



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 82

NEW YORK, N. Y., FRIDAY, JUNE 4, 1937

FIVE CENTS

P&G Renews Eight NBC Programs

FIVE-YEAR LICENSE BILL OPPOSED IN FCC LETTER

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—In a letter to the House Interstate Commerce Committee, the FCC has registered its definite opposition to Congressman Anderson's bill providing for five-year licensing period for broadcasting stations. "No legislation similar to that proposed in HR. 5038 has received approval of House or Senate committee," FCC states in letter signed by Chairman Anning S. Prall, "and the Commission has heretofore made no recommendation on the question. At present, the Commission has no authority to suspend licenses or impose penalties for violations of its
(Continued on Page 3)

Himber-Studebaker Show Is Set for Fall Return

The Studebaker show, which faded from the NBC network last Monday, will return to the air again next fall with the same program set-up. Richard Himber and his band have already been signed for the series that will be aired over either NBC or CBS, according to time available.

"Hit Parade" on NBC Renewed for Summer

American Tobacco Co. (Lucky Strike cigarettes) through Lord & Thomas has signed a 13 week renewal for the "Your Hit Parade" on 73 NBC-Red network stations, Wednesdays, 10-10:45 p.m., effective June 30. This completes the renewals contract on all Lucky Strike cigarette radio shows on CBS and NBC and scotches the reports that sponsor planned to curtail summer radio expenditures.

New Wrinkle
Chicago—Sach's store, sponsoring a Sunday amateur program over WENR, has started something new by paying for a band to entertain its studio audience in the lobby of the Merchandise Mart while waiting for opening of the studio doors.
Band plays numbers requested by the ticket holders, who sing them out.

LIGGETT-MYERS MOVING 2 SHOWS TO THE COAST

Liggett & Myers (Chesterfield cigarettes) will switch both the Wednesday and Friday broadcasts to the coast by the end of this month. The Friday program, now airing over a CBS hook-up of 79 stations, 8:30-9 p.m., with a repeat over 14 stations, 11:30 p.m.-12 mid., will keep the same band, Hal Kemp, but will drop Kay Thompson and her choir and will
(Continued on Page 3)

M. H. Peterson Resigns As Hearst Sales Mgr.

M. H. Peterson, sales manager of Hearst Radio Inc., has resigned. Curtis Wilson of the sales staff is filling the post temporarily. Peterson came to Hearst Radio shortly after it was formed in 1934. He was at one time radio director of Blackett-Sample-Hummert Inc., Chicago. Resignation of Peterson gave new life to the Transamerican-Hearst tie-up which Emile Gough, Hearst vice-president, denied a few days ago.

Membership for Each Station Is Proposed for NAB By-Laws

Campana Reserves Time For Fall Variety Show

Chicago—Campana Corp. has reserved a half-hour on NBC-Blue at 8:30 p.m. Mondays starting Oct. 11 for new musical variety show, which will probably feature a commentator, comedian and orchestra. Cal Tinney, Eddy Duchin and Ruth Etting among names submitted.

Signs for 52-Week Renewals Effective June 28—Four Other NBC Shows Running Until June 25

RAYMER TO REPRESENT McCLATCHY STATIONS

Paul H. Raymer Co., effective August 15, becomes national station representative for the McClatchy chain in California. Stations comprising net are KFBK, Sacramento; KERN, Bakersfield; KWG, Stockton; KMJ, Fresno. Joseph McGillvra, in the east, and Walter Biddick, on the west coast, are currently representing the group.

Newscast Spot Demand Brings KGY Rate Boost

Olympia, Wash.—Demand for spots in newscasts of KGY recently forced a sharp rise in the station's rates to prevent overloading newscasts with commercials. KGY pioneered the idea of financing newscasts with spots insofar as the Pacific Northwest is concerned. The station started its newscasts with spots intermingled with news in October, 1934. The idea clicked and within two months as high as 18 spots were sold for an evening 30-minute news period. From two-a-day the broadcasts were increased to three, a noon period being added to the original morning and evening. From the puny Press-Radio report the station switched to Transradio
(Continued on Page 3)

Procter & Gamble Co., with the exception of the Women's Magazine of the air program on the NBC-Red Pacific network, the Barry Wood program on WJZ, WBZ-WBZA, and two "Vic and Sade" programs, one on WEA, WNAC, and WMAQ, and the other on the NBC-Red network Friday nights, has signed 52-week renewals for all other programs on NBC networks, effective June 28. The other four shows terminate on June 25.

Under the new contract the "Gospel"
(Continued on Page 3)

CBS APRIL BILLINGS 46% ABOVE LAST YEAR

Although showing the usual slight seasonal drop from March and April, gross billing for CBS for the month of May totaled \$2,552,374, highest May in the network's history and 45.9 per cent above May, 1936. The total tops both January and February of this year. Cumulative total for the five
(Continued on Page 3)

Standard Brands Signs NBC-Blue Network Spot

Standard Brands Inc. has placed a 15 week contract with NBC for the coast to coast Blue network on Wednesdays, 9-9:30 p.m., beginning Sept. 22. Talent not selected for period as yet, nor has the product been disclosed. J. Walter Thompson Co. placed the account.

Radio Family
Chicago—The whole Crusinberry family is going radio. Jane writes "Story of Mary Marlin" for NBC. Jim, her husband, is sports editor at WBBM. Now daughter Patricia, Northwestern U. co-ed, and three friends have sold WIND a script about college life. The girls will play the leading parts, with airing to begin this month.

Midnight Pep
Seattle—Having in mind that most parties begin to languish at midnight, Announcer Allan Botzer of KOL staged a one-man show of perking up parties so that a social affair needing a spot of entertainment around the witching hour could have him as "life of the party" simply by dialing KOL.

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent
Washington—Among amendments to constitution and by-laws to be presented at the NAB convention in Chicago, June 20-23, is one providing that owners of more than one station must make application for membership of all stations owned, rather than carrying one membership for all stations.
"It has come to my attention," de-
(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 82 Fri., June 4, 1937 Price 5 Cts.

JOHN W. ALICOATE : : Publisher
DON CARLE GILLETTE : : Editor
MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Thursday, June 3)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	166 1/4	166 7/8	+ 7/8
Crosley Radio				
Gen. Electric	53 1/2	52 5/8	53 1/2	+ 5/8
North American	26 1/4	25 3/4	26	- 1/4
RCA Common	87 1/2	87	87 1/2	+ 1/2
RCA First Pfd.	68	67 3/4	67 3/4	- 1/2
RCA \$5 Ffd. B.		(75 Bid)		
Stewart Warner	18 1/4	18	18 1/4	+ 1/4
Zenith Radio	33 1/8	33 1/8	33 1/8	
NEW YORK CURB EXCHANGE				
Hazeltine Corp.				
Majestic				
Nat. Union Radio	17 1/8	17 1/8	17 1/8	- 1/8
OVER THE COUNTER				
	Bid	Asked		
CBS A	53 1/4	55 1/4		
CBS B	52 5/8	54 1/4		
Stromberg Carlson	13 3/4	14 3/4		

Horswell Leaving WHBL

Sheboygan, Wis. — Bert Horswell, director of WHBL, has resigned, effective about the middle of this month, to accept another radio connection. Before coming here, Horswell served in various capacities at WTMJ, Milwaukee; WIBA and WISJ, Madison, and KWCR, Cedar Rapids.

Rose Marie in New Series

Rose Marie (formerly Baby Rose Marie) will be featured on the new Mutual network series originating in WOR Newark studios, Mondays 3-3:30 p.m. Fred Hillebrand will be master of ceremonies and Nat Brusloff will conduct a 16-piece orchestra. Show is called "Spotlight," and will trot out various WOR talent on different shows.

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

Expecting Big Turnout At Radio Parts Meeting

Chicago—A record turnout is expected here next week for the three-part conclave involving the annual convention of Radio Manufacturers Ass'n, annual National Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, at Stevens Hotel. RMA meet runs June 8-9, and the trade show and service men's meet June 10-13.

Zenith Radio Planning Coast-to-Coast Series

Chicago—Zenith Radio Corp. plans a coast-to-coast series this fall to promote its 1938 line. Network and time not yet decided. Program will be a brand new idea in broadcasting, it is said, and may originate here. E. H. Brown agency is handling.

Leo Reisman to Spend Six Weeks Over There

Leo Reisman, the Schaefer Beer-WOR and Waldorf-Astoria maestro, who sails the latter part of the month for France, will spend six weeks there from Paris and down by the Riviera. His principal mission abroad is to appear at the Paris Exposition.

Woollcott from Hospital

Last night's broadcast by Alexander Woollcott, "The Town Crier", on CBS, 7:30-7:45 p.m., was put on the air from Room 911 in Doctors' Hospital. Woollcott has been confined there for several days with bursitis of the shoulder. The bell ringing which usually opens the program had to be discontinued because it might awaken other patients. Granger pipe tobacco sponsors the quarter-hour.

Mueller Series to Recess

C. F. Mueller Co., Jersey City (macaroni) terminates its spring campaign tonight on seven NBC-Blue stations, but will return to the air Sept. 6 over the same stations at the same time.

Program will again feature Crosby Gaige in the "Kitchen Cavalcade" series. New series is signed for 13 weeks through Kenyon & Eckhardt Inc.

Whiteman Signs Golidaro

Chicago—Al Golidaro, New Orleans sax player, is the first to be signed by Paul Whiteman for the 110-instrument orchestra he plans to introduce in September. Also reported seeking Eddie Dunstetter. After playing a week at the Palace here, Whiteman returns to New York, thence to Texas expo.

CBS International Series

CBS will inaugurate a new series of international programs June 20 at 5 p.m., aired weekly to the entire CBS chain, Canadian outlets and Latin-American stations over CBS's new short wave transmitter W2XE.

Sponsor and Station Sharing Survey Cost

Probably for the first time in radio history, a prospective sponsor will share the cost of a 3,000 phone call survey when Macfadden Publications and WMCA make a joint research as to the audience held by "Good Will Hour," directed by John J. Anthony. Show is aired Sundays 10-11 p.m. and is the station's successor to "Good Will Court."

Survey on the program's audience will be done by Ross Federal and if it proves okay Macfadden will sponsor the show for one of the publications, tentatively True Story Magazine. According to WMCA, the program is drawing more audience and applicant mail than the late "Good Will Court" and is now averaging 600 to 700 letters per broadcast.

Top Orks Desert Frisco As Hotel Strike Lingers

San Francisco — With hotels here still rigidly strikebound by employees, the band situation is growing worse—if possible. Paul Pendarvis, waiting impatiently at Lake Merritt Hotel, Oakland, is ready to pack his grips at the drop of a baton. When and if he goes, there won't be any biggies left here.

Dick Gasparre, New York society maestro, who thought he had a contract with the Mark Hopkins starting June 2, arrived in town to learn differently. When things do open up, it is likely Freddie Nagel, Bob Saunders, Noel Thomas and Bill Vaughn may step into spots that pay their leaders more than \$200 a week.

Latest threat by strikers is to close Class B hotels and niteries.

All Studio Audiences Eliminated by WHBL

Sheboygan, Wis.—All studio audiences have been eliminated by WHBL. Visitors will be permitted to watch shows from studios not in use, however, hearing them via monitors. The audience problem became acute when demands for tickets to the Hog Hollow Meetin' Nights grew too rapidly. Rather than disappoint some listeners, station decided to admit none.

Alka-Seltzer Polish Series

Miles Laboratories Inc., Chicago (Alka-Seltzer) has signed for a quarter-hour Polish program, six days a week, on a three station hook-up (KFAB, New York; WELI, New Haven; WNBC, New Britain). Program is keyed out of New York and was placed by Wade Advertising Agency, Chicago, through Norman Furman Inc., New York.

Lenwood and Grey on NBC

Lucille Lenwood and Lanny Grey, song and patter team currently heard over WNEW, will do a special broadcast over the NBC-Red network Tuesday, 3:15-3:30 p.m. They have also been scheduled for appearances on the Fred Allen show. Ernest Cutting set the deals.

COMING and GOING

RALPH WONDERS is expected back from his mid-western trip early next week.

AL SHAYNE leaves today for a three-day engagement in Philadelphia and will return Monday.

HARRY LINK, head of the Irving Berlin music publishing company, flies to Boston today on business.

NADINE CONNER leaves for Hollywood today and will vacation there for a month, rejoining the Show Boat program July 8 on the Coast.

RAYMOND R. MORGAN, head of the Morgan agency on the Coast, has left Los Angeles on his periodical eastern trip to contact clients.

KAY KYSER'S Willys Surprise Party will be aired from Richmond, Va., over MBS on Sunday.

CAROL WEYMAN, NBC singer, will tour New England and the South during July and August, doing concert work.

PIETRO YON, organist, sails June 13 to visit his native Italy.

PHIL BAKER leaves for Hollywood the first week in July.

BIDU SAYAO, Brazilian opera singer, sails tomorrow for Buenos Aires.

EMANUEL ROSENBERG, executive vice-president of Transamerican Broadcasting & Television Corp., returned to his desk yesterday after a western trip.

SYLVESTER Q. CANNON, executive of KSL, Salt Lake City, is in New York.

BOB EDGE, WOR fishing expert, will accompany an expedition into the Gulf Stream tomorrow, remaining until Wednesday in effort to snare rare specimens. He will report the findings each night through Transradio Press.

GENE BUCK, president, and LOUIS D. FROELICH, Ascap counsel, returned yesterday from Lansing, where they talked before a joint session of the State legislature against the pending anti-Ascap measure.

ARTHUR DALY, NBC program director, sails for Bermuda tomorrow for a two-week holiday.

WNEW Wins Poll Honors

In a popularity poll conducted among 2,000 East Orange High School students, WNEW's "Make Believe Ballroom" was rated second best musical program on the air. Earl Harper was rated second best sports announcer, and WNEW came in third as favorite station.

Max Schmeling Cancelled

Max Schmeling, whose scheduled fight was called off last night, was supposed to have been heard over an NBC-Blue network at 8 p.m. Network officials insisted upon censoring the script before Schmeling went on the air. Schmeling refused to use the censored script and a standby orchestra was heard instead.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

EIGHT NBC PROGRAMS RENEWED BY P. & G.

(Continued from Page 1)

Singer" program (Edward MacHugh) will be heard in the east over the Blue network but in the west he will be aired over the Red network. Details as to time and stations have not been announced.

Renewals include: "Ma Perkins", "Vic and Sade", "Personal Column", "The O'Neills", "Story of Mary Marlin", "Pepper Young's Family", Jimmy Fidler and the "Guiding Light". Compton Advertising Inc., H. W. Kastor & Sons Advertising Co., Blackett-Sample-Hummert Inc., and Pedlar & Ryan Inc., share the P. & G. radio accounts.

VIEWPOINTS

Himber Says Exploitation Is Needed in Radio Field

"While radio as an industry likes to be classified in equal terms with any other phase of amusement enterprise, the sponsors and networks still have a great deal to learn from the stage, screen and outdoor fields of theatrical endeavor. The single item which appears to me to be lamentably deficient is 'exploitation,' which should call attention to and attract definite interest in important radio shows.

"The movie moguls spend very high percentages of the production cost of their 'stupendous' offerings on advertisements, advance material, and other means of bringing the attention of the public to the movies. Show-wise heads have always realized the value of publicity in connection with their presentations, and are in this respect in full confidence that the returns are in keeping with the costs of exploitation.

"A few of the wiser radio sponsors have adopted the procedure of screen and stage by advertising extensively throughout the country, centering the publicity on the broadcasting of their programs. After all, radio shouldn't be a hit or miss dial for school-boys and girls, it should be a tool in the hands of knowing listeners who must be shown in print where to find 'it.'" — RICHARD HIMBER.

NEW PROGRAMS—IDEAS

WFBC "Parade of Progress"

Among programs that have built up a wide following over WFBC, Greenville, S. C., is the "Parade of Progress" disk feature, a salute program in which Goodrich Silvertown pays tribute to various civic and commercial interests of the city. Program is diversified from a musical standpoint, features prominent singers, George Hall's orchestra, and a guest vocal group. A representative from the firm or civic institution being saluted makes a brief address on the program.

Another show that draws a large studio audience, according to Program Director Frank Blair, is the county-wide Spelling Bee, produced in cooperation with city and county boards of education. Vanity Slipper Shop sponsors the program, with Prof. L. H. Swain of Furman University as spelling master.

Cultivating Girl Scouts

WLBC, Muncie, Ind., is building the younger generation of listeners among girls by developing a Girl

Newscast Spot Demand Brings KGY Rate Boost

(Continued from Page 1)

with 17-hour teletype service. Regularly scheduled flash periods, six-a-day, were added to the three half-hour newscasts.

In the latest move, two of these flash schedules have been extended to full 15-minute periods, taking their place with the earlier three as regular editions of the KGY News of the Air. Throughout the entire period the station has maintained in addition a 15-minute daily broadcast of Christian Science Monitor commentaries, entirely free from commercialism.

From the beginning extensive local news coverage along with wire news has been the outstanding feature of the main newscasts, being responsible for their popularity.

The two recently added editions, 7:30 a.m. and 9 p.m., are building up rapidly with new spots while an arbitrary limit of 10 commercials has been placed on the 9:30 a.m., 12:30 p.m. and 6:30 p.m. half-hour newscasts. The station also is experiencing frequent demand for spots on the flash periods at 11 a.m., 2:30, 4:30 and 10:30 p.m.

Two other daily sponsored features of the station feature "News for Women" at 10:30 a.m., with a feminine announcer, and a 15-minute sportscast at 7:15 each evening.

Sam L. Crawford, KGY's news editor, who compiled, edited and announced KGY's first commercial newscast on Oct. 10, 1934, is still doing the three daily half-hour newscasts, having passed the 2,500 mark in number of broadcasts early in May.

Scout program. Each week a Girl Scout troop is invited to hold a meeting in the studios. The meeting is broadcast, with pop, mom and the girls all getting a big kick out of the program.

"The Gossip Girls"

"The Gossip Girls" is the title of a new series on WELI, New Haven. Programs concern the struggles and successes of two optimistic shopgirls. The two new comediennes are Ruth Small and Priscilla Towers, both of the Yale University Theater. Stewart Bosley is in charge of script.

Describing Local Taxes

Thomas G. Young, city tax collector of Baltimore, this week inaugurated a new series of programs, "Your Taxes," over WBAL, at 6:15 p.m. In the course of these programs, which will be heard every Tuesday at this same time, Young will explain how the city operates—the various departments and just how taxes are used to operate these departments.

Liggett-Myers Moving 2 Shows to the Coast

(Continued from Page 1)

star Alice Faye. Show has been devoted to light music, aimed at colleges.

The Wednesday airing, currently featuring Lily Pons with Andre Kostelanetz's orchestra, will switch to a lighter vein during the summer, with Miss Pons dropping from the series and Frank Parker set to replace. The change becomes effective June 30. Program is also heard over a CBS network of 93 stations, 9-9:30 p.m. Newell-Emmett has the account.

CBS April Billings 46% Above Last Year

(Continued from Page 1)

months of 1937 gives CBS \$12,318,505, an increase of 27.2 per cent over the same period a year ago.

"Pleasant Valley" Fading

Crown Overall show entitled "Pleasant Valley Frolics" fades from Mutual web on July 1. Program originates in WLW studios, Thursdays 7:45-8 p.m., and is heard on WOR, WGN, WLW and CKLW.

Horace Heidt Resuming

Horace Heidt and his orchestra will resume their Alemite programs Monday, 8-8:30 p.m., over CBS. During the band's vacation, Ted Weems and his orchestra have substituted.

Softball Games on WHBL

Sheboygan, Wis.—WHBL has set a series of softball games to be aired three nights a week, two games each night, with Jack Foster announcing.

FIVE-YEAR LICENSE BILL OPPOSED IN FCC LETTER

(Continued from Page 1)

rules. The only punitive action available is revocation, deletion through denial of a renewal of license or recourse to criminal proceedings." These measures, Prall points out, have been found to be severe in most instances of delinquency. Commission, however, he states, has been able to exercise a degree of control through consideration of application for renewal license every six months.

"The art of radio broadcasting is rapidly changing," Prall stated to the committee. "At a later date conditions in industry may become more stable. It is conceivable that adoption of the bill would tend to 'freeze' existing conditions. Adoption of five-year minimum license period would recognize in principle that allocation of frequencies has achieved proper equilibrium. It has been the experience of the Commission that changes in allocation of frequencies may be expeditiously accomplished under short term licenses."

Prall emphasized that power to suspend license for short periods or to assess penalty for violating rules is definitely associated with the problem presented by proposed legislation.

"The Commission may desire to suggest inclusion of such authority in proposed amendment," Prall concluded.

Separate Memberships Proposed for Stations

(Continued from Page 1)

clared Arthur B. Church of KMBC, Kansas City, in a letter to James W. Baldwin, managing director of NAB, "that certain owners of more than one broadcasting station have attempted to ride along in NAB carrying membership in only one station. This, I feel, might become a constantly increasing evil practice which I am sure neither such owners as referred to would, upon careful thought, wish to continue, nor members owning only one station would tolerate."

NAB officials said the necessary amendment would be submitted at the convention.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	8
10	11	12	13
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

June 4-5-6
Greetings from Radio Daily
to
Betty Ito Erno Rapee
Carlton E. Morse Marvin Kirsch
Herbert Pettey Merle Pitt
Tony Cabooch

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

AGENCIES

ERWIN, WASEY & CO., INC., has been appointed to handle the Borden's Farm Products radio production, "Special Edition," it is announced by John Dobson, advertising manager for Borden. John T. Adams will be account executive.

MONIE HELLINGER, formerly of WHN, takes over the position vacated by Billy Hillpot in the New York office of Lord & Thomas. Hellingner's appointment becomes effective immediately.

WALTER C. HELLMAN, until recently associate manager of the Philadelphia office of Erwin, Wasey & Co., has been placed in charge of the New York offices of the Philadelphia Advertising Co.

Signs Third Star Program

Star Radio Programs has sold its third program service to KCKN, Kansas City, Kas., with the addition of "Good Morning, Neighbor" to the station's schedule. "Morning Bulletin Board" and the Star Commercials were previously signed by KCKN, which used big newspaper advertising on the "Bulletin Board."

Latest to sign for the Star commercial announcement service are KGKB, Tyler, Tex., and WGRC, Louisville.

WLTH Airing Inventions

Gadgets and gimmicks will be the subject of serious discussion over WLTH tomorrow at 12:15, when a preview of the Inventors Congress, which opens in the Hotel Edison on June 7, is aired. Featured on this special broadcast from the WLTH Radio Theater Studios will be four or five inventors of national prominence, interviewed by Roy C. Burns, an official of National Inventors Congress.

F.T.C. CASES

In a stipulation with the Federal Trade Commission, Welch Grape Juice Co. has agreed to discontinue advertising inferentially or otherwise that Welch's Grape Juice is a cure for excess weight and that the product alone or in connection with any system of exercise and diet will enable one to control one's weight; that it protects one against anemia, will correct acidosis, and is the only grape juice that is certified as pure and pasteurized.

Borg-Warner Corp., Chicago, selling the Norge Rollator Refrigerator, has entered into a stipulation with the Federal Trade Commission agreeing to cease representing that tests of such refrigerators, conducted by Norge dealers, were all under the supervision of public officials; that the benefits and savings of a Norge refrigerator are as great during cold winter months as in summer, and that the mechanism of the Norge improves with use, unless such representation is limited to the three moving parts of the Rollator alone and does not refer to all the mechanism of the refrigerator.



• • • Everett Marshall has been signed to star with Rubinoff on the Chevrolet show when it returns to New York...No band has been signed for the Jell-O show...Jack Haley phoned Abe Lyman long-distance to conduct the Log Cabin show next fall...Peter Van Steeden replaces Al Goodman on "Hit Parade" July 3...Rudy Vallee, who closes at the Astor July 4 and then goes to Texas for two weeks at the Pan American, will start a two-day stand at Manhattan Beach tomorrow...(Baby) Rose Marie has been set for Chevy transcriptions...William Farmer and his crk, with Gloria Whitney chanting, will record the tunes from "Artists and Models" and "Broadway Melody" next week for Blue Bird...Farmer's theme song from the Sunken Gardens in Radio City will be—"Farmer in the Dell".

• • • Walter Framer (*The Hollywood Show Shopper*) and his wife, Nan Grayson (*Cinema Lady*) are producing 30 programs weekly over Pittsburgh stations, which isn't a bad record for a couple of free-lancers...Miss Grayson does six shows herself... Among shows handled by this prolific pair are: *Pittsburgh Backstage and Men on the Street* via WCAE, *Blessed Eventer*, *Footlights and Sawdust*, *Curbstone Cash*, *Kiddie Show*, *Community Songfest and Cinema Lady* via WWSW, and *Hollywood Show Shopper* on KDKA...Incidentally, Framer was responsible for the "pet peeves of Pittsburghers" airing over WCAE recently...Friendly rivalry between Russ Winnie and Charlie Nevada, handlers of two separate sport flashes via WTMJ, Milwaukee, amounts to a little Alphonse-Gaston act...Neither wants to step on the other's toes in the matter of guests on their shows...Charlie calls Russ and says he's got the boxing commissioner "for my show, if you don't mind", which prompts Russ to remark that it's oke with him, since he plans to have Joe Louis on HIS show—and will Charlie lay off—"if you don't mind!"

• • • Kay Thompson and her choir fade from Chesterfield after the June 25 airing and Hal Kemp will leave for the coast to carry on from there—with Frank Parker starting the first or second week in July... Jack Osterman's "click" the other night on Broadway, was really "a star REbcrn" with Bob Goldstein and other radio execs hoping that Jack will be ready for a network show shortly...Lucille Linwood and Lanny Grey, two youngsters who started with Alan Courtney on WNEW, replace the "Airbreaks" on NBC today...Songplugger Johnny Green, former pugilist, took Lou Ambers, lightweight champ, on an inspection tour of NBC the other day introducing the fighter to various people, who made a fuss over the batter...Ambers was introduced to Bill Young of the production dept., who, after Lou turned his back, asked a neighbor, "what FIRM is he with?"

• • • Capt. Roy A. Goode, former flying ace in the war and flicker stunt man, visited Columbia, Mo., and KFRU with his *Devil Drivers' Thrill Show*. George Guyan of the station, wanted to air-interview Roy and decided it would be better if he went up in the air first...Captain Goode took George up and flew him through a burning hoop. When they landed and were ready for the interview—something happened—and George was being cross-examined by the flyer on how it felt to get stunt-flown...WWJ, Detroit, aired Dr. George W. Carver, famed Negro scientist of Tuskegee Institute, during a special program devoted to the progress of science...WGY, Schenectady, kept a skeleton crew pumping kilowatts into the air, while everyone went out to a picnic entertaining George McElrath, ass't chief engineer of NBC. At the soft ball game, Manager Kolin Hager, excelled as a pitcher and Ralph Nordberg did all right for the opposing team.

PROMOTION

Combine Entertainment, Culture

As the call letters so conveniently indicate, KUOA, Siloam Springs, Ark., has as one of its goals the ideal of becoming the "University of the Air." In general the advertiser has a subzero opinion of such a station, and realizing this, KUOA knew it must keep its listeners to show the advertisers that such an educational station is worth advertising money. The education just couldn't go "high-brow." From another angle educational stations in general operating with no eye to revenue have degenerated to sloppy schedules, poor equipment, limited service, and bone dry programming. This was an extreme to be avoided.

KUOA believes its represents a distinct movement combining deliberate commercialization and education. Such a program of development makes it necessary for the educational programs to be of entertainment value as well as cultural. Commercial programs require strict adherence to public demand and program interest.

The station has equipped itself with a 5 kw. transmitter of latest design, a 450 foot antenna, and entirely new speech equipment. There is no composite equipment from microphone to antenna. This in itself is a departure, because education in radio and composite equipment in radio are practically synonymous.

KVOR Summer Piece

A folder pointing out the extra summer spending power to be found in its area has been put out by KVOR, Colorado Springs. "When It's Playtime in the Rockies" is the title.

Duke University's sixth consecutive season of carillon recitals will be inaugurated over WDNC Sunday afternoon at 4:30 p.m. with Anton Brees, celebrated carillonneur, again featured in the summer series. The unit comprises 50 perfectly tuned bells placed high in the University Chapel. Its range covers just over 4 chromatic octaves, the bells weighing from 10 to 11,200 pounds each, and having diameters from 8 inches to 6 feet 9 inches.

WTMJ 10th Anniversary

As the first step in a big splurge on its tenth anniversary celebration next month, WTMJ, Milwaukee, launched a promotion drive in the Milwaukee Journal. Promotion takes the form of one column ads three times weekly, written in breezy, gossipy style and called "Inside Dope on WTMJ". Ads are designed to whip up public interest in station's new equipment.

Contest by Power Co.

Missouri Power & Light Co., sponsoring "Adventures in Electricity" over KFRU, Columbia, Mo., has started a \$500 contest of the completion type, ending June 19.

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

EVE ARDEN, terpsichorean who won sartorial honors, will audition for a fashion column of the air within the next few days.....Benay Venuta's reply was NO to proposition that she head an orchestra and conduct it.... Peg La Centra's not superstitious or anything, but she refuses to be weaned away from a dilapidated two-dollar bill which brings her good luck or something.... Patti Chapin solves the hot weather problem by brandishing a small fan whenever necessary.....Helen Gleason, the lass who warbles, reported pleased to have Helen Gleason, the filly who'll canter in the 1939 Kentucky Derby, named for her by owner Capt. Jefferson V. Cohn....The Kay Thompson bevy boasts only one New Yorker, Bee Wain....The other dozen gals all hail from western places, with emphasis on Texas and Oklahoma....

Screenland's featuring a series of NBC stars as clothes models, in early numbers, with Jean Dickenson heading the list.....WNEW's Sammy Spergle, electric guitarist, is kept busy looking at and listening to himself these days....He's in the currently popular flicker "Hit Parade"....Songbird Vivian Della Chiesa has affixed her signature to a piece of paper providing for a second season with the Chi City Opera Co....Muriel Draper inaugurates a series of sophisticated interludes on "It's a Woman's World" on Tuesday....Renee Long begins today to improve the gals along sartorial and cosmetic lines through her analyses over WJZ....Anna Lindsay of NBC news and special events dept. is Europe-bound for vac reasons....

Patricia Cook, WICC one-gal show, shifts her schedule to a 7:45 p.m. spot tomorrow....The Cook lass satirizes the young matron in something significantly titled "Angel Child", which inaugurates a new series debuting tomorrow..... Mabel Besthoff of that station, whose extra-etheral occupation is running the Brookfield Tavern, switches back to a 5:30 p.m. period Thursday afternoons.... A chariot of standard make but 1930 vintage deposits Mrs. Peter H. Meize at the WNBC continuity dept. entrance every day, having carried her all the way from her home at Lake Besick in Middlefield....Doris Peck, that station's swing-song girl, has concluded her beauty shoppe commercials over WTIC....



Freddie Mack

A young fellow with plenty of bright ideas, originality, individuality and a personable manner is this chap Freddie Mack, maestro and emcee. Caught yesterday at 3 p.m. over WABC-CBS, he served a musical course which, though sub-titled for young ideas, is a treat for the elders as well. Mack doesn't just grind out music, but sort of tells stories via musical arrangements. A cavalcade of the Roosevelt regime, starting with his election in 1932 and depicting the aighlight events of succeeding years, was the outstanding item on yesterday's bill.

Dragonette-Kullmann

Although "The Only Girl," presented Wednesday night over WABC-CBS in the Palmolive musical series, was another popular operetta that suffered somewhat by being cut down to half-hour size, the work of the principals, Jessica Dragonette and Charles Kullmann, was enjoyable as usual. Miss Dragonette and Kullmann have developed into one of the

most likeable romantic duets on the air. Kullmann has more dramatic flexibility than most good male singers possess, and consequently can act as well as sing a part.

"Hit Parade"

Mark Warnow injected a new style in this program of straight dance tunes Wednesday night. His arrangement of the Bolero was one of the best heard on the networks as played by any orchestra. In addition to the "Hit Parade" winners, Warnow has been featuring distinctive arrangements of the semi-classical favorites during his current run on the show. Warnow has proved to be the best outfit yet employed by the cigarette makers.

NBC Minstrels

Gene Arnold's minstrel show over the NBC-Blue on Wednesday night was one of the best to date in the new series. The way that baritone sang "Lonesome Road" was the program's highlight.

ORCHESTRAS - MUSIC

FLETCHER HENDERSON brings his band to the Grand Terrace, Chi, June 10.

Shep Fields and ork have signed with the Surfside Club, Atlantic Beach, for a six-week period, exclusive of Sunday nights. Fields retains the right to take his boys to Radio City for their Woodbury commercial.

Witmark has added Solly Cohen to its professional staff.

Maestro Vincent Travers inaugurated his 18th month at the world's largest theater-restaurant when he launched the June 1 evening performance by raising his baton at the French Casino Folies. His current contract runs until Sept. 1.

KFOR picked up both Kay Kyser and Henry Busse orks when the pair played the Turnpike Casino, Lincoln, Neb. Kyser set the Casino's record for attendance and Busse came in second. J. B. Lake handled the mike for the ether link.

Edwin Gershefski's modern orchestral composition, "Test-Tubes", recently introduced in a Music Week concert by the Bridgeport Symphony Orchestra, was a feature of a broadcast by the orchestra Wednesday over WICC. The composition, in three movements, portrays a mechanized description of a modern laboratory.

"Happy Birthday to Love" is the moniker of Norwalk's Stanley Jose-

loff's first popular ditty under the Billy Rose aegis. It's being composed specifically for the new Rose "Aquacade" at the Cleveland Great Lakes Exposition.

Dave Blum is delegated to fill the vacancy as Chappel's music representative in Philadelphia.

Johnny Bolden's band, from the Roseland Cafe, Philly, is the newest to join the WDAS remote dance parade heard nightly.

Macklin Marrow, American conductor who batoned the series of Continental Concerts in New York the past season, will conduct the NBC Concert Orchestra in a broadcast on June 19, at 6:35-7 p.m., over the NBC-Blue network.

Anson Weeks takes over Ted Weems' spot on Sunday on the Mutual "Varady of Vienna" broadcast. Weems opens at the Claridge Hotel, Memphis, tomorrow for a fortnight. Following Sunday Bernie Cummins will do the broadcast. Cummins opens the Edgewater Beach beachwalk June 12, with a CBS line.

Griff Williams takes over the Chi Aragon ballroom on Saturday, with a Mutual wire.

Bill Carlsen and the Milwaukee band he batons will open at the Chi Trianon on Saturday, with a Mutual wire.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,081,904—Sound Transmission and Reproduction. Lindsay M. Applegate, Seattle, Wash., assignor, by mesne assignments, to Collins Radio Co.

2,081,914 — Electrostatic Condenser. Jennings B. Dow, Washington.

2,081,942—Cathode Ray Tube. Harry R. Lubcke, Los Angeles.

2,081,987—Electrical Control System. John W. Dawson, East McKeesport, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,036 — Translating Apparatus. Peter E. Stogoff, Wilkingsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,042—Radio System. Irving Wolff, Merchantville, N. J., assignor to RCA.

2,082,093—Television System. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2,082,096 — Radio Transmission System. George H. Brown, Haddonfield, N. J., assignor to RCA.

2,082,120 — Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone.

2,082,123—Circuit Control Arrangements. Arthur L. Samuel, Orange, N. J., assignor to Bell Telephone Laboratories, Inc.

2,082,165 — Gaseous Discharge Rectifier. James D. Le Van, Belmont, Mass., assignor to Raytheon Production Corp.

2,082,187 — Radio Receiving Apparatus. Sydney A. Stevens, London, England, assignor by mesne assignments to Union Switch & Signal Co.

2,082,268—Getter Cartridge. Samuel H. Varian, San Francisco, assignor to Farnsworth Television Inc.

2,082,317—Electrical Apparatus. Alfred W. Barber, Flushing, N. Y.

2,082,327 — Current Generator and Converter. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories, Inc.

2,082,339—Television System. Herbert E. Ives, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,082,347—Radio Direction System. August Leib and Hans Scharlau, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,082,472 — Oscillation Generator. Harry Tunick, Rye, N. Y., assignor to RCA.

2,082,478 — Electric Wave Reception. George L. Beers, East Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,492—Modulation Measurement. Henri Grumel, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,082,517 — Thermionic Valve Amplifier. Noel M. Rust and Francis M. G. Murphy, Chelmsford, England, assignors to RCA.

2,082,587—High Frequency Circuit. Herbert E. Mienema, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,082,595 — Inductive Tuning System. Wladimir J. Polydoroff, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,082,602—Thermionic Cathode. Harry C. Steiner, Scotia, and Orrin W. Livingston, Schenectady, assignors to General Electric Co.

2,082,627—Feedback Amplifying Circuit for Light Sensitive Devices. Raymond R. Haugh, Chicago, assignor to General Electric Co.

2,082,638 — Electrical Discharge Device. Kenneth H. Kingdon, Schenectady, N. Y., assignor to General Electric Co.

2,082,644—Electric Valve Translating Circuit. Harold W. Lord, Schenectady, assignor to General Electric Co.

2,082,651—Electric Discharge Apparatus. Otis W. Pike and Thomas A. Elder, Schenectady, assignors to General Electric Co.

2,082,767—Radio Receiving System. Winfield R. Koch, Wilkingsburg, Pa., assignor to Westinghouse Electric Mfg. & Co.

Duke's Organist on "Magic Key"

Marcel Dupre, master organist who played the wedding march for the Duke of Windsor's marriage yesterday in Monts, France, will be heard Sunday on the "Magic Key of RCA" at 2 p.m. over the NBC-Blue network.



M. LEWIS GOODKIND, radio service manager and publicity director of Lord & Thomas, Chicago, has resigned. After a vacation, he expects to launch a new radio enterprise here Aug. 1. Miss Holly Shively will handle publicity. Service manager job has not yet been filled.

Trans-American Broadcasting and Television Corp. expects to add a writing and production unit here shortly.

Alice Green, copy writer for Tom Fisdale, has retired to housekeeping for husband Ben Green, local publicist.

Russ Hodges, WIND, Gary, sportscaster, has moved into Chicago. He had to come in every day anyway for his baseball broadcasts from local ball parks.

Mercedes McCambridge, who plays lead in NBC's "Guiding Light," was graduated from Mundelein college this week.

Billy Spears, who used to broadcast "Speed Buggy Trips" for Stewart-Warner, has been appointed regional sales manager for Highway Tours, Inc.

Sympathy being extended to Maxine Garner (Nelson), free lance radio actress, on death of mother.

Announcer Norman Ross has set up a writing, production and program development agency in Merchandise Mart. Staff includes Jesse Alexander, Ralph Andre and Elizabeth Onderdonk.

Skyland Scotty's (Wiseman) new song "I'm in the Dog House Now" gets a coast to coast airing on Alka Seltzer National Barn Dance tomorrow.

Chicago Roosevelt Steamship Co., operating lake steamers from June to September, is considering a radio campaign. Used WBBM last season with a man-on-the-boat interview program.

Socony-Vaccum making plans for football broadcasts in fall on WBBM if suitable schedule can be arranged.

Gene McDonald, president of Zenith Radio Corp., to Sioux City, Ia., on business.

Fayette Krum, author of NBC's "Girl Alone," will gather local color when she takes over job as reporter and columnist on the Pontiac, Ill., Daily Leader for a month starting Monday. Pontiac is her home town.

Mary Jane Walsh, songstress who started out with Ted Weems and later joined Seymour Simon's band, is getting rave notices in London.

Jane Crusinberry, who pens "Mary Marlin," departing June 10 for a vacation at Mamaroneck.

Jack Holden almost burned at the microphone the other evening while announcing Uncle Ezra. It was a lighted cigaret in his coat pocket.

Samuel Insull, general manager of the Affiliated Broadcasting system which folded last fall, in court for

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 39 in a Series

WTAR—Norfolk

780 Kilocycles—1,000 Watts Unlimited.

CAMPBELL ARNOUX, General Manager

ESTABLISHED in 1922 by The Reliance Electric Co., WTAR has grown a hundred-fold from its original 10 watts of 15 years ago. Surviving a number of stations that have come and gone in the Tidewater territory in the past years, WTAR today is the only station carrying complete NBC red and blue service to its area.

Under the guidance of Campbell Arnoux, who was appointed general manager in 1934, WTAR has increased its operating schedule to 17½ hours daily.

Just completed are the new transmitting facilities in Glen Rock, Princess Anne County, embodying new directional antenna, which delivers a signal equivalent to 4000 watts in the station's service area.

Studios and offices are in the National Bank of Commerce Building at Norfolk, approximately four miles from the transmitter.

While commercial programs headline the WTAR program listings, particular interest is shown in the many public service features the station presents locally. Included among them are the "Do You Need a Job" programs, "Education in the Air," "The Tidewater Tourist," "The Voice of the Weather" and complete weather and shipping reports, of great value to the shipping center of Norfolk.

Situated near a favorite summer playground, Virginia Beach, network listeners have heard many of their favorite bands through the facilities of WTAR, as well as the Hampton Institute Singers for the past three winter seasons.

Owned and operated by the Ledger-Dispatch and Virginian-Pilot, Norfolk's two daily newspapers, WTAR keeps its listeners informed as to last minute news happenings seven days a week, in four news broadcasts daily, supplemented by two popular commentators from the papers.

Campbell Arnoux is general manager; Jack Light, assistant manager, and J. L. Grether, chief engineer. WTAR is represented by Edward Petry & Co.

BOSTON

"Mac and Moore," on WBZ-WBZA daily for the past 13 weeks for Packard Paint & Varnish, have been signed by a new sponsor, Ice Manufacturers of Massachusetts. Will follow same schedule for 13 weeks, every week-day morning on WBZ-WBZA at 8:15. "Mac and Moore" are Carl Moore and Malcolm McCormick. Account handled by Dowd-Ostreicher.

Arthur Edes, WEEI program director, on vacation trip to Mexico. Will stop off at Havana.

Jack Marchard and his orchestra open summer season on Ritz Carlton roof. WEEI will make a nightly pick-up.

Ice, Inc., is sponsoring a Radio Almanac over WJAR, Providence. Program will be on six mornings weekly at 7:45 starting Monday. Southern Abbott will announce the Almanac, which is written by Roger Wheeler of WEEI. Deal was made by Dowd-Ostreicher Advertising of Boston.

testimony in a deposition being taken because of his advanced age and likelihood that suit involved would not come to trial for some time.

Nancy Nelson, lately with Kay Kyser's orchestra, not working for several weeks because of grave illness of her mother. She is constantly at her side at Woodlawn hospital.

C. L. Menser of NBC handling production of "First Nighter" just returned here. Fred Ibbett, who looked after it in Hollywood for Aubrey, Moore & Wallace, remains west for several weeks.

SAN FRANCISCO

A new series, "Big Brother," dealing with activities of the Big Brother Bureau here, is being presented Thursdays over the NBC-Blue Pacific Coast network. Chief of Police William J. Quinn is featured as narrator. David Drummond is writing the scripts.

Roland P. Wendt, formerly associated with Botsford, Constantine & Gardner agency, now representing Hearst stations outside of California as well as Orange network.

Don Steele, KYA Orange net songster, has opened an engagement at the Greenwich Village nite spot. Lyle Daniels and Norman Hawes make up the rest of the swingy trio.

Bud Chamberlin now on Hearst payroll doing announcing in KYA's Oakland studio.

KYA was off the ether lanes nine hours Tuesday, when the water cooling system at the new transmitter broke down. A plane had to fly to L. A. and back for the broken part.

Ray Perkins in New Series

First of a new series of summer shows over WOR-Mutual, featuring Ray Perkins, premieres June 20, to be heard Sundays 9-10 p.m. thereafter. Perkins will be assisted by Joe Browning, vaudevillian and material writer, making his radio debut. Sid Gary, Willard Amison, Helene Daniels, the Key Men and the Embassy Trio will be heard from time to time.



DON CLARK, who wrote and produced the Leslie Howard program for Heinz, and more recently writer and producer on the California Hour (chain store program to fight legislation), is the new program director for the Earl C. Anthony stations, KFI and KECA. He takes the place of Glen R. Dolberg, who has been with the stations for the past seven years. Clark started in radio at WGY in Rochester in 1925, and has been writer, producer and manager for some of the big eastern shows and stations.

Johnny Green, who takes over the Packard show for the summer, has opened a suite of offices near NBC studios, taken on two new arrangers to cope with the heavier work of an hour's music show.

Francia White has held up plans for her Eastern trip, screen testing for a part in a screen version of an opera reported under consideration by one of the major studios.

Raymond R. Morgan, head of the Morgan agency, left for the East on his periodical client contacting trip.

Bert Gottschalk and Mrs. Gottschalk, Elektro Vox recordings, left their air checking to the staff technicians over the holiday weekend and took their first vacation in a long time over Memorial Day. Saw the Golden Gate Bridge and San Francisco Fiesta.

Hal Bock, NBC publicity chief for Hollywood, back at his desk after two weeks vacationing in Arizona and San Francisco.

Sol Lesser, Principal Productions, has just bought screen rights to "Katzen Musik," European best seller which has been translated into 19 foreign languages, for Bobby Breen's next story, to be screened under title, "Lucky Star." Marion Claire, Basil Rathbone and Henry Armetta in supporting cast.

KMTR starts Sunday with "The Mormon Church" program, featuring 40-voice choir, half hour Sunday afternoons.

Standard Radio chartered a yacht to bring Dick Jergens and his entire band over from Catalina Island to do a series of 16 tunes for the library service. Don Allen, assistant to Jerry King, flew over, made arrangements, flew back, chartered the yacht, and on Wednesday, worked the gang in the RCA studios, rushed them by bus and yacht, to get back for their nightly dance engagement and broadcast that night.

June Bug Bites NBC

John Baxter of the NBC Artists Service will be married to Patrice J. McCormick of J. Walter Thompson Co. tomorrow.

George Sax of the same department marches to the altar with Eleanor Chascione on June 13.

Gerard Wolke, assistant head of the guest relations department, recently married Eloise Dawson.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

WBBM Engineers Build Portable Transmitter

Chicago — WBBM engineers Joe Novy and Bill Fligel have constructed an experimental ultra short wave rebroadcast transmitter to operate on the 30-40 megacycle or eight meter band. Contained entirely in one suitcase weighing less than 40 pounds, the station, W-10-XAL, will have 20 watts output, nearly 10 times as powerful as the average pack transmitter used for special events broadcasts.

Capable of operation for six hours from two ordinary automobile storage batteries, the transmitter may be installed in an automobile, boat or airplane in less than five minutes when used for emergency "spot news" broadcasts.

Frank B. Falknor, WBBM's chief engineer, selected the suitcase type transmitter in preference to a mobile unit or short wave truck because its portability made it adaptable to all rebroadcast conditions and permitted its use in many spots not rapidly accessible to automobiles.

WTMJ Engineers Busy

Milwaukee — Sandwiched in between work on the new 400-foot tower, the short-wave truck and the new 5000 watt transmitter, WTMJ engineers are finding time to construct two new experimental transmitters. Actually W9XAJ is a rebuilding job. Refurbished, it will operate at 50 watts on 31 to 41 megacycles. Entirely new will be WAHB, also a 50-watter, tuned to 20000 kilocycles. These two units will handle the ultra-high and medium-low relay broadcasts on the new truck.

'Gadget' Gellerup

Milwaukee—When Dan Gellerup was in the navy, his shipmates called him "Gadget" because he was always taking his transmitter apart and adding new gadgets to it. As WTMJ's technical supervisor, Dan recalls his navy nickname with a doleful smile, and says, "If my buddies could only see me now!" He is supervising WTMJ's intensive improvement program which includes installation of new tower, truck, volume limiter, planning for new transmitters and general modernization of studio and power equipment. These days Dan sometimes gives the impression of a man jumping on his horse and riding off in all directions.

Two Big Events by Television

London—Success of outdoor television here has induced sponsors to arrange for the first broadcasts in history of this summer's Henley Regatta on June 30 and the Wimbledon Tennis Tournament, June 21.

England's highest salaried star, Gracie Fields, recently made her first television appearance from Alexandra Palace and scored a big hit.

Latest tabulation by the BBC on the number of persons who viewed the Coronation broadcasts indicate that the number was more than 60,000, and that the pictures were sent as far as 63 miles from the transmitter.

Repair WDBJ Damage Caused by Thunderstorm

Roanoke, Va.—During a severe thunder storm recently, lightning struck the 312-foot vertical radiator of WDBJ. The flash found its way into the concentric transmission line and melted the inside copper tube and brazed it to the outer copper tubes thereby causing a short which put the station off the air.

This happened at 7:05 p.m. The storm continued in such intensity that it was not possible to approach the tower to start investigation until about 8 o'clock. After numerous tests, the trouble was discovered, and it was necessary to build an over-head transmission line 550 feet long before the station could get back on the air. A crew of mechanics and engineers worked all night erecting the temporary line, adjusting and tuning, in order to get the transmitter on the air at 8 o'clock next morning.

The four hours and 55 minutes that WDBJ was off the air was the longest loss of time ever experienced by the station. Exact location of the trouble in the transmission line was determined by special test instruments and was found to be about 10 feet from the foot of the tower. Replacement parts were ordered and the transmission line was repaired and put back into service. During the time repairs were being effected, the temporary over-head transmission line was used.

New Tuning Discovery

Chicago—Stewart-Warner has developed an entirely new type of tuning equipment for receivers which will be publicly demonstrated for first time at annual distributors and dealers convention here early in July. F. A. Hiter, vice-president, has announced. Engineers in charge of the development state that it will not only make possible greater selectivity but will eliminate the fuzziness often accompanying reception based on ear tuning and will enable listeners to find desired stations instantly.

Two New WBBM Studios Are Nearing Completion

Second major unit in the new \$300,000 WBBM-CBS Chicago studio and office plant will be completed and in service by June 15 under final plans announced by Frank Moore, CBS New York supervising architect, who has been in charge of the Chicago construction for the past three months. Majority of the remodeling program was completed last November, when an entire floor of offices and studios and the 300 seat WBBM Air Theater auditorium were opened in the Wrigley building.

The second unit includes two large orchestra-dramatic studios and a large artists' reception "green room" located adjacent to the audience theater on the first floor of the Wrigley building. Studio No. 1, 26 feet by 43 feet, will house the most elaborate network dramatic and musical productions not using the audience theater, studio No. 10. Studio No. 2, 18 x 31 feet, slightly smaller, includes a small observation booth.

Both studios will be a refinement of Columbia's "live-end, dead-end" type of acoustical construction, featured throughout the CBS New York, Chicago, and Hollywood studios. Unusual modern decorative treatment includes surfacing walls with rubber tile, and liberal use of wood panelling, aluminum, and large panels of bright colors.

Station Improvements

Altoona, Pa.—WFBG has applied to FCC for license covering construction of new transmitter and vertical antenna.

Texarkana, Tex.—License to cover CP for changes in equipment and increase in power has been asked by KCMC.

Colorado Springs, Colo.—KVOR has asked the FCC for CP covering new transmitter.

Bismarck, N. D.—KFYR has been granted CP for move of transmitter, changes, in equipment and installation of vertical radiator.

Ketchikan, Alaska—Granted mod. of CP covering authority to change

Mallory Puts Out New Six Volt Power Supplies

Indianapolis—To provide portable power for radio transmitters, P. A. equipment and similar apparatus, P. R. Mallory & Co. Inc. has introduced a line of six volt power supplies, called Vibrapacks, which are designed to give dependable service in heavy duty applications.

The two high voltage models of Vibrapacks have a maximum rated output of 300 volts 100 m.a. of easily filtered, rectified D. C. with three lower voltages of 275, 250 and 225 volts instantly available at the turn of a convenient tap switch. The variable voltage is obtained by means of taps on the transformer windings so that maximum efficiency is always obtained.

The lower voltage models of the Vibrapacks deliver 200, 175, 150 and 125 volts output and are ideal for converting 110 volt A. C. receivers for 6 volt battery operation.

Mallory Vibrapacks are manufactured in both synchronous or self-rectifying types, and in interrupter or tube rectifying types; the latter being required only when B- can not be at ground potential. All Vibrapacks are supplied complete with long-life vibrators, designed specially for this particular application.

Mallory-Yaxley distributors have an interesting free circular on this device.

KFAB-KFOR Air-Cooled

Lincoln — Comfort came to the workers in studios of KFAB-KFOR this week when an air conditioning unit was installed. All announcer cubbyholes, transcription rooms, and the master control rooms will be fed the chilled air.

transmitter site, install vertical radiator and new equipment, and decreasing day power to 1 kw.

Middlesboro, Ky. — WLMU has been granted mod. of CP to make changes in equipment and increase power to 100 watts night, 250 watts day, 1210 kc. unlimited. Order effective July 20.

Authority to install new automatic frequency control equipment has been granted to WTAD, Quincy, Ill., and WIBU, Poynette, Wis.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

GUEST-ING

JAMES BARTON, on Kate Smith Band Wagon, June 10 (CBS, 8 p.m.).

CHARLES WINNINGER, on Jack Benny next to last broadcast of the season, June 20 (NBC-Red, 7 p.m.).

HUGH HERBERT, return date on Jack Oakie program, June 8 (CBS, 9:30 p.m.).

BILLY LYNN and FLORENCE REED, added to Joe Cook Shell Show lineup for tomorrow (NBC-Red, 9:30 p.m.).

Disking Specialized Series

General Transcription Features Inc., which recently opened offices at 505 Fifth Ave., has started production of a series of five-minute and one-minute programs designed for specialized trades. At present, clothing, jewelry, loans, bakery, furniture, drug and optical programs are being recorded. Others will be added as scripts are obtained.

WWL Events Department

New Orleans—WWL, with a newly inaugurated special events department under the direction of Henry Dupre, plans to go in for topical broadcasts on a substantial scale. A comprehensive airing of Louisiana State University graduating exercises at Baton Rouge initiated the new service.

Betty Allan Joins McCune

Betty Allan, swing vocalist, has joined Bill McCune and his 14-piece orchestra at the Marine Roof of the Hotel Bossert, Brooklyn. McCune continues to double at the Persian Room of the Plaza during cocktail hours.

Seek Foreign Representation

Boston—Kasper-Gordon Studios Inc., program and transcription producers, are reported negotiating for foreign representation. Object is to promote use of their transcriptions and to translate scripts of shows already produced into foreign languages for production abroad.

ONE MINUTE INTERVIEW

KAY KYSER

"In its early years, the development of mechanical and electrical apparatus was the important thing in broadcasting. Talent was often neglected. Now, artistic rather than scientific development is the basis of most radio experimentation. It must be done carefully, so that one phase of experimentation doesn't suffer because of the other."

★ Coast-to-Coast ★

THREE summer series of two-people shows have just been released by The Script Library. They are: "Oh, Jenkins," comedy; "Murder In the 400," mystery, and "Love Is a Word," romance.

Paul Mall leaves the Chicago environs for Hollywood late this month to start on a contract at KFI.

Shields Djerkiss, member of the sound department at WXYZ, Detroit, and Margaret McAuley plan to be married Aug. 21.

John O'Donovan, baritone of Newark makes his debut tonight on WICC, Bridgeport.

Andy and Virginia Mansfield, known to the coast as "Andy and Virginia," are now on a coast-to-coast Mutual hookup every Tuesday noon.

Approximately 15,000 students competed in the third annual Spelling Bee conducted by WHIO, Dayton. Winner received a five-day all-expense tour to Washington, besides holding the title of champ speller of Miami Valley.

Benny Kyte, John Osgood Hart, and Emmet Leib, all of the staff of WXYZ, Detroit, have bought new homes recently. Kyte also has been shopping for a cradle.

Two Mutual net shows will end their run over WRVA, Richmond, on June 20. Shows are "Fun In Swingtime" and Willys-Overland.

Two voices are being used in "The Parents' Forum," weekly feature on WHBL, Sheboygan—a man and a woman, both appearing anonymously in the 15-minutes of help for troubled parents.

Elbert Haling, formerly with WFAA, Dallas, as continuity writer and publicity director, is now with WBAP, Fort Worth, in same capacity. Before going with WFAA, Haling was with the Southwest Broadcasting System.

Larry Rowell, former movie actor, is new emcee on the Light Crust Doughboy's program heard daily over Station WBAP, Fort Worth, and the Texas Quality Network. Rowell succeeded Eddie Dunn, who returned to WFAA, Dallas. J. Walter Thompson handles the Light Crust account.

Phil Brook of the WGY (Schenectady) announcer staff, has returned to his duties after two weeks' vacation spent with his parents in Orlando, Fla.

Gertrude C. Peeples, chairman of the artists' auditions committee of Buffalo Broadcasting Corp., and Radcliffe Hall, announcer and director

of the WGY Players, are now Mr. and Mrs. Hall served as announcer and production man with the Buffalo broadcasting organization before coming to Schenectady. Mr. and Mrs. Hall will reside at 1330 Union St., Schenectady.

Bob McGuire, news editor at WICC, Bridgeport, will wed Marie Halpin on June 12.

Harriet Bortle, soprano, is back with a Saturday afternoon program on WELI, New Haven. Sylvia Feldman and Rosaline Spector are sponsored in a new WELI commercial, twice weekly direct from Mettler Piano Show Room.

Jack Foster is airing six softball games each week over WHBL, Sheboygan, under sponsorship of Kohler Co., Kohler, Wis., and Vollrath Co., Sheboygan.

Harriet Linehan of WTMJ, Milwaukee, made her coast-to-coast debut on Kay Kayser's Mutual network commercial program broadcast from the Modernistic ballroom May 30.

"Sunshine Swing," a new 15-minute weekly program featuring dance music and vocal numbers, opens Sunday over WISN, Milwaukee, under sponsorship of Winnebago Auto Replacement Co.

Harold Newcomb, manager of WRJN, Racine, Wis., is vacationing in northern Wisconsin.

Raymond Johnson, headliner on a number of NBC shows, is slated to address the graduating class of the Kenosha high school June 10.

Clem McCarthy, picked for the third time to do the blow-by-blow of a boxing match sponsored by Buick Motor Co., will have the assistance of another personage, yet to be picked, for comment between rounds at the Braddock-Louis encounter in Chicago on June 22. The fight will be short waved to foreign countries.

The New Haven Women's Choral Society will feature two choral arrangements by members of the Yale Music School staff on their June 6 broadcast from WICC over the Colonial network, under the direction of Hugh Smith.

E. P. H. James of NBC is being visited by his parents, Mr. and Mrs. P. F. James of London, who arrived this week on the Aquitania for an indefinite stay.

Arch Obeler's original radio playlet, "Trouble Night", will be presented on Sunday's "Magic Key of RCA" over the NBC-Blue, with Katherine Locke and Jules Garfield in the leads.

Coming Events

Today: Actors Equity Ass'n annual election.

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

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

June 8-9: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

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

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

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

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

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

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

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

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

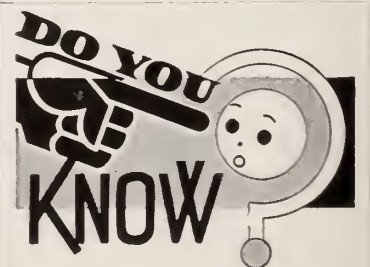
Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

Lunke Opens Producing Office

Seattle—J. R. Lunke, lately with the NBC and Strang & Prosser agency, has opened Weco Radio Productions at 315 Seneca St., where he will be national representative for Seattle Recording Studios, Inc., of which Orin B. Johnston is president. Associated with Lunke in the new radio productions concern is Dudley E. Williamson, who has returned to Seattle after being connected with radio and advertising agencies in the East.



That Jack Jenney is heard weekly on 17 commercials?