrice daily with brief commercial spot.

WELL, New Haven

Famous Frankforts, "Senators of Song", comedy and song, starting April 4 at 1:15 p.m.

WBRY, Waterbury

Waterbury Brewing Co., 6 daily UP news flashes through summer. Gives station 16 sponsored UP news periods daily, plus sponsored fashion review and sports roundup.

WBNX, New York

Long Island Outfitting Co. (clothing), 312 announcements in German, Polish and Italian, through Croyden Advertising agency; Ralph W. Merians Shoe Co., 15-minute weekly German musical program, 52 weeks, through Loewy Advertising agency; Pollyanna Shops, six weekly spots, 13 weeks; Rahmeyers, German spots, indefinite period; Angel Luggage Shop, spots; Hans Hansen, renewal, German musical hour, participating.

WMT, Cedar Rapids-Waterloo

Partial list of business signed since Feb. 1: Wagner Motor, "Five Star Review"; Halligan's, "Halligan's Demitasse"; Tip-Top, "Famous Homes of Famous Americans"; Home Spec., "Over the Transom"; W. C. T. U., "Americans to the Rescue"; Rubber Ind., "A March for Today"; People's Furniture, Armstrong's, People's Grocery, Modern Laundry and Vega Separator, all for "Musical Clock"; Fels Naptha, "Scotty Views the News"; Iowa Soap, "WMT German Band"; B. F. Nelson, "Weather Master"; Wolf Hatchery, "Cornhuskers"; Westcott & Winks, "WMT German Band"; Hall-Ekfelt, "Fire-side Phantasy"; Jack Sprat Stores, "Newstime"; Cownie's Furs, "Teela Serenades"; Allied Chicks, "Chick Chats"; Bupane Gas, "Hillbillies"; Lettuce Growers, "Magic Kitchen"; Dr. Salsbury's Laboratory Program; Frankel's, "Style Talk"; Norge, "All Star Varieties"; Washington State Apples, "Magic Kitchen", Kelvinator, "Iowa Speaks"; Easy Washer, "Community Sing".

WKBN Gets Pure Oil Series

Youngstown—The Pure Oil Co. will sponsor a new quarter hour Man on the Street broadcast over WKBN, with first airing Tuesday, 8:30-8:45 p.m. New production, set for 13 weeks, is called "Pure Oil Man on the Street," conducted by Chuck Seeman, who did similar street show over KTUL of Tulsa, and will be broadcast from front of Paramount theater. Theater tickets will be



KEN MURRAY

with Oswald, Snirley Ross, Lud Gluskin's Orchestra
Campbell's (Tomato Juice)
CBS Network, Wednesdays, 8:30-9 p.m., EST.
F. Wallace Armstrong

WEAK AND HASHY START MADE BY MURRAY AS BURNS AND ALLEN SUCCESSOR.

Besides the fact that the comedy routine was patterned along the same lines as the previous series with Ken Murray and Oswald, this new program replacing Burns and Allen made a psychologically bad beginning by spending a good part of the time in gagging about where to find a new idea for the show. Many listeners must have wondered what Murray was doing in the weeks when he should have been working

up ideas for his program. So, having no fresh ideas to serve, he started off with an imitation of some Eddie Cantor stuff, then into the verbal groping for new stuff, the usual amusing cross-fire bits in Oswald and his "Oh, Yeah!" were as comical as ever, a little comedy with vocalist Shirley Ross, who was good on the lines too, some by-play on Burns and Allen, and so to the conclusion.

For musical interludes, after a brief "I'm Talking Through My Hat" introduction, Miss Ross did a rather extended arrangement of "Sweet is the Word For You", the girl having a very likeable voice, and there was excellent work by Lud Gluskin's orchestra.

The apologetic nature of Murray's rehashed comedy material, however, blighted the show.

awarded to persons submitting questions usable on program.

Freitag Agency of Chicago set deal for Pure Oil, with Hale R. Talbot handling negotiations.

Axton-Fisher Series on KXBY

Kansas City—Axton-Fisher Tobacco Co., New York (Twenty Grand cigarettes), has signed for a series of quarter-hour sports broadcasts on KXBY, the high-fidelity station here, Mondays through Saturdays, 5:45-6 p.m., beginning April 5. Walt Lochman will do the announcing. McCann-Erickson Inc., New York, placed the account.

WFMD, Frederick, Md.

Kelvinator, spots; Sparton Radio Dealers, "Sparton Singers," live show, Sundays 12:45 p.m.; Norge Refrigerators, daily spots and two 15-min. disks weekly.

KTSA, San Antonio

"Your Children" (Borden's Milk), poetry and organ music, Mondays, Wednesdays and Fridays, 9:45 a.m.; "Arm of the Law" (Bohnet's Bakery), 7 p.m., Fridays; "Headlines Behind the News" (Hertzberg Jewelry Co.), 9:45 p.m., Sundays; "It Happened To Me" (Service Finance Co.), true story dramatizations, 4:30 p.m., Sundays, all placed by S. R. "Steve" Wilhelm, head of the Payne Advertising Co.'s radio division.

Crystals Renew on KVOO

Tulsa—Crazy Water Crystals have signed their second yearly contract for sponsorship of news broadcasts over KVOO. For their first year, Crystals purchased exclusive sponsorship, but now they share the daily news broadcasts with Hales-Mullaley Inc., RCA distributors, and Oklahoma Tire & Supply.

COMMENTS

On Current Programs

"Portraits in Oil"

Radio Division of the WPA puts on some worthwhile dramatic play-lets over WHN. The past Wednesday evening, 7:30-8 p.m., there was a skit containing episodes from the life of the noted Italian artist, Leonardo da Vinci. Good writing and earnest acting usually marks these WPA presentations.

Nino Martini

The "Chesterfield Presents" program of Wednesday evening (CBS, 9 p.m.) was exceptional. Not that this is unusual for the Chesterfield series, but the arrangement of "Casey Jones" by Andre Kostelanetz and the playing of the number by his orchestra gave more than ordinary pleasure. Nino Martini's repertoire of songs was well selected and delivered with fine spirit.

At Random

...Last WPA "Professional Parade" (NBC-Blue, 9 p.m.) sounded a bit scrubby. Despite Fred Niblo's affable and cheery emceeing, there is something mournful about the program that makes many true troupers shie away from it.

...Fred Allen put on one of his very funniest sessions over the NBC-Red network Wednesday night. There seems to be no end to this ingenuity for comedy concoction—and especially for giving old comedy a new twist.

...Jessica Dragonette and Charles Kullman were swell in "Naughty Marietta" bits over CBS network Wednesday night.

Ruth Brine on Washington Trip

Chicago—Ruth Brine, WBBM femme commentator (sponsored), boarded the first non-stop plane between here and Washington, D. C., yesterday, following her stockyard broadcast for a series of interviews with capitol prominents.

She will spend today in the capitol doing stories with Mrs. Franklin D. Roosevelt, Senator Caraway and Federal officials, and will file first hand accounts to WBBM commentators, Truman Bradley, Ken Ellington and Tod Hunter.

Miss Brine returns to Chi via non-stop plane to be on hand for her regular Saturday afternoon broadcast.

GUEST-ING

RUGGIERO RICCI, on Ford Sunday Evening Hour, April 11 (CBS, 9 p.m.).

CAPT. BOB BARTLETT, on "Cavalcade of America," April 7 (CBS, 8 p.m.).

Eddie Dowling at Advertising Club Luncheon, Thursday (WOR, 1:15 p.m.).

WSJS "Street" Series Is Renewed by Sponsor

Winston-Salem, N. C.—The "Man on the Street" broadcasts, highly successful last fall, have been renewed for the spring and summer months over WSJS by a local drug chain. Broadcasts are handled in an informal and friendly manner by Chief Announcer Johnny Miller, and resumed Monday-Wednesday-Fridays at 12:30 p.m. from in front of one of the sponsor's three outlets. Crowds follow broadcasts to join in the fun and take a chance at winning dollars given for correct answers to questions of general interest.

WSJS promotes program by placards in drug stores, featuring different candid camera shots of broadcasts each week, and ads in newspapers.

Bigelow-Weavers' two electrically transcribed features, "Hollywood Room Recipes" and "Blubber Bergman," are running twice weekly each for the next 13 weeks over WSJS for two large furniture companies.

Kelly Takes Over Tucker-Kelly

Tucker-Kelly and Associates, public relations and publicity firm, has been dissolved, and the business has been taken over by John Kelly, formerly director of publicity for Batten, Barton, Durstine & Osborn Inc. and prior to that with N. W. Ayer & Son. The present offices at 347 Madison Ave. will be maintained.

H. D. Allen will continue in the management of the business, specializing in sales promotion and industrial relations. He was formerly with Curtis Publishing Co. and later account executive for N. W. Ayer & Son.

**ORCHESTRAS
MUSIC**

RAY NOBLE is penning a new theme melody for the Monday night Burns and Allen series starting over NBC April 12.

Glen Gray and the Casa Loma Orchestra will furnish musical atmosphere for the "Coronation Ball" on May 12 at the Seventh Regiment Armory in New York City.

Joe Howard's new music publishing firm makes its debut with "Born Lucky" as its initial offering. He's authored a new ditty titled "Meet Me at the World's Fair", a premature musical rendezvous at a spot soon to be internationally important.

Zinn Arthur and his WNEW band are concentrating on making recordings. Today they wax eight sides for Master Records.

The Student Symphony Orchestra, composed of 85 students from the Department of Music at the Carnegie Institute of Technology, to inaugurate a series of weekly programs over WOR and the MBS coast-to-coast, effective Saturday, April 3rd, 1:30 to 2 p.m.

Freddy Martin has acquired a new vocalist for his swing ensemble. He's 20-year-old Pat Casey, whom Martin "discovered" singing in a nondescript Chicago night club.

Bing Crosby will carol "Serenade in the Night" over the Red Network of NBC Thursday evening at 10. Mills Music, Inc. are the publishers.

Ernest Hutcheson, internationally celebrated pianist, recently named to succeed John Erskine as Juilliard prexy, will be Wallerstein's soloist on the first "Music and You" broadcast upon which WOR and the Nat'l Music League will collaborate on April 8, 8-8:30 over a coast-to-coast network. Pierre Key, critic and editor of the "Musical Digest", will be commentator for at least three of the broadcasts and very possibly the series.

Nano Rodrigo premieres in a new NBC sustainer tonight over a Southern Network, 9:30 to 10:00 p.m. Fridays. He's about to platter a series of most popular tunes.

The winner of the Prix De Rome in Musical Composition, annual award of the American Academy in Rome, will be announced April 8 in the Eastman School of Music broadcast, 3:15 p.m. over the NBC-Blue. The prize composition for orchestra

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

★ *Coast-to-Coast* ★

RAY DADY, news commentator at KWK, St. Louis, is bragging about his luck. He recently won the assignment to interview Gypsy Rose Lee and other "Ziegfeld Follies" stars backstage at the American Theater.

Dr. John R. Brinkley, station operator of Del Rio, Tex., visited San Antonio with his wife and daughter, making trip in his own plane.

Charles F. Quentin, technical supervisor for WMT, Cedar Rapids-Waterloo, made a week-end trip to Milwaukee to look at the engineering facilities of stations in that area.

Spencer Allen, senior announcer and "Man on the Street" at WTMV, East St. Louis, is now doing a series of spell-downs as part of his street-casts.

Gracie Barrie, songstress, and Dick Stabile, who is playing at the Wm. Penn, Pittsburgh, are reported near the altar. Miss Barrie and her mother were Easter visitors in the smoky city.

Darrell V Martin, Pittsburgh Post-Gazette radio editor, has gone commercial with a thrice weekly spot sponsored by Brent Cleaners.

Mr. and Mrs. James A. West (father is staff singer and hillbilly on WMBH, Joplin) are the parents of a boy.

Ivan Black, assistant director of information in the Radio Workshop, will represent the WPA radio division at tomorrow's Eastern Public Speaking Conference in the Hotel New Yorker, 11:15 p.m.

Everette Goins, nimble-fingered guitarist, is the latest addition to the

and voice, will be played under the direction of Dr. Howard Hanson, director of the Eastman School, who will also interview the recipient of the prize during the broadcast.

Duke Ellington and Ethel Waters were heard on Martin Block's "Make Believe Ballroom" yesterday in accordance with his recently resumed custom of having guest orchestras.

Aurandt to Manage KFBI

Paul Aurandt, announcer and script writer at KVOO, Tulsa, assumes charge of the Salina studio of KFBI, Abilene, Kas., on April 1. Aurandt has been with KVOO for more than two years and during that time has written a number of script shows, including a weekly dramatized half-hour show, entitled "Headlines of the Past." He has also presented a twice weekly Hollywood news report. In his new position, he will be manager of the Salina studios, and will aid in production for both studios, Salina and Abilene.

talent staff of WSJS, Winston-Salem, N. C. Back from a band and road show swing, Everette is currently featured on the weekly sustainer, "Songs by Southern", as accompanist with Elsie Tuttle for the blues songs of Inez Southern. Also has a solo spot on the program.

L. W. "Watt" Stinson, chief engineer of KVOO, Tulsa, has spent a large portion of his time away from his transmitter during recent weeks. He has been summoned as a consulting engineer for KUOA, at Siloam Springs, Ark.

Every Monday through Friday, "Pappy, Slim and Curley" come out of the hills to entertain listeners of WFMD, Frederick, Md. They are sponsored by Uncle Bob's Texas Crystals and mail response is big.

Fred Hirsch, WTMV (East St. Louis) script writer, is appearing with the St. Louis Little Theater's production of "Celestial Holiday".

"Brother Ben", ex-wrestler and Evangelist, is now airing his talks and revival choir on WTMV, East St. Louis.

Jefferson Day Dinner of National Democratic Club will be aired over WOR at 10-11 p.m. April 10.

WCAE, Pittsburgh, briefs: Ed Sprague's new night commercial sports program starts Monday... "Gif" Bixbee of engineering staff is writing short stories... Jim Schultz has installed a dial system enabling studio execs to take their choice of six programs... Jimmy Murray's "Future All-Americans Club" is a commercial possibility.

Additions at KVOO

Tulsa—KVOO has five recent additions to its staff. Three are in the continuity department, including Fannie May Hart, formerly of a Wichita department store; Bob Jones, a department store ad writer, who is also writing a half-hour weekly series entitled "Headlines of the Past", and Harry Coleman, formerly with several archeological expeditions.

Toby Nevius, actor and writer, who is handling a 45-minute morning show, and Leslie Brooks, publicity man, are the other new members.

Expo Honors Kostelanetz

The Greater Texas and Pan-American Exposition, opening in Dallas, Tex., June 12, has appointed Andre Kostelanetz honorary musical director of the affair. Official award will be presented leader on the Chesterfield broadcast April 7 over the CBS net, 9-9:30 p.m.

★ **F. C. C.** ★
ACTIVITIES

APPLICATIONS RECEIVED

WJNO, West Palm Beach. Auth. to transfer control of corp. to Jay O'Brien.

Sam Klaver & Nathan Belzer, Omaha. CP for new station. 1420 kc., 100 watts, unlimited.

NBC, Chicago. CP for new relay station. 31100, 34600, 37600, 40600 kc., 50 watts, and lic. to cover same.

WROK, Rockford, Ill. Auth. to transfer control of corp. to Rockford Consolidated Newspapers, Inc. 10 shares common stock.

HEARINGS SCHEDULED

May 13: Dallas Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Loyal K. King, Pasadena. CP for new station. 1480 kc., 250 watts, daytime.

May 14: Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

May 17: Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

Frazier Reams, Mansfield, Ohio. CP for new station. 1370 kc., 100 watts, daytime.

June 4: KLO, Ogden, Utah. CP for increase in power. 1400 kc., 1 Kw., 5 Kw. LS. unlimited.

Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

G. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

R. W. Page Corp., Phenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

George Higgins Appointed

Minneapolis—George Higgins, director of sports activities of WTCN, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, has been appointed as one of 12 officials for 1938 Big-10 basketball games. His selection follows a decision at the meeting of conference coaches in Chicago last December to designate as officials for the 1938 season the 12 officials who were rated highest at the close of the 1937 season.

Higgins, well-known throughout the Northwest for his sports broadcasts over WTCN, left recently for the training camp of Gabby Street's St. Paul team in Marshall, Tex., from where he will make a tour of other camps throughout the country preparatory to opening the baseball season for 1937. WTCN will broadcast all St. Paul American Association baseball games, with Higgins at the mike.

"Lives of Saints" for WLW

"Lives of the Saints", a Sunday 6 p.m. feature over WMCA, will be fed to WLW starting April 18, going to the Cincinnati station a half hour earlier.

At the Rainbow Grill
Emery Deutsch
and His Orchestra
Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

STATE-OWNED STATION IS PROPOSED IN JERSEY

(Continued from Page 1)
number of educational groups, including the State Teachers' Assn. In the proposal submitted to the governor the cost of installation of such a station is estimated at \$150,000, and yearly operating costs at \$25,000.

Copyright Amendment Goes to Patents Comm.

Washington Bureau of THE RADIO DAILY
Washington — Bill introduced this week by Senator Morris Sheppard of Texas, proposing amendments to the copyright law making it necessary for authors, composers and publishers to identify the use they make of material in the public domain and leave the question of damages to the courts, has been referred to the Senate Patents Committee.

Measure has a provision to pay to copyright proprietor, in case of infringement by broadcasters, such damages as the court decides, provided responsibility and liability for use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with station originating the performance.

Regarding liability of radio recording firms, liability would rest with the disk maker and agents. Sheppard said he did not expect to cooperate with the Duffy copyright bill.

All-Italian Program Goes on 11 Stations

La Rosa Grade "A" Macaroni, sponsoring an all-Italian daily program on WOV, WRAX and three New England stations, will expand Sunday and take in the entire New York State Broadcasting System network of six stations, making 11 stations carrying the program, which will continue to originate from WOV. Talent includes the Italian "Teatro D'Arte" Dramatic company with Gu Giuseppe Sterni, Amelia Sanandras, and Paul Dones.

Norman Pierce to Chicago

Norman Pierce, the commercial voice on WMCA's "Three Little Funsters" program for the past seven years, has moved to Chicago to appear on the Lipton's Tea program over WMAQ.

WEEI Salute 6:45 P.M.

Boston—The dedication ceremonies of WEEI will be aired from 6:45-7:30 p.m., and the open house at WEEI's transmitter will be held from 5-8 p.m. Through a misunderstanding, the time was previously given as 3-5 p.m.

W. B. Lewis Laid Up

W. B. Lewis, CBS vice-president and director of broadcasts, has been confined to his home the past two days by a slight illness.

★ EQUIPMENT ★

Station Improvements

Kansas City — With WDAF's new 420-foot vertical radiator nearing completion on the 52 acre tract in adjoining Johnson county, Kas., work has been started on the power house. The basement is in and contractors are beginning on the brick work. It will be almost three months before WDAF will be completely installed in the new transmitting station, at which time, remodeling and enlarging of the present studios in the Kansas City Star building will be started.

Omaha — John M. Henry, general manager of Central States Broadcasting Co., expects KOIL's new transmitter station to be completed within 90 days. The transmitter building, tower and ground system will cover 18 acres of rich Iowa farm land just three miles east of the South Omaha bridge toll house. The building will house KOIL's new 5,000-watt high fidelity RCA transmitter. The 300-foot antenna tower will be self-supporting with no guy wires. KOIL's studios remain in Omaha although the transmitter is in Iowa.

Wichita, Kas.—KANS has bought a new RCA field strength measuring set in order to supply quantitative coverage data.

Seattle—Newly inaugurated equipment at KIRO includes a 1000-watt Western Electric high fidelity transmitter of latest design, a new 189-foot Blaw-Knox vertical radiator tower, and other improvements.

Buffalo—WEBR has asked FCC permission to build a new transmitter and vertical antenna.

Texarkana, Tex.—Construction permit to make changes in transmitting equipment and increase power has been requested by KCMC.

Chicago — WGES, which recently applied to the FCC for permit to change equipment and move its transmitter, has amended its application to include a vertical antenna.

Albuquerque, N. M. — Equipment changes, move of transmitter and change in power are contemplated by KGGM.

Wilkes-Barre, Pa.—WBRE has applied for FCC permit to move its transmitter and install vertical antenna.

Gadsden, Ala.—Authority to install automatic frequency control has been asked by WJBY.

Des Moines—KRNT has asked the FCC for a license to cover construction permit for new equipment, directional antenna and increase in power.

Brush Moves to Own Building

Brush Development Co., Cleveland, yesterday moved to its own building at 3311 Perkins Avenue. The growth of this Cleveland company which has made its name and products known throughout the world, has more than kept pace with the growth of the electronic industry. It has enlarged its facilities from 1,000 square feet in

1932 to its present four story building, and increased the number of its employees accordingly.

New Du Mont Cathode Ray Tube

A two inch Cathode Ray Tube type 24-XH has recently been developed by Allen B. Du Mont Laboratories, Inc., Upper Montclair, N. J.

This tube is of the high vacuum type with four electrostatic deflection plates, two common, mounted in a glass envelope having a full two inch fluorescent screen. It is 7½ inch overall in length and a large octal base making this tube interchangeable with the 913. From 300 to 600 volts may be used on the second anode. The 24-XH is a practical tube for all routine operations where economy and compactness is essential without sacrificing screen area.

Burgess Electric Headlight

Burgess Battery Co. of Freeport, Ill., has put out a new electric headlight, designated as No. 109, designed to be of special use to trouble shooters. The light fastens by a strap around the head, hat or cap. It is focusing so that any type of beam may be thrown, and is adjustable so that the beam may be pointed in any direction by the user. The device has safety features, and there also is a clip on one side which permits fastening on a belt.

Radio Service Encyclopedia

Newest book prepared especially for radio serviceman is Mallory's Encyclopedia, published by P. R. Mallory & Co., Inc., Indianapolis. This volume gives complete service data on more than 12,000 receiver models—given in 99 pages of tables. In one listing it gives volume control, tone control, filter condensers, vibrator, and transformer data, together with reference to circuits employed. I. F. peaks are given for the superhets.

Latter half of book is devoted to easily understood technical descriptions of circuits, measuring and testing devices, antennas, auto radio interference, alignment, AFC, proper replacement of various parts.

Nineteen pages are devoted to tube data. Decibel tables, resistance and reactance charts, transformer design data are also included.

Install Sound Proof Doors

In connection with the plant enlargement of the NBC studios in Merchandise Mart, Chicago, 27 of the Evanston Sound Proof Doors put out by Irving Hamlin, Evanston, Ill., were installed. The WBBM studios, Wrigley Building, Chicago, also has installed 23 of these doors in the past year.

Hamlin invented a special type of Modified Door for use principally in broadcasting studios.

WMT EARLY A.M. SHOW SELL-OUT IN TWO WEEKS

WMT, Cedar Rapids-Waterloo, member of the Iowa web, recently introduced to the Iowa airwaves an early morning program which in two weeks after the starting date was sold solid across the board Monday through Saturday, with a waiting list for sponsors which will carry the program on throughout the current year. Program is known as "The Musical Clock" and first hit the air when Iowa roads were knee deep with snow and traffic was at a standstill.

Doug Grant, program director for WMT, first conceived the idea of giving out weather, temperature and road reports from various points in the coverage territory of the station, instead of limiting this information to people living in Cedar Rapids.

Benne Alter, WMT announcer, acts as "timekeeper" on the program and carries the show through a full hour every morning except Sunday. Telegrams from twelve cities in Iowa keep him well posted as to the condition of roads, etc. Alter has designed the program in a scientific manner in order to bring to the ear of the listener a pleasing selection of numbers without needless repetition of musical types. No piece is heard on the program more than once in every two weeks unless it is a different arrangement played by another of the countries outstanding orchestras.

Show is broken up in 15-minute pieces and sold to sponsors. On a recent check of mail the program pulled better than 2,000 letters on six announcements offering a \$39 prize. Time signals are given on the program each five minutes throughout the broadcast, which has already shown itself to be one of WMT's most popular programs and one of the best early morning shows in the middle-west.

"Tiny" Ruffner Heads R. & R. Coast Radio Dep't

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ties. Ruffner immediately becomes producer of the Al Jolson Rinso program on CBS, replacing Cecil Underwood, who resigns from the agency today.

Barnyard Library

Tulsa—The engineers and production men of KVOO have just completed a "Barnyard transcription library."

During a recent poultry and stock show held in Tulsa, engineers and production men moved the portable transcription equipment to the show. Several days were spent in obtaining transcription sound effects of cows, chickens, hogs, and horses.

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