



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 58

NEW YORK, N. Y., FRIDAY, APRIL 30, 1937

FIVE CENTS

40-Hour Week for WOR

VISUALIZES TELEVISION AS INTERSTATE UTILITY

When television comes, it will probably be an interstate utility under federal regulation, in the opinion of Prof. C. F. Harding, head of School of Electrical Engineering at Purdue University, Lafayette, Ind. In an article titled "Seeing Is Believing", in the April issue of The Purdue Engineer, Dr. Harding says in part: "Who will provide television? Obviously such a gigantic, country-wide problem cannot be easily assembled from its multitudinous details, and it is not to be engineered and financed by any individual or any small corporation. It must be an interstate utility under federal regulation. It must be carried out (Continued on Page 6)

Thos. Slowie Appointed Secretary of the FCC

Washington Bureau, RADIO DAILY
Washington—Thomas J. Slowie of Clinton, Ia., yesterday was appointed secretary of the FCC, effective May 1. Appointment was made by the FCC sitting en banc. Slowie was formerly secretary to the late Congressman P. M. Jacobsen of Iowa. As far as is generally known, the (Continued on Page 2)

Father Coughlin Adds Two Colonial Outlets

Boston—Rev. Charles E. Coughlin's "Children's Hour," heard Sundays 4-5 p.m. on the Colonial network of 13 outlets, will add two more this Sunday when WNBX, Springfield, Vt., and WNLC, New London, Conn., join the web. With WAAB, this city, as the key station, program is now carried on the full net of 15 outlets.

23-Hour Broadcast

Toronto—Canada's coronation broadcast will last 23 hours, running from 4 a.m. on May 12 to 3 a.m. on May 13, it is announced by Major W. E. Gladstone, general manager of Canadian Broadcasting Corp. In its Dominion-wide Coronation Day broadcast, CBC will use the new short wave receiving station near Ottawa, picking up direct from London.

Flood Service

Wheeling, W. Va.—Return of flood conditions this week pressed WWVA into service again, similar to the services rendered last January and a year ago. Station installed a special broadcast line between its studios and U. S. Lock No. 12 at Warwood, W. Va. With remote equipment, bulletins were broadcast direct from the dam at half-hour intervals.

WJTN, JAMESTOWN, N. Y., JOINING NBC BLUE NET

WJTN, Jamestown, N. Y., a 250-watt daytime, 100 at night, will join the NBC-Blue network on May 15 as an optional outlet. Station is owned by James Broadcasting Inc., and has been in operation since 1924. Charles Denny is station manager. Network rate will be \$120 per hour.

P. & G. Bunches Time On Fidler, Vic & Sade

Following close behind the announcement that Jimmy Fidler would be given an additional quarter hour show each week by Procter & Gamble, on Friday nights, comes the news that same sponsors will shift their Wednesday night airing of Vic and Sade, now heard 10-10:15 p.m. on NBS-Blue net, to the 15-minute period immediately following the commentator, giving them a solid half-hour on the NBC-Red (Continued on Page 3)

Confab With Broadcasters Sought by Film Exhibitors

A conference with broadcasters on the question of radio competition with the movies will be sought by the Motion Picture Theater Owners of America following a meeting of the exhibitor organization's special radio committee yesterday at the offices of Walter Vincent, chairman.

Main concern of the movie men is the appearances of film stars on the air which the film exhibitors consider competitive and harmful to their business. Effort will be made

McCosker Announces Increase in Staff to Permit Shorter Working Week—Union Signs Engineers in Six Stations

ECKHARDT ELECTED CHAIRMAN OF AAAA

White Sulphur Springs, W. Va.—Development of a more professional touch in broadcasting, together with a decreased emphasis on box tops, contests, and other hectic phases of radio advertising, was prophesied yesterday at annual convention of the American Association of Advertising Agencies.

Meeting behind closed doors, the convention heard the future development of radio analyzed by Arthur Pryor, Jr., vice-president and radio director of Batten, Barton, Durstine & Osborn, Inc., New York.

His speech was not released, but in an interview later, he told RADIO DAILY that more professional handling of commercials as well as of entertainment is strengthening the (Continued on Page 3)

Ford Dealers Sign Off Al Pearce Midwest Show

Ford Motor Dealers last night signed off their special Al Pearce show aired over the Michigan network every Thursday from 8-8:30 p.m. Program was bankrolled by dealers in the middle west, with Pearce making special trips each week to vary (Continued on Page 2)

Conforming with the general upswing in business recovery, the WOR board of directors at its regular monthly meeting, held yesterday morning, announced through Alfred J. McCosker, WOR president, a 40-hour week for all WOR employees. Plan will go into effect just as soon as additional personnel can be hired and trained to take over assignments. Order affects 200 employees.

Out in Portland, Ore., the ARTA has signed up 90 per cent of the engineering staff of all six commercial stations in the city, it was also announced yesterday, by Harold Katan, head of the ARTA broadcast division. Stations are: KALE, KEX, KGW, KOIN, KWJJ and KXL. Negotiations are now going on between ARTA and managements of the respective stations. Marine division of the ARTA recruited the members. The broadcast division, as yet, has no office there.

In making the WOR announcement, McCosker made it known that the station now has an agreement with (Continued on Page 3)

M-G-M Radio Program Being Talked on Coast

Conferences are understood to be under way at present in Hollywood for the production of a regular radio program by M-G-M, originating on the coast and using the Metro film talent. Louis K. Sidney, head of WHN, controlled by Loew's, which is the M-G-M parent company, is participating in the talks. A similar experiment was recently tried and dropped by Paramount.

Late Listeners

Chicago—NBC learned something about the size of its after midnight audience when a one-time request for mail from listeners was made at the conclusion of the "Lights Out" ghost-horror show at 12:59 EST. More than 4,000 listeners wrote in letters and cards of appreciation despite the fact that it is a sustaining show and nothing was offered free.

to reach an agreement that will be to the advantage of all concerned.

"The discussion by the members of the Committee on Radio Broadcasting by screen talent appointed by Mr. Ed Kuykendall, President of the Motion Picture Theater Owners of America, brought forth a unanimity of opinion to the effect that the function of the Radio and that of the motion picture is so greatly at variance, it was felt that a meeting of motion picture producers, of motion (Continued on Page 3)



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FINANCIAL

(Thursday, Apr. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162	160 ¹ / ₈	160 ³ / ₈	+ 1/4
Crosley Radio	20 ¹ / ₄	19 ¹ / ₄	19 ¹ / ₄	- 1
Gen. Electric	53	51 ³ / ₈	51 ³ / ₄	- 1/8
North American	24 ⁷ / ₈	24	24	- 3/8
RCA Common	9 ¹ / ₄	8 ⁵ / ₈	9	+ 1/4
RCA First Pfd.	69	68 ¹ / ₄	68 ¹ / ₂	- 3/4
RCA \$5 Pfd. B.				
Stewart Warner	18 ¹ / ₂	18	18 ¹ / ₄	+ 1/4
Zenith Radio	34	32 ¹ / ₂	33 ¹ / ₂	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 ³ / ₈	15 ³ / ₄	15 ³ / ₄	- 1/4
Majestic				
Nat. Union Radio	2 ¹ / ₄	2 ¹ / ₈	2 ¹ / ₈	+ 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	50	52
CBS B	49 ¹ / ₂	51 ¹ / ₂
Stromberg Carlson	13 ¹ / ₂	14 ¹ / ₂

New WKY Production Manager

Oklahoma City—Allan Clark, WKY musical director, has been made production manager, with Hal Scher, formerly of the WKY sales staff, as his assistant. Clark will have charge of all production except dramatics, which will be directed by Daryl McAllister.

Revival on KFRO

Longview, Tex.—The Hamm Revival will be broadcast over KFRO five days weekly, 10-11 a.m. each Tuesday, Wednesday, Thursday, Friday and Saturday, starting May 4. Most of the churches in the city are cooperating in this joint Revival.

R-O'K Sign Ruth Etting

Ruth Etting has just signed an exclusive contract with Rockwell-O'Keefe, Inc.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

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

Ford Dealers Sign Off At Pearce Midwest Show

(Continued from Page 1)

ous cities where program was heard, broadcasting each week from different city. Show, titled "Your Stars At Home" was heard over WXYZ, WELL, WIBM, WKZO, WFDF, WBCM and WOOD-WASH and WJIM. Pearce remains on his Tuesday night coast-to-coast show now being aired over CBS from New York, but will move entire program to the west coast shortly.

Beemer Forms Ad Agency

Detroit—Brace Beemer, for the past few years associated with the King-Trendle Broadcasting Corp., operators of the Michigan network, has resigned from that company to form the advertising agency of Brace Beemer, Inc. Beemer will specialize in radio advertising, and has contracted to handle all radio contracts for the Bernard Schwartz Corporation, Deisel-Wemmer-Gilbert Corp. and subsidiaries.

Star Radio's Anniversary

Star Radio Programs Inc. tomorrow will celebrate their first anniversary. The organization has built up a clientele of 126 stations. In addition to the programs it provides, approximately 4,000 Star commercials are being broadcast weekly, according to Daniel C. Studin, executive v.p.

WMAQ-News Courtesy Line

Chicago—Credit line, "WMAQ, the Chicago Daily News station", is solely a courtesy to the News, the station being owned in its entirety and operated by NBC, it is pointed out by Niles Trammell, NBC vice-president here. Station was acquired shortly after Frank Knox became publisher of the News.

Mayor Douglas Reelected

Charlotte, N. C.—Mayor Ben E. Douglas, announcer at WSCC and Mayor of this city, has been re-elected to his municipal post. Douglas handles the mike for "Organ Melodies." He also is an accomplished sports announcer.

"World is Yours" New Time

"The World Is Yours," NBC educational feature presented in cooperation with the U. S. Office of Education and the Smithsonian Institution, formerly heard at 11:30 a.m., changes Sunday to a 4:30-5 p.m. spot over the NBC-Red.

CBS Seeks New Transmitter

Washington Bureau, RADIO DAILY
Washington—Columbia Broadcasting System Inc. of Wayne, N. J., has applied to the FCC for permit to build a new transmitter and increase power.

New KFYZ Amplifier

Bismarck, N. D.—KFYZ has ordered the new Western Electric 110 A program amplifier. The equipment, sent with a "rush" on the order, is expected to arrive soon. Chief Engineer Ivar Nelson will install the amplifier as soon as it arrives.

Thos. Slowie Appointed Secretary of the FCC

(Continued from Page 1)

newly appointed FCC man has had no previous experience in radio beyond work in the recent political campaign.

It had been believed that the job would go to Robert I. B. Berger, radio director of the Democratic National Committee. Position of secretary to the FCC has been vacant since resignation of Herbert L. Petty, some months ago.

Disk Series Based on Films

A new series of 13 disks, based on the current Crescent historical action pictures, starring Tom Keene, will be cut and released by the J. W. March Advertising Agency within the next month. Series will be released nationally, and will be under the direction of Robert S. Feldman of WNEW. The New York station has aired some programs based on the same theme, also produced by Feldman, who is associated with the station.

Switching Busse

J. W. Marrow Manufacturing Co., sponsors of Henry Busse and his orchestra, will switch the show from its present Wednesday 4-4:15 p.m. spot to Sunday 11:45 a.m.-12 noon on May 2. Program will remain on the NBC-Red network and will be heard over the same stations. Bag-galey, Horton & Hoyt, Inc., of Chicago, has the account.

Builds Utility Equipment

Charlotte, N. C.—J. M. Whitman, member of the engineering department of WBT, has built a utility instrument that can be used for almost anything that goes on around a studio. The instrument has a turntable for playing sound effect records, a public address system, two speakers, and auditioning equipment.

WBBM Publicity Survey

Hal Burnett, publicity director of WBBM, the CBS station in Chicago, is conducting a questionnaire among radio editors with a view to improving the service given them by the station's press department.

Variety Show from London

A variety show emanating from London's famous "Palladium" via British Broadcasting will be heard over the NBC-Red network this afternoon from 2-2:30.

Fitzgerald as Sales Contact

L. J. Fitzgerald of the NBC Artists Service starting May 15 will be the sales contact on all NBC concert artists placed on commercial radio programs.

LEO SAYS:

New York's No. 1 showmanship station produces some of the biggest star-studded shows on the air waves.

WJLN DIAL 1010
AFFILIATED WITH M-G-M-LOEW'S

COMING and GOING

JOHN V. L. HOGAN, president of Interstate Broadcasting, is back from Washington, where he went to present a petition to the FCC requesting that WQXR power be increased from 1,000 watts to 5,000 watts.

MR. and MRS. JOE WEBER are sailing tomorrow aboard the S. S. Pennsylvanian for a European vacation.

THOMAS G. ROCKWELL of Rockwell-O'Keefe, who has been visiting the eastern offices of the firm for the past ten days, is scheduled to return to Hollywood Monday.

FRED WEBER, general manager of the Mutual Broadcasting System, goes to Cleveland on Sunday.

LESTER GOTTLIEB of the Mutual press department in New York goes to Washington today to attend WOL's party anent new studio opening.

MR. and MRS. NORMAN CRAIG of Craig & Hollingsbery, Inc., station reps, will spend the week-end in Utica and Rochester on business.

JERRY COOPER left for Hollywood by train last night.

ANDRE KOSTELANETZ planed to the west coast yesterday. Will be gone for ten days.

GEORGE W. SCHER, publicity director of Lennen & Mitchell, leaves May 15 for a 2-week vacation. Will cruise to Havana.

NICK KEESELY and JIM MALONEY of N. W. Ayer & Son went to Dayton yesterday to put on the Dale Carnegie program.

PAUL LOUIS of Columbia Concerts Corp. will return from the coast on May 12.

JOHN O'CONNOR, president of Words & Music, Inc., is scheduled to return from Hollywood on June 1.

BRAD BROWN and H. L. McCLINTON of N. W. Ayer are back today from Detroit.

TOMMY DORSEY and band leave New York on Sunday on a tour of one night stands that will cover Eastern and Southern part of the country.

W. H. STEIN, vice-president of Music Corp. of America, arrives in New York this week-end for a brief visit before making a Hollywood trip.

Dr. Stamm Returns to Air

Dr. Frederick K. Stamm, pastor of the Clinton Avenue Congregational Church, Brooklyn, will be heard in a new series of Sunday morning talks entitled, "Highlights of the Bible," beginning Sunday, 10-10:30 a.m., over the NBC-Red network. The series will end Aug. 29. Dr. Stamm, who speaks under the auspices of the Federal Council of Churches of Christ of America, returns to the air in religious broadcasts over the NBC networks for the fourth successive season.

THE SONGBIRD OF THE SOUTH

**KATE
SMITH**

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

40-HR. WEEK FOR WOR; UNION IN SIX STATIONS

(Continued from Page 1)

the Association of Technical Employees of WOR, representing its engineering staff, which runs until March, 1938. That portion of the agreement dealing with a 48-hour week for engineers, automatically with this announcement, has been amended to read, 40-hours.

Members of the WOR production staff will work a straight 40-hour schedule, based on the "elapsed time" method of computing hours, i. e., all production men will be considered "on duty" from the time they report for work until they quit, whether time was actually put in working on a program or not. Men are now working a 48-hour week.

How many employees WOR will have to hire to put the new working hour plan into operation has not been estimated. Jack Poppele, WOR chief engineer, said that in his department seven more engineers would have to be added to the 40 already on the station payroll.

Virginia Verrill on Saturday

Virginia Verrill starts a new "Vocals by Verrill" series over CBS tomorrow 5:30-5:45 p.m. Program comes from the coast and will include Wilbur Hatch's orchestra.

AD AGENCIES

THE ADCRAFT CLUB OF DETROIT, at its first meeting since its elections a few weeks ago, yesterday installed J. J. Hartigan, v.p. of Campbell-Ewald Co., Inc., as the new president. Other officers named were William H. Moore, advertising director of the Detroit News, first v.p., Charles Hargrave, second v.p., Harry Wise, secretary of the board, Hal G. Trump, reappointed treasurer and Harold M. Hastings, re-elected secretary-manager.

PHILIP W. LENNEN, president of Lennen & Mitchell, Inc., yesterday announced the appointment of L. E. McGivena to the executive staff of the agency, effective June 1. McGivena, promotion manager of the New York Daily News for the past 16 years, has tendered his resignation, effective May 1, to the newspaper and will vacation for one month before assuming new duties.

KAREL RICKERSON, formerly associated with the J. Sterling Getchell, Inc., has been appointed manager of the office in Kenosha, Wis. of Geyer, Cornell & Newell, Inc.

ROBERT S. DANNERS of Writers Advertising Agency, Denver, has been appointed Western representative of the Mobile Advertising, Inc., New York.

LOUIS ARMSTRONG AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

3rd week at Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

NEW PROGRAMS—IDEAS

Radio Council on WVFW

A new program inaugurated over WVFW, Brooklyn, and presented each Thursday at 11:15 p.m., is the New York Radio Council. The first program had as its principal speaker Daniel Gutman, assistant District Attorney of Kings County, who spoke on Crime in the Juvenile. Each week a prominent citizen from Public Service Department speaks on topics of interest to the community.

A Friday morning program of great interest to WVFW listeners is called "What are you reading?" and reviews the best sellers of fiction and non-fiction. Books reviewed during the presentation have been reviewed on later programs over the networks.

Station Staff Gossip

Another new program idea just going in at KGNO, Dodge City, Kas. It is a "Hollywood Gossip" style of program, but devoted entirely to station staff, entertainers and programs.

Title is "Jay Allen's KGNO Gos-

sip club." Jay Allen, a reporter on a local paper, gives some (very) personal notes on staff members, along with a little comedy, ballyhoo for coming programs and contests. It runs weekly on Wednesday nights. Incidentally, it is synchronized with a weekly newspaper column devoted to the station. The combination gives advertisers quite a bit of extra plugging, especially if they're running a contest, and the radio gossip proves very interesting.

Satire in Song

WDAS, Philadelphia, is poking fun at the various follies and foibles of our everyday life in song. The Three Swanks, vocal trio, has been added to the station's artists staff to make the vocal satires. Initial program on Saturday will take a shot at the craze for Bank Nights in the movie houses, featuring an original composition called "Bank Night."

Eckhardt is Elected Chairman of AAAA

(Continued from Page 1)

medium with both public and advertiser.

"The amateurish, blatant, and over enthusiastic is now definitely in the minority", he said. "Despite the hot likes and dislikes of the public, there is less and less of criticism. From intellectuals or others. The trend is away from stunts, toward accepted forms of entertainment. Radio is developing its own style of entertainers and directors, who sense its possibilities in a new way. When theater and motion picture people realize these potentialities, it opens an entirely new field to them.

"Set sales indicate no slackening of interest in radio. Of the 100,000 sets sold each week, 70 to 75 per cent are either replacements or second sets in radio homes. The other 30 per cent are creating a million and a half new radio homes yearly. "Broadcast time sales can't continue to grow as fast as they have. Program time is definitely hard to get, and the only available hours are scattered or opposite stellar programs. Time sales are nearly as high as they can go unless we get a practical method of synchronous broadcasting on a whole network, thus releasing wave lengths for creation of new networks.

"The great demand now is for the person with peculiar ability at writing, acting, or musical performance." The agency convention late yesterday elected Henry Eckhardt of Kenyon & Eckhardt, chairman of the board, the highest elective office of the association.

President John Benson continues in office on a four year contract signed last year. Vice-president is Shelley Tracy, Tracy-Locke-Dawson, Inc., New York; secretary, H. M. Dancer, of Henri, Hurst & McDonald,

Willys-Overland Mutual Show Adding 15 Stations

Willys-Overland account, starting Sunday night 10-10:30 p.m. on Mutual network, has added 15 more stations to the Coast, making a total web of 37 stations.

Outlets added and shifts, since original contract are: KXYZ, Houston; WWSW, Pittsburgh (replacing WCAE); WATL, Atlanta; WXIS, Nashville (instead of WSM); KBIX, Muskogee, Okla.; KCRC, Enid, Okla.; KTBS, Shreveport (joining May 16); KXBY, Kansas City (replacing WHB) and 10 Don Lee Coast stations. Although WHB is the regular Mutual outlet in Kansas City, it being a part time station, arrangements were made by this station for KXBY to handle the program, which will feature Kay Kyser's orchestra.

Inc., Chicago; treasurer (re-elected) E. DeWitt Hill, of McCann-Erickson, Inc., New York. The following were elected to the board: Mark O'Dea, New York; A. W. Hobler, New York; New York Council, B. C. Duffy, New York; New England Council, Ernest V. Alley, Boston; Joseph Katz, Baltimore; Maurice H. Needham, Chicago. Five members of the executive board continue: Gilbert Kinney, New York; Arthur H. Kudner, New York; Raymond Rubicam, New York; Thomas L. L. Ryan, New York; Guy C. Smith, Detroit. Frederic R. Gamble continues as executive secretary.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c

WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

FILM MEN SEEK BROADCASTER PARLEY

(Continued from Page 1)

picture exhibitors and of radio broadcasting executives might be fruitful of an understanding and an agreement that would be beneficial to all concerned. Preliminary preparations for sending out invitations to such a meeting are being made forthwith."

P. & G. Bunches Time On Fidler, Vic & Sade

(Continued from Page 1)

every Friday night as well as Tuesdays. Both programs will begin airing on new schedules May 21. Fidler will be heard over approximately 30 stations of the web, while serial will be broadcast over the basic, Mountain and west coast groups of the network. Change will in no way affect 12 Vic and Sade shows. Reason for the change is to get the benefit of special dispensations when time is consecutive.

The 10:30-11 p.m. Friday spot on NBS-Red net is at present sold to Pontiac Motors, but that series fades after May 14 broadcast.

PHILADELPHIA

Horace Feyhl, production chief at WCAU, is celebrating his 15th year in broadcasting this week.

Radio and the movies will be the central theme when Powers Gouraud, drama and movie critic of WCAU, here, addresses the Philadelphia Motion Picture Forum at their annual conclave next week.

Ed Krug, announcer at WCAU, is back on the job after being confined to his home with a cold.

Gene Morgan of the announcing staff at WFIL, has turned aviation enthusiast.

Harry Ehrhart, engineer at WCAU, is now spending his Sundays fishing in upper Pennsylvania streams.

Boake Carter will take a hop to Asheville, N. C., for several days. His broadcasts on May 14 and 17 will originate from that city.

Larry Vincent, former CBS singer who is heard over WCAU, is getting ready to publish two new songs that he has just completed.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

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

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



FIGURING that the gambling idea wasn't doing them any good, Alka Nox, through R. H. Alber Co., is giving up its Radio Race track program, substituting Alka Nox Money Mystery half hour Friday nights on KFI. New program will enact a murder, let listeners in on a flock of clues, and offer \$200 cash prizes, each program, for listener solutions. Don Clark producing.

Walter Biddick Co. radio program division has been appointed American purchasing agents by J. S. Larkin, visiting radio station head from Melbourne, Australia.

Big delegation of Southern California radio people planning trip to NAB convention, according to Union Pacific, which has sold out reservations on the U. P. Streamliner NAB special which leaves for Chicago June 15.

Ken Frogley, former radio ed for Daily News, and editor of a forthcoming weekly picture feature magazine which the News is backing, has come back to the air, pending installation of presses on which the new mag will be printed. Announcing for Ted Fio Rito's band from Palomar, coast to coast over Mutual.

Globe Investment Co. has taken a year's hourly time signals, 24 hours a day, on KFAC. Stodel Advertising agency placed.

Union Oil Co.'s weekly NBC coast net program, "Thrills," just renewed for 13 weeks, shifts from Wednesdays to Tuesdays starting next week.

Hal Bock, NBC publicity chief for coast, out with the flu.

Jack Runyon, radio chief for Lord & Thomas agency in Los Angeles, is passing cigars to celebrate the birth of a son.

Stars from most of the CBS coast shows took part in groundbreaking ceremonies this week when Donald W. Thornburgh, v.p., turned the first spadeful of earth for the new \$2,000,000 western home of Columbia. Hobart Bosworth, now retired from the screen, started the program by recalling the days when he took part in movie making in first Hollywood motion picture studio which occupied the site that CBS is now using. Jack Oakie, Bobby Breen, Jolly Gillette, Al Jolson, Parkyakarkas, and representatives from half a dozen of Columbia's coast shows, paraded before the mike or did specialty stunts for the crowd and the half hour program which was carried on the air. Studios to be completed in November.

FCC Activities

HEARINGS SCHEDULED

June 7: Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 Kw., 5 Kw. LS., unlimited.

Hearst Radio, Inc., Schenectady. CP for new station. 1240 kc., 1 Kw., unlimited.

WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 Kw., unlimited.

June 25: J. Laurance Martin, Amarillo, Tex. CP for new station. 1120 kc., 250 watts, specified.

Metropolitan Radio Service, Inc., Chicago. CP for new station. 1570 kc., 1 Kw., unlimited.



● ● ● Ford's Sunday night concerts fade June 13... "First Nighter," because they were unable to obtain a big picture name to replace Don Ameche, comes to New York on May 7 with Lester Tremayne as the lead... Sounds good to write of a show coming EAST for a change... NBC is offering sponsors a crack at columnist Westbrook Pegler—he won't go on sustaining... Sports columnist Bill Farnsworth is slated to take to the airwaves May 20 or 21 via NBC with leading sporting figures as guestars—sponsored... John Roy, manager of the Rainbow Room, was operated on the other day... Bob Hope won't have to commute between N. Y. and Chi for his Woodbury airings—the show closes there tomorrow... "Wizard of Oz" is being revived at CBS with auditions now in progress... Answers to the \$200,000 ciggie contest are being sold at Macy's for FORTY-EIGHT CENTS.

● ● ● On Wednesday the boys in the music business threw a farewell party to Jerry Cooper at the Hickory House as a gesture of appreciation for his past kindness toward them... Besides the publishers and pluggers (who presented Jerry with a lightweight suitcase—he flies to "Hollywood Hotel" tomorrow) there were ork leaders Eddy Duchin, Emery Deutsch, Ray Block and Carl Ravell (to whom the pluggers devoted most of their attention when the party broke)... Singer Buddy Clark, after some rude interruption by a plugger, got up and publicly buried the hatchet of hatred between Jerry and himself by wishing the former luck on the new job—for which they were both being considered... Jerry responded with a few words to Buddy which had the hard boys drying their eyes... A plugger called "No-blood" summed up the fracas thusly... "We threw a farewell party for Frank Parker before he left for the coast—and never got a 'break' afterwards."

● ● ● Here's the definite set-up on the Jack Benny-Jell-O show for the summer series... It will not have a comedian at the helm—it won't be a comedy show... The set-up calls for a musical with a band and singers... Jane Froman and her husband, Don Ross, with an UNKNOWN band audition for the show today... Decision is expected over the week-end... Noxema auditioned Del Casino, dramactor Martin Gable, Margaret McCrae and Ray Block's band the other day for a summer show... Hughie Barrett opens in Central Park's Terrace-on-the-Green tomorrow with three Mutual wires... Lillian Roth opens for two weeks at the Stevens in Chi... Horace Heidt returns to the Biltmore June 3... At a meeting yesterday it was decided that Wheatena wouldn't use radio this year.

● ● ● Harry von Zell knows a guy who is so high-class that he even has the "handwriting on his wall" EMBOSSSED... That break-up during the Bea Lillie 'dress' Wednesday was caused by the terrific "theme song" gag pulled by singer Phil Ducey... Wired music was used by the Rainbow Room and Grill during luncheon and the customers complained, thus causing the lack of melody now during the noon session... Tom MacKnight, after reading here about his old gags in some of his scripts, waved this week's material before us and said that HERE really was old stuff—but that we wouldn't recall them... Ozzie Nelson will be heard from Hollywood in September on a sponsored show with Edward Everett Horton, flicker comic, as star... The Louis Armstrong colored revue will take over Ozzie's program when the latter bows out in June... Peggy Fears will open her own club in N. Y. Nov. 15.



JUNE BAKER, WGN Home Management director, off to New York for combined business and vacation trip. Her broadcasts will originate from WOR studios each afternoon while in New York. She will present radio and other entertainment notables as guests each day. June Baker is Katherine Roche, sister of John Pierre Roche of Roche, Williams and Cunningham, Chicago agency.

Irene Beasley will make a guest appearance on the Bowman Fireside theater on WGN, May 5. David Dahlberg, blind trumpeter, to be heard on same show.

WEDC launched a one-hour Bohemian Symphonic radio hour Wednesday night. Frank Kubina will direct the symphonic orchestra in selections by Bohemian composers.

Les Tremayne will leave the "Betty and Bob" cast for a three-week vacation in Florida starting May 7. He plans to drive in his new car.

Charles Sears, tenor of Tea Time at Morrell's, will be soloist at the annual choral festival arranged by employes of the John H. Morrell company at Ottuma, Ia., Monday.

Final Rites for Rev. Goodell

Final rites for Rev. Dr. Charles Le Roy Goodell, noted radio preacher who died last Tuesday, were held yesterday at the Marble Collegiate Church with the Rev. Dr. Ralph Sockman, also a noted radio priest, officiating. Burial will be in Dudley, Mass. at 11 a.m. this morning.

Dr. Goodell was one of the first men of the cloth to hold regular services over a coast-to-coast network, and his sermons, broadcast direct from the studios of NBC on Sunday mornings for many years, made him one of America's most famous crusaders. He was 82 years old.

WDRS Enlarges Quarters

Hartford, Conn.—Due to increased activity at WDRS, additional office space was recently put into use for the executive and commercial departments. While the studios are on the 16th penthouse floor of the Hartford-Connecticut Trust Co. building, the new offices are located on the 12th floor. The space released on the studio floor is being converted into an additional studio, an extra office for the continuity department, and a third office and laboratory combined for the engineering department.

Boswell Pinch-Hits for Stueckgold

Greta Stueckgold, noted opera star, scheduled to appear with Bing Crosby on the Kraft program last night, was forced to cancel her appearance at a late hour yesterday when she was advised of the sudden death, in Berlin, of her husband, Gustav Schuetzen-dorf, German baritone, early yesterday. Connie Boswell substituted on radio show.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ALFRED J. McCOSKER, president of Bamberger Broadcasting Service and chairman of the board of Mutual, believes that women in radio, regardless of whether they make pothooks in notebooks, project personality via the microphone or issue executive edicts, require an intensified alertness and a greater familiarity with what's current in the entertainment and political worlds.... Considers them eminently satisfactory as artists and program directors.... also surprisingly free from the feminine stigmata of hysteria and pettiness. Cites Martha Deane, Allie Lowe Miles, Nell Winnick, Gretta Palmer and Adelaide Halley as commendable examples.... On the score of voice, he admits fewer women than men are adequate from the ether standpoint, because of the inevitable lack of resonance; although he's convinced the chief femme fault is the tendency to talk patronizingly.... Adds that the only solution is to select gals who haven't those defects, which he believes his outfit has done.... On the subject of femme executives, he allows their undeniable absence from his immediate vicinity to speak for itself.

▼ ▼

"We can't re-discover America," says Mr. McCosker.... Which he proceeds to interpret by stating that the basic truths governing the other realms of entertainment prevail in radio.... The same proportion of women qualify as script writers, actresses and singers.... The ratio will undoubtedly be maintained with the advent of television.... He does admit the lasses may have a slight advantage in greater visual appeal, in a schooled knowledge of the craft of costuming and in their possession of a more highly developed imaginative faculty.... Beyond that he will not go.

▼ ▼

Helen King (of the contest and graphology Kings) queens it without partner in her new quarters.... She moved yesterday.... Bright verbal bouquets are being handed "Jolly" Bill Steinke and his 23-year-old gal-child, Bettina, for the eye-filling manner in which they decorated the NBC Children's Studio, with murals depicting the development of children's programs and a sensitively executed portrait of Walter Damrosch and his musical contribution to the child—world 'n everything.

RADIO PERSONALITIES

No. 33 in the Series of Who's Who in the Industry

ARTHUR B. CHURCH, head man of KMBC, Kansas City, and known in his neighborhood and elsewhere as a lad who sleeps, eats and lives radio. As a youth in Lamoni, Iowa, he began radio experimenting with home-made apparatus. His parents had faith in him—and patience. And they were right. By 1915 Church had become known throughout the country as a radio expert and he used his amateur station to merchandise experimental radio equipment to other operators. He also used direct mail advertising in his enterprise.



Sleeps, eats and lives radio business.....

In 1915 he obtained his first license, to operate 9WU at Lamoni. During the World War he trained radio operators for the government. After the war he was engaged to conduct a radio station for the Reorganized Church of Jesus Christ of Latter Day Saints in Independence, Mo., and in 1921 he started the Kansas City station that was to become the present KMBC.

Active in NAB affairs, also in the advertising association field (he's a governor of the Advertising Club of Kansas City), financially associated with First National Television, and a farsighted student of the industry, Church has been through the growing pains of the radio industry and at his moderate age of 40 is exceptionally equipped with background and energy to help him grapple with what's ahead.

Married and the proud daddy of three children, his hobbies—next to work—are his family and photography.

ORCHESTRAS - MUSIC

"ORCHIDS PREFERRED", the musical comedy which made its Philly debut at the Forrest on Wednesday night boasts several ditties by Dave Stamper and Fred Herendeen sufficiently distinctive to have invited comment. They are "A Million Dollars", "I'm Leaving the Bad Girls for Good", "Boy, Girl, Moon" and "What Are You Going to Do About Love?" all published by E. B. Marks.

Leon Belasco has been held over at the Roosevelt Hotel, New Orleans, indefinitely.

The Willows in Pittsburgh starts the season with a bang and the Art Shaw orchestra on May 21. The spot is booked exclusively in through Rockwell-O'Keefe, Inc.

Louis Armstrong goes to town with an original composition dubbed "I've Got a Heart Full of Rhythm" on tonight's Fleischmann's Yeast Program.

Rockwell-O'Keefe, Inc. have booked Woody Herman, Art Shaw, Al Donohue and their respective orchestras to appear at Brighton Beach this summer. Glen Gray and The Casa Loma outfit and Benny Meroff and his lads have also been booked by them for Manhattan Beach.

After following through on the bid to play the St. Joseph's Senior Ball in Philadelphia, a similar bid was extended to Hal Kemp by the senior class at Temple University for their prom on May 5.

The WDAF, Kansas City, sustainer, "Songs of Tomorrow", heard at various times during the past seven years, has featured in that time more than 75 songs written by Al Crocker and Eddie Sharratt, who supply two-piano music for the show, while for the past four months they have written a song a week for the program. The ditties range from the comedy type to high class ballads.

Tip to Coronation song hunters and London fans: "London on a Foggy Afternoon", a new angle on the ever popular love theme, authored by Ina George and released by Whitney Blake, New York music publisher.

Atlantic City has a "Musical Ambassador" in the person of the series of collegiate dance "Proms" played with "Music by Bartha". Wherever the musicians and entertainers perform, the feature is picked up by local stations, and following each engagement, many students come to Atlantic City to hear Bartha and witness his Saturday and Sunday broadcasts over WPG.

Andre Kostalenz, whose Hollywood contract to conduct three numbers before the cameras in Paramount's "Artists and Models" necessitates his absence from his next program, has delegated violinist Harry Hoffman to conduct the Wednesday, May 5 broadcast over the WABC-CBS network.

Tin Pan Alley goes class-conscious with such social preachments as "You're Unfair to Organized Love (And I'm Going to Picket Your Heart)" in musical form. Published by Mills.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,345—Thermionic Relay Tube System. George S. Schaberle, Hempstead, N. Y.

2,078,234—Variable Antenna Tuned to an Odd Number of Quarter Waves. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,245—Modulation and Frequency Stabilization. Hans E. Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,246—Short Wave Shield. Hans E. Hollmann, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,285—Modulation Measuring System. Harold J. Schrader, Haddon Heights, N. J., assignor to RCA.

2,078,302—Modulating System for Short Waves. Irving Wolff, Merchantville, N. J., assignor to RCA.

2,078,304—Electric Discharge Device. Vladimir K. Zworykin, Philadelphia, Pa. and Ernest A. Massa, Jr., Haddon Heights, N. J., assignors to RCA.

2,078,360—Cathode for Electron Discharge Devices. Wilhelm Ziegenhein, Berlin, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.

2,078,371—Electron Discharge Device. Herbert Daene, Berlin-Wilmersdorf, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.

2,078,412—Tuning Indicator Arrangement. Walter Van B. Roberts, Princeton, N. J., assignor to RCA.

2,078,447—Variable Condenser. Wolfgang Grundler, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,449—Braun Cathode-Ray Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,459—Combined Television and Audio Broadcasting. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,487—Automatic Selector for Radio Receiving Sets and Like Devices. John V. Fedor, McKee Rocks, Pa., assignor of one-half to Edward R. Walton, Jr.

2,078,522—Radio Condenser. Abraham Agronofsky, St. Joseph, Mo.

2,078,607—Static Reducing System. Fred B. MacLaren, Hamden, Conn., assignor to Elizabeth Jane MacLaren.

2,078,637—Radio Tuning Device. James H. Naden, Hampstead, London, England, assignor of one-half to Cecil George H. Gallo-way.

2,078,642—Electric Discharge Device Heater. Walter Stockmeyer, Finkenkrug, near Berlin, Germany, assignor to Westinghouse Electric & Mfg. Co.

2,078,645—Electric Discharge Apparatus. Ralph H. Swingle, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,078,666—Thermionic Device. Harold W. Ka Dell, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,078,765—Direction Finding Receiver Circuit. Walter Kuhlewind, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,769—Selective Receiving System. John B. Moore, Riverhead, N. Y., assignor to RCA.

2,078,776—Glass-to-Metal Seal. William A. Ruggles, Schenectady, N. Y., assignor to General Electric Co.

2,078,797—Electron Tube. Friedrich W. Hehlhans, Berlin-Hermsdorf, Germany, assignor to General Electric Co.

2,078,892—Vacuum Tube and Method of Making the Same. Frederick S. McCullough, Ontario, Canada, The Union National Bank of Pittsburgh executor of said Frederick S. McCullough, deceased.

2,078,909—Tuning Apparatus. Clarence A. Gunther, Haddonfield, N. J., assignor to General Electric Co.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

2-WAVE TRANSMITTER AWAITS FCC LICENSE

Philadelphia—Professor McElvaine of the University of Pennsylvania engineering school has applied to the FCC for a permit covering a revolutionary type of transmitter, wafting two distinct waves, emanating from two separate microphone setups. The waves are broadcast simultaneously and received and re-transformed into sound by receivers built to detect both frequencies—in other words, double receivers. The purpose is to provide perfect auditorium fidelity and perspective in sound. Listening to two identical broadcasts over different frequencies has been found to cause the same cerebral reaction that occurs when you listen first-hand to a concert.

An analogy for this new system is the stereoscope. Remember those 1890 gadgets through which you looked at twin pictures and saw them merge into one, but with a third dimension—depth? Well, what happened there to the eyes happens, with the double receiver, to the ears, providing an additional dimension, or perspective in sound.

If licensed, the new transmitter will operate on 1570 kilocycles, and until new double sets are available will borrow its second channel from another Philadelphia station and distribute additional receivers.

Bulletin on 'Ghost' Sounds

Cincinnati—Crosley Radio Corp. has issued a technical bulletin for use experts in locating trouble when music, dialogue and sounds from several different stations are jumbled at one point on the radio dial. Bulletin is being sent without charge to those requesting it.

Finds Poor Installations

Philadelphia—At least a quarter of all new radio installations are being poorly handled by dealers and service men, according to Robert F. Herr, Philco's manager of parts and service, following a nationwide survey. This has resulted in much poor reception, he says, urging that corrective steps be taken immediately.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHIC. 4-2074

Stradivarius of Radio

Chicago—E. H. Scott, local manufacturer, has just brought out his new 30 tube "Scott Philharmonic—the Stradivarius of radios." The new receiver replaces the 23 tube line. Prices start at \$300. Advertising includes an endorsement by Arturo Toscanini who goes to work come next December for David Sarnoff, who makes RCA receivers. Scott also has a Quaranta, a custom built job of 40 tubes for about \$2,500.

WHK-WJAY Engineers Design Remote Setup

Cleveland—After months of effort on the part of Edward L. Gove, chief technician of the United Broadcasting Co., and his assistants, the remote control and short wave broadcasts of WHK-WJAY will soon go on the air with the efficiency and smoothness of studio-produced programs.

According to Gove, actual construction has been started on one of the most complete short-wave set-ups in the country.

With the purchase of a new automobile and a 100 watt shortwave transmitter, new antenna equipment capable of transmitting both 10 watt and 100 watt will be installed. As an innovation, both a regular broadcast and a short wave receiver are to be installed in the car. This will make possible two-way communication between the mobile unit and the station. Meanwhile at the top of the Terminal Tower another 10 watt transmitter is being installed for communication with the engineer in the mobile unit.

In Studio number 6, a special microphone for the two way communication a mixing panel and selecting instruments are being installed. All short wave broadcasts will thus be under the direction of a production man in studio six. Through two-way communication nearly every emergency can be met. This new equipment will receive a most severe test during the coming Great Lakes Exposition, according to H. K. Carpenter, general manager of WHK-WJAY.

Production Manager John T. Vorpe, is now making extensive plans for broadcasts from the exposition, along with many other public events which are scheduled to be held in Cleveland during the summer months.

Midget Mobile Unit in Seattle

"Wee" the world's smallest radio broadcasting station, sponsored by the Philco organization in Philadelphia, arrived in Seattle a few days ago under demonstration of its inventor John R. Boyle, and is attracting enormous local interest in daily demonstrations, as it is operated on 4/100ths of a watt, or less power than for an auto tail-light.

Visualizes Television As Interstate Utility

(Continued from Page 1)

in cooperation with large manufacturing corporations which must either control or have license rights upon hundreds of principles, circuits, tubes and control gadgets. It probably will be closely associated with long-distance telephony and radio broadcasting.

"The question 'when?' has been partially answered; i.e. (1) when funds are available to build expensive television broadcasting stations every seventy miles over our country, (2) when special high-frequency cables or radio relay links can be installed to provide scene programs simultaneously to such transmitting stations, (3) when hundreds of thousands of families are willing to purchase combined television and radio receiving sets at several hundred dollars per set for their homes and (4) when some corporation or group of corporations can undertake to correlate and finance these many factors necessary for success. One year? Probably not; but possibly before the inaugural of 1941.

"Why so long? Well, the problem is very much more difficult to solve than radio, and radio was not perfected in a decade. The public will expect more of television when it does arrive than it did of radio. It will probably not tolerate gradual improvement with repeated sale and repurchase of new types of receiving sets.

"Furthermore, television is a three-dimensional problem. Radio had only two dimensions. To see we must have length and breadth and light intensity. The ray of light which is reflected from a single point upon your friend's face or from a single square inch of a football field must appear at the same instant and at the same single point on the screen in your living room and it must be of the same relative brightness. It has taken years of development to provide the means of producing the millions of electrical impulses per second which would meet such rigid specifications and to retransform those millions of electrical impulses into light again for your edification. 'Let there be light' has never been equalled by mere man."

WBT AIRS DESCRIPTION OF NEW TRANSMITTER

Charlotte, N. C.—One of the most interesting remote shows ever to originate from WBT was a description of the WBT transmitter, located ten miles from the City. Handled by Lee Kirby, the tour through the intricate maze of instruments was guided by Gilbert "Scotty" Monroe and Howard Moffatt, engineers stationed at the transmitter.

"Scotty"—so called because he was born and reared in Glasgow—was the first interviewed. In his delightful Scotch brogue, he explained the passage of the voice from the microphone, through the control board to the high power audio amplifier, and thence to the modulator and radio circuits and various mechanisms designed to convert sound into radio frequency waves and broadcast them.

Moffatt conducted the tour through the lower floors of the transmitter, where the giant dyamos are placed. There, he explained in general terms the fascinating part each engine plays in broadcasting. With all the expensive equipment and intricate machines, Moffatt pointed out one of the indispensable and all-important pieces is a quartz block about one inch square and a quarter of an inch thick. The quartz crystal oscillates mechanically at a radio frequency to which it is ground, and the thickness, or size, of the crystal determines the frequency at which it vibrates.

The broadcast was the second of a series called "Behind The Scenes At WBT," which Kirby is doing to enlighten the WBT audience as to the operation of a major radio station.

Coaxial Cables

Victor J. Andrew of Chicago puts out two types of coaxial cables, a large size for all broadcast and police transmitter, and a small type for receiving and mobile and amateur transmitting stations. Andrew also supplies an engineering consultant service.

Efficiency

From the shores of Great Salt Lake, KSL transmitter technicians report as nearly a perfect bit of efficiency as has come from radio transmitting in a long time. During the month of March, the 50,000-watt KSL transmitter was off the air for exactly eight seconds, broadcasting on an average of 19¼ hours per day.

Coast-to-Coast

DAVE SIMMONS, for three years chief announcer at KDYL, Salt Lake City, has left that post to become advertising man and promotional director for Morning Milk Co.

Mathilde and Theodore Ferro, authors of "Lorenzo Jones," which made its debut on NBC-Red network Monday as a four times weekly feature, have a new play, "The Ivory Tower," headed for Broadway in the fall.

Ed Lee, who comes to the WVFW mikes as sports commentator, will have the world's featherweight champ as his first guest.

Nancy Martin, singer, is headed for a new daytime commercial on WCAE, Pittsburgh.

John McCormick, who has just been promoted to manager of WKRC, Cincinnati, was at one time program manager of WINS, New York.

Martin Block's "Lend a Hand" hour on WNEW has found jobs for almost a third of the unemployed men and women interviewed on the program. Twenty out of 66 have been placed to date.

Elmo Russ, organist, composer and poet, formerly with WMCA, is now doing a Thursday 11 p.m. stint on WVFW, presenting a guest celeb each week.

Borrah Minnevitich and his Harmonical Rascals, current attraction at the Riverside Theater in Milwaukee, made a guest broadcast over WTMJ.

Ethel Shepard, Helen Yorke and Joe Martin will appear with Irving Aaronson's orchestra on "Broadway Melody Hour," with Jay C. Flippen as m.c., when the new series starts over both WHN and WOR on May 12 at 8 p.m.

WELI notes: George Gore, baritone, after several months' absence, returns with a 6:30 p.m. Saturday spot... Freda Swirski, pianist, signed for an Acme Moving & Storage Co. commercial Friday nights... Bill Farley has been subbing for Jay Coffey, announcer and continuity writer, who is on the grippe list... Charlie Armstrong handling Federal Theater program while Homer B. Mason is away.

Mr. and Mrs. Walter Leskiewicz, he's director of the Polish Varieties program heard over WJBK, Detroit, leave on the Liner Pilsudski for a European jaunt, winding up in Poland. En route they will stop in London for the coronation ceremonies. Leskiewicz is shipping his car, and will take motion pictures of the entire trip. Couple is expected back some time in August.

WLW last night had to cancel the Bing Crosby program, with permission of the sponsor, in order to carry the address of Postmaster General Farley and others over the WLW

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 25 of a Series

WQXR—New York
1550 K. C.—1000 Watts

JOHN V. L. HOGAN
President

ELLIOT M. SANGER
Vice-President

WQXR, New York's only high fidelity station, is owned and operated by the Interstate Broadcasting Company, Inc. Its broadcasting day is nine hours long week days, and 13 hours on Sunday.

Established five years ago by John Hogan, consulting radio engineer and inventor of many universally used radio devices, WQXR today operates on 1550 kc., with 1000 watts of power. Its transmission technique, high fidelity, enables the broadcasting of every frequency the human ear can record, a range from 20 to 16,000 cycles per second. WQXR is one of only four high fidelity stations in the country, and the only one in the New York area.

Demonstrated coverage of station includes New York, Northern New Jersey, Westchester County, Nassau County and parts on Connecticut. WQXR receives mail from New England, Canada, the middle west, and portions of the south. The station proves its coverages by dimes, received from listeners who ask for advance printed programs in order to plan their listening time. WQXR developed the unique plan of printing its monthly programs in advance in response to listener demand for them. They are sent to a large subscription list for \$1 a year or sold individually for 10 cents per copy.

Eighty per cent of the programs broadcast over WQXR are musical, allowing high fidelity to be heard at its best. Some of these are transcribed symphonic and operatic works while others are special concerts from the famed Carnegie Hall, New York Public Library and the Juilliard School of Music. Important non-musical programs include a speaker's forum on current events, a series of dramatic presentations in co-operation with the Radio Division of Federal Theater, commentators and cultural features.

WQXR has been commercial for only one year. The station is a strict censor of all advertising heard on the air. Sponsors who have used the station include an investment banking house, a ballet company, publishing houses, concert managements, department stores, musical instruments, religious organizations, wines, radios and theaters.

Studios and business offices are maintained at 730 Fifth Ave., N. Y. C., and the station's transmitter is located in Long Island City.

Line from the Hotel Netherland Plaza, Cincinnati.

The Weller Service, radio advertising organization, recently discontinued its Portland, Ore. office.

N. W. Davidson is now handling publicity at KLZ, Denver.

WHDL of Olean, N. Y., and Bradford, Pa., claims a distinction in having presented Pietro Yon's "High Mass in Requiem" sung by the entire seminary choir of St. Bonaventure College upon the occasion of the death of a lay member of the St. Bonaventure faculty. It is believed this is unique and unduplicated in broadcasting history. Its claim to the unique is enhanced by the fact that the service was conducted from its studios, before studios were established at the college. Further than that . . . WHDL has broadcast such services as the "Tenebrae" from the chapel of St. Bonaventure College.

Grace Moore, while in Chicago on her way west, intimated that she contemplates a \$50,000 suit against the Brunswick record company because they had placed her disks on sale at five and ten cent stores. This, she said, was not in keeping with her contract.

Norman Corwin of 20th Century-Fox's radio bureau will be heard in a half-hour solo broadcast over WOR Sunday at 1 p.m., the guest of A. M. Sullivan.

GUEST-ING

CHARLIE RUGGLES, on "Your Hit Parade," tomorrow (CBS, 10 p.m.).

RAYMOND SCOTT'S QUINTET, on "Saturday Night Swing Club," tomorrow (CBS, 7 p.m.).

ETHEL SHUTTA, on Ben Bernie program, May 4 (NBC-Blue, 9 p.m.).
ALBERT SPALDING, on Sealtest Saturday Night Party, tomorrow (NBC-Red, 8 p.m.).

MILTON HERTH, organist, on Al Pearce Show, May 4 (CBS, 9 p.m.).

PATSY KELLY, on Fred Astaire show, May 4 (NBC-Red, 9:30 p.m.).

NILS T. GRANLUND (N.T.G.), on Jack Eigen's Broadway Newsreel, May 4 (WMCA, 9:30 p.m.).

DOROTHY THOMPSON, guest columnist of the Heinz Magazine Of the Air, May 10 (CBS, 11 a.m.).

LEE PATTISON, general manager of the Metropolitan Spring series, on Bernard Steinberg's "Music Box", today (WHN, 6:15 p.m.).

KATHLEEN NORRIS, broadcasting from London on Magic Key of RCA, May 9 (NBC-Blue, 2:30 p.m.).

THOMAS L. THOMAS, on Floyd Gibbons "Your True Adventure" program, May 6 (CBS, 10 p.m.).





★ ★ Little Talks on Big Subjects ★ ★

EVERY morning RADIO DAILY goes straight as an arrow to IMPORTANT radio folk everywhere . . . Its NEWS columns are HOT with the previous day's industry activities . . . It is READ because it is RIGHT . . . RESPECTED because it is SINCERE . . . WELCOMED because it is CONSTRUCTIVE and has nobody's AXE to GRIND . . . and . . . Lest we forget, ADVERTISERS tell us they use its columns BECAUSE it brings RESULTS . . .

PROMOTION

Shirley Temple Party Draws

Shirley Temple Birthday Party staged and presented by KCKN in cooperation with Young's Department Store, Kansas City, Kas., drew 1,700 children. The first 30 minutes of the party were broadcast by KCKN and radio receivers hurriedly collected from neighboring music and radio stores permitted those unable to get into the second floor to hear the celebration. Refreshments were served to everyone, including the overflow crowd on the street in front of the store.

E. H. Schwarz, manager of Young's, published a display advertisement in the next day's Kansas City Kansan, local paper, congratulating KCKN on promoting the event.

Entertainment for the party and broadcast featured juveniles of Kansas City Kansas, assisted by the entire staff of KCKN, including Ruth Royal, musical director; Karl Willis, program director; Ralph Nelson, director of special events; and Evan Fry, Randall Jessee and Virginia Wallace. Ellis Atteberry is general manager of the station.

The entire show, written and directed by Ruth Sullivan, of the KCKN staff, also included a style review of Shirley Temple frocks.

Healthiest Child Contest

Alabama-Georgia Syrup Co., sponsors of the "Melody Meetin'," heard weekly over ten stations in Alabama, Florida, Georgia and South Carolina, is launching a contest the first week in May wherein they will pay \$100 cash for a picture of the huskiest, healthiest-looking boy or girl brought up on Alaga Syrup. The radio program each week will carry news of the contest and tell how boys and girls may be eligible to win this big cash prize.

Any child up to twelve years of age can win. All that is required is a photograph or snapshot of the child, together with a statement of the child's age, how long he or she has enjoyed Alaga, and an Alaga label. Contest will close at midnight, May 31.

Merchandising Plan Clicks

Last March, nearly two months after the first draft was reduced to writing, WDRC (Hartford, Conn.) released the first printed booklet of a

ONE MINUTE INTERVIEW

SEDLEY BROWN

"Despite the fact that New York has always been the goal of ambitious people in the entertainment field, those born in other communities, especially small towns, have a three to one better chance of success in radio than those who first opened their eyes in the Metropolis. Why this is so, I don't know. But statistics prove it."



MRS. FRANKLIN D. ROOSEVELT

Pond's

WJZ (NBC-Blue), Wednesdays, 7-7:15 p.m.

J. Walter Thompson

FIRST LADY HAS GRACIOUS STYLE AND GOOD VOICE FOR AIRCHATTING.

Mrs. Franklin D. Roosevelt, who made her second appearance on the new Pond's program this week, is an excellent conversationalist, with a fine clear voice, the very best enunciation, and a graciousness of personality that comes over the air most effectively.

In her second talk, "A Typical Day in the White House," the First Lady had as guest her personal secretary, Mrs. Malvina Thompson. Mrs. Thompson was not quite so well at ease or as natural a talker before the mike, but she served the purpose in giving listeners a brief picture of the White House routine.

Program has particular interest for the women, and some for the men,

new merchandising service. At that time a new product made its first appearance over any radio station, to test the soundness of this plan. The product was Shavettes, as having preparation in crystal form packed in a new type transparent tube. At the time of the air contract, Shavettes were being sold in very small quantities in only 15 drug stores in a very limited area.

A letter went to each wholesale distributor in the station's intense Connecticut coverage area, as well as a letter to each retail drug store. This letter told about the product, and announced the Shavettes broadcasting schedule. Within four days after the letters arrived, a representative of the manufacturer called with Shavettes to sell. His display contained 12 tubes of the product retailing at 35 cents each. Druggists usually buy only one or two or possibly six tubes of a new product such as this. However, within three weeks, 67 prominent retail outlets had bought 12 tubes. There were still more druggists who expressed a willingness to buy in lesser quantities.

These druggists were stimulated to display the Shavettes card prominently on their counters.

The next phase of this test was a personal call by the WDRC merchandising representative, this call being made about one week after the stores were stocked. The purpose of this call was to check stocks and the location in the store of the Shavettes display card. Also to report the general effect of the air advertising campaign conducted over the station, and to inquire regarding the reception of letters from the station calling attention to the new product. The report following this call is full of interesting facts.

Among other things it was found

too. Next week, Mrs. Roosevelt will have her daughter, Mrs. John Boettiger, as guest.

WALTER B. PITKIN IN "AFTER FORTY"

Sustaining

WINS, Thursdays, 4-4:15 p.m.

HELPFUL VOCATIONAL GUIDANCE SERIES FOR THE NOT SO YOUNG.

Walter B. Pitkin, author of "Life Begins at Forty" and other popular works, bases this radio series on his latest book, "Careers After Forty". To that end, he discusses and points out how persons around middle age can begin new careers, presenting actual examples to prove his points.

Pitkin is a forthright, persuasive talker, with a good psychological insight and a way of disseminating guidance, inspiration and hope that should appeal strongly to the class of people coming within the scope of his subject. The related instances of persons who made good after 40 also have general appeal.

that the letter paved the way for the salesman in many stores, a great help for a man selling a product entirely new to the druggist, and asking him to buy a full dozen tubes at that. It was found that many druggists wished additional information regarding the product. Some wanted samples to hand to prospective buyers. Others were selling Shavettes rapidly. Still others had "tried them—they're all right!" Many suggested the addition of a bit more perfume to the product. And many wished to buy in smaller quantities than 12.

While this is a test campaign for WDRC's new merchandising service, it has already proved its ability to check the effectiveness of any radio advertising campaign conducted over WDRC. It has also shown how manufacturers and distributors can be definitely helped in marketing their product. A brochure outlining the plan has been prepared by the WDRC merchandising department.

Naming the Biscuit Boy

Victor Moore and Helen Broderick on Sunday will inaugurate a contest to choose a name for the National Biscuit Boy who has been without a "moniker" to date in their "Twin Stars" broadcast with Buddy Rogers over the CBS network 8-8:30 p.m. The little lad has long needed a name and Helen and Victor have volunteered to find one from the radio audience.

Int'l Radio Seeks Listing

Washington Bureau, RADIO DAILY

Washington—International Radio Corp. yesterday filed application with Securities & Exchange Commission for registration of its securities on the New York Curb Exchange and the Detroit Stock Exchange.

NEW BUSINESS

Signed by Stations

WPG, Atlantic City

Outstanding new local commercials include Fralinger's Interviews, Farmer in the Dell, Bond Bread Transradio News, Frigid-Airs, Mid-day Melody Parade, Vacation Time, Ship Ahoy, Fishermen's Forum, Maytag Memory Tunes, Atlantic City World's Story Behind the News, Algar's Sports Reporter, DuPont Paint Parade, and the Pep Boys Sports Program. Of special interest to local feminine listeners are Margaret Keever's Home Hour and Ethel Rattay's Steel Pier Tea Time Topics.

WQXR, New York

Max Schling, Fifth Avenue florists, using a daily spot announcement advertising a special seed offer, on "Just Music" hour; Lexol, a leather conditioner for boots, gloves, books and all leather goods, three spot announcements weekly, placed through Luckey-Bowman agency. Marks first time on air for both firms.

Dickering with Astaire

Reports from the coast stating that Fred Astaire will not renew his Packard radio contract after the end of the present series are premature, according to Young & Rubicam, Packard's advertising agents. Agency says they are now negotiating with Astaire for a renewal but have not reached any decision. Another topic being discussed by the agency and the sponsor is whether the show will remain on the air for the summer months. Last show in present series will be heard June 1, unless time contract is extended in the meantime. Understood that another NBC sponsor is interested in taking over the Packard spot if it becomes available.

Roving Reporter With Mike

Denver—T. A. McClelland, chief engineer at KLZ, has built a sort of breastplate with microphone attached for roving announcers, so the announcer doesn't have to worry about the mike. It's on the order of a switchboard operator's set, and an "8 ball" mike is used on it. The equipment has proved very handy for KLZ's zoo broadcasts.

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	28	29	30

April 30
Jules Nassberg
Frank Abbott
May 1
Kate Smith
Jackie Heller
Howard Barlow
May 2
Bing Crosby

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