



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

VOL. 1, NO. 87

NEW YORK, N. Y., FRIDAY, JUNE 11, 1937

FIVE CENTS

Transradio Suit Settled

NAB ANNOUNCES ITS CONVENTION PROGRAM

Washington Bureau, RADIO DAILY

Washington—NAB yesterday announced first formal program for the annual convention to be held in Chicago June 21-23. The opening address will be made by Mayor Kelly of Chicago sharply at 9:30 a.m. Immediately following will be addresses by C. W. Myers of KOIN, Judge Eugene O. Sykes, chairman of the broadcast division of the FCC, Harold Hough of WBAP and James W. Baldwin, director of the convention. NAB will issue its reports,

(Continued on Page 3)

Universal Radio Corp. Changes Name to Atlas

Due to confusion in various states where similar names have been in use, Universal Radio Corp. has changed its name to Atlas Radio Corp. Officers of the organization remain the same, with Herbert R. Ebenstein, president; Lou R. Winston, vice-president in charge of production, and Harold C. Hopper, secretary and treasurer.

Main offices at 1540 Broadway, New York

(Continued on Page 3)

Lottridge is Appointed KOMA Commercial Mgr.

Oklahoma City—Buryl Lottridge, who resigned last month as general sales manager of Central States Broadcasting System, Omaha (KFAB, KOIL, KFOR), has been appointed commercial manager of KOMA and assistant to Neal Barrett, manager of the station.

In addition to his three years with KOMA

(Continued on Page 3)

WMCA-Hotel Tieup

WMCA has made a deal with four leading New York hotels, the Waldorf-Astoria, Park Central, New Yorker and Lexington, whereby WMCA programs will be carried over the hotels' master-control systems. In exchange, station will publicize current activities at these hotels in its morning "Today's Doings" program.

1,000 for "Ma"

Chicago—"Ma Perkins" will broadcast its 1,000th program in behalf of Oxydol on June 16 over more than 60 NBC stations. Virginia Payne and Charles Egelston, who have played the leading roles since the program started, will hold an impromptu celebration with George L. Fogle, director; Lee Gebhart, author, and Dick Wells, announcer. Blackett-Sample-Hummert Inc. is the agency.

NAB APRIL FIGURES REVEAL INCREASES

Washington Bureau, RADIO DAILY

Washington—Although national network and national non-network business declined in volume, regional network and local network advertising experienced gains and total broadcast advertising during April amounted to \$11,309,319, the NAB report revealed here yesterday.

Total sales were 28.1 per cent ahead of level as registered during April, 1936. Gross time sales for the month

(Continued on Page 8)

Electric Auto-Lite Signing Ted Husing

Ted Husing is expected to sign contract within the next day or two providing for a program which will inaugurate a new idea in sports commentating, with parts of the broadcast devoted to dramatizations. Program will have two 15-minute

(Continued on Page 3)

Court Rules Against Artist In Broadcasting of Records

European Music Society Acquires American Works

Society of European Stage Authors & Composers Inc., which functions along the lines of ASCAP, has notified radio stations and other establishments that it now controls exclusively, in addition to the musical catalogs already licensed for performance, the copyright and performing rights to all musical pub-

(Continued on Page 3)

\$1,700,000 Action Against NBC, CBS, AP, UP, INS, Et Al, Adjusted—Transradio Recognized as News Agency

BRADDOCK-LOUIS BOUT HURDLES COURT ACTION

Final obstacles in the James Braddock-Joe Louis fight were overcome yesterday, and the fight will definitely be fought June 20 in Chicago, with the Buick Co. sponsoring a blow-by-blow description over 126 stations of the NBC networks as previously announced. The U. S. Circuit Court of Appeals cleared the matter up yesterday when it affirmed a decision of the Federal Court in New Jersey refusing to restrain Braddock from going through with his scheduled battle. The Madison Square Garden Corp. had filed an application at Newark to restrain the champion from meeting any other

(Continued on Page 3)

Montgomery-Ward Disks Being Released June 15

Chicago—Montgomery-Ward's new transcribed "Neighbor Jim" will be released to 71 stations about June 15, according to William Howard, retail advertising manager. New show is being placed locally through M-W retail store managers on a three-a-week basis. Lord & Thomas is handling production.

A satisfactory adjustment has been made between Transradio Press Service, National Broadcasting Co. and the Columbia Broadcasting System in connection with the controversy growing out of arrangements for broadcasting news inaugurated in 1934. These arrangements and subsequent modifications will be continued and the networks recognize Transradio as a regularly established news organization.

The suit instituted by Transradio against the broadcasters, The Asso-

(Continued on Page 8)

HEARST RADIO SIGNS TRANSAMERICAN DEAL

Transamerican Broadcasting & Television Corp. and Hearst Radio Inc. have signed their special affiliation contract, virtually the same deal Transamerican has with all of its stations.

The Booth Tarkington radio serial, "This Boy Joe," in which Leon Janney is starred, will probably be the

(Continued on Page 3)

Marcellus D. Smith Dies in Birmingham

Birmingham—Marcellus D. Smith, president of WBRC, died Wednesday night in a local hospital following a brief illness. He was 45 years old. WBRC is the CBS outlet here.

WMC Promotions

Memphis—Promotion of Bill Fielding to merchandising director in charge of local sales, with William H. Ramsey being elevated to production manager in Fielding's place, is announced by H. W. Slavick, managing director of WMC, as part of expansion activities. At the same time, Earl Moreland was made chief of announcers.

(Continued on Page 8)



(Registered U.S. Patent Office)

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Thursday, June 10)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Majestic, Nat. Union Radio, OVER THE COUNTER, CBS A, CBS B, Stromberg Carlson. Includes high, low, close, net change, bid, and asked prices.

WHK and WGAR to Boost Network Rates on Shift

New network rates set for WHK and WGAR when they switch networks on Sept. 26 will be upped. WHK is now a CBS station with an hour rate of \$300. When it goes to the NBC-Blue rate will be \$340.

WGAR's present rate on the NBC-Blue is \$280. New rate on CBS will be \$300.

WPG Adds to Staff

Atlantic City—As a result of increased commercial activities and the addition of several remote controls, WPG has taken on two new announcers, Jack Webb and Benny Bishop. Others on the announcing staff are George Foster, chief announcer; Ray Morgan and Ralph Shoemaker.

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

Mutual Airing Premiere Of Shirley Temple Film

World premiere of Shirley Temple's new 20th Century-Fox picture, "Wee Willie Winkie", will be aired by Mutual from the Carthay Circle Theater, Hollywood, on June 25 at 12:30-1 a.m. EDST. George Fischer will emcee the exclusive broadcast, which will include Shirley Temple, Victor McLaglen, Barbara Stanwyck, Robert Taylor, Simone Simon, Tyrone Power, Joan Blondell, Walter Winchell, Jack Haley, Don Ameche, Alice Faye, Jane Withers, Loretta Young, Sonja Heinie, and music by David Broekman's orchestra.

NBC Thesaurus Making Bigelow-Sanford Disks

Bigelow-Sanford Carpet Co., Inc., has placed an order with the NBC Thesaurus for two series of 36 five-minute transcribed programs, one of which is musical and the other dramatic. Possibility of a third series based on Thesaurus library music is also possible. Samples of the disk will be out in time for the Bigelow-Sanford sales meet in Chicago early in July, at Merchandise Mart.

Time for the series will be placed by local dealers. Newell-Emmett agency has the account; Paul Hartley is account executive.

Prall Denies Rumors

Washington Bureau, RADIO DAILY Washington—Locally published rumors that he would soon resign as FCC chairman are denied by Anning S. Prall. Reports said there would be a big shakeup among FCC officials and that Prall would quit. T. A. M. Craven and others were mentioned as possible successors.

Keep After Tax Bill

Washington Bureau, RADIO DAILY Washington—Federal Communications Commissioner George Henry Payne and Congressman Boylan are doing everything possible to schedule hearings on the wattage tax bill, Payne told RADIO DAILY yesterday. It is still hoped to obtain a hearing this session.

2 Sponsors Auditioning

San Felice cigar and the American Rolling Mills during the past few days have auditioned programs at CBS. The "Westerners" were the talent auditioned by San Felice.

Sixth Year for Frankie Basch

Frankie Basch, the Roving Reporter of WMCA, celebrates her sixth year on the air this Sunday. She began her radio career on WHOM, Newark, later going to WAAT, Jersey City, and then to WMCA.

Bob Becker Joins WAAT

Jersey City, N. J.—Bob Becker has arrived here from Chicago to take over new duties as announcer for WAAT.

Songwriters, Publishers Deadlocked on ET Issue

Conference yesterday between the music publisher and song writer committees on the question of the electrical transcription music license fees ended in an impasse, with the music men refusing to grant the writer 50 per cent of the ET license fees. Publishers held to their last offer of 40 per cent, a 10-year contract and the elimination by the writers of their SPA by-law section IX.

Music publishers are holding a meeting of their own next Tuesday to talk the thing over and make a decision on whether or not they will continue to take songs for publication from unsigned writers, since the latter insist on retaining at least 50 per cent of the fees and administration rights to license.

NBC Station Managers Convene at NAB Meet

A meeting of all NBC owned and operated station managers from coast to coast will be held in Chicago during the NAB convention, Alfred H. Morton, NBC manager of owned and operated stations, said yesterday. After the convention, Morton will continue his western trek, visiting NBC owned and operated stations.

U. P. Series for Esso On WHAM, Rochester

Standard Oil of N. J. (Esso) will start a new series of 10-minute United Press news reports, four a day, seven days a week, on WHAM, Rochester, beginning July 1. In order to balance the radio budget, sponsor is going to cancel the present series of five-minute UP reports on WEAJ until possibly next fall. Last program on WEAJ will be aired June 30. Marschalk & Pratt Inc. placed the account.

Loria Brothers Back to Mexico

The Seven Loria Brothers, child-musicians who have been featured as the guest artists of Joe Cook and Lanny Ross, depart for their native Mexico from Hollywood tomorrow. They had been appearing in "New Faces" with Milton Berle and other radio performers. The Lorias return to New York for more radio work in mid-July.

Gilbert Forbes at WFBM

Indianapolis — Gilbert Forbes, recently of WKBB, Dubuque, Ia., and before that with WIL, St. Louis, has reported for work at WFBM here as news commentator. He succeeds Frederic Winters, who has joined the regular announcing staff of Indianapolis' CBS outlet.

Script Library's Foreign Plans

To secure a more thorough coverage for its radio script service in Europe, Marjorie Mueller of The Script Library staff leaves June 20 for an extensive tour of the continent in the interest of The Script Library.

COMING and GOING

MARJORIE MUELLER of the Script Library sails June 20 for a business trip abroad.

DONALD FLAMM, president of the Inter-City Network, sails tomorrow for Europe and will be gone two months viewing the central European stations and searching for new talent.

HAY McCLINTON of the N. W. Ayer agency and ED CASHMAN of CBS have arrived back from Dearborn, Mich., where they attended the special AI Pearce show.

SAM WOODWORTH, manager of WKBL, Syracuse, was in town yesterday for a brief look-see.

RALPH HARMON, chief engineer of the radio broadcasting division of Westinghouse, Manufacturing Co., will arrive in New York today.

VICTOR RATNER, CBS sales promotion head, returns to his desk on Monday after a three-week vacation in the west.

GUSTAVO URIBE, owner of Station HJ3ABF, Bogota, Colombia, sails today on the "Santa Maria" for South America.

New WRC-WMAL Studios Ready Early Next Month

The new WRC-WMAL, Washington studios will be ready for occupation shortly after the first of July, it is expected. Staff will begin to move in then, with the official dedication ceremonies to be held on July 22. Two days before, the press will be invited to view the set-up, with advertising agency and radio clients invited on the following day.

Confer on WBZ-WBZA Change

Ralph Harmon, chief engineer of the radio station division of Westinghouse Mfg. Co. will arrive in town this morning to confer with Alfred H. Morton, NBC manager of owned and operated stations, and Charles Horn, director of research for the network, over the WBZA de-synchronization from WBZ application which is pending before the FCC. Technical hearing before the commission is slated for Monday.

Spy Serial on WINS

"Captain Tim's Spy Stories," new spy serial featuring Captain Tim Healy, starts Tuesday at 3:30 p.m. over WINS and the New York Broadcasting System. Scripts are by Vernon Radcliffe, radio production manager of the WPA.

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

LORD & THOMAS GETS LADY ESTHER ACCOUNT

Chicago—Lady Esther Co. (cosmetics) has placed its entire account with Lord & Thomas here, effective Sept. 1. For many years the account was with Stack-Goble Agency, coming there from Hays McFarland.

Firm will continue with Wayne King orchestra, having renewed into next year recently. Bess Johnson is the voice of Lady Esther, with Phil Stewart as announcer and also handling production. Estelle Mendelsohn, who writes the commercial copy, is moving from Stack-Goble to Lord & Thomas. Steve Horton has handled the account at Stack-Goble.

Universal Radio Corp. Changes Name to Atlas

(Continued from Page 1)
York, will be retained. Studios are at 930 N. Western Avenue in Hollywood.

The first of the franchises for the distribution of Atlas Radio's product has been granted to Criterion Radio Productions Inc. for New York State and Northern New Jersey. Arrangements for the granting of other franchises for nationwide distribution coverage are pending. Criterion will be located at 1540 Broadway, New York.

Atlas, all of whose product is on disks, has completed its 1937-38 line-up consisting of 27 series encompassing the dramatic, mystery, comedy and musical fields. Releases on all subjects will be ready for distribution by Sept. 1. The organization will be represented at the NAB Convention in Chicago, where formal announcements of plans, policies and organization will be made.

"Question Box" on WINS

A "Question Box" program, sponsored by Towne Publications, premieres Sunday, 10:45-11 over WINS, to be heard regularly on that day for a period of 13 weeks. Questions will relate to motion pictures and screen personalities. Best answers to five questions will receive a tour of New York City, including visits to points of interest, transportation in the city and a trip to a night club, as prizes. David Loue is the announcer.

Dallas Expo on NBC-Blue

Tomorrow's opening of the Greater Texas and Pan-American Exposition in Dallas will be aired over the NBC-Blue network at 1-1:30 p.m. Governor Allred, Mayor Sprague of Dallas, Senator Tom Connally and others will be among the speakers.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BRY 9-8265

Wedding Bells Salute

Lily Pons and Andre Kostelanetz, now heard Wednesday evenings on the Chesterfield hour, will present a special broadcast June 16 at 12:50-1 a.m. over the entire CBS network. The program will be dedicated to Jeanette McDonald, in honor of her wedding to Gene Raymond. Special wires will be installed at the wedding scene in order for the bride and groom to hear Miss Pons. Kostelanetz will be leading a CBS orchestra for the airing which will consist of Miss Pons singing Miss McDonald's favorite song. Every station on the CBS nationwide hook-up is expected to pick up the broadcast.

NAB Announces Its Convention Program

(Continued from Page 1)
and committees will be appointed. There will be no afternoon session scheduled, but remainder of the day will be turned over to committee meetings. June 22 will be devoted to election of officers, report of the resolutions committee as well as report of the election committee. The afternoon session will be turned over to report of engineering committee and an address by J. H. DeWitt of WSM.

Wednesday's morning session will begin with introductory remarks and explanation of the commercial section organization. H. K. Carpenter, of WHK will give a report of sales managers division, Lewis H. Avery of WGR will report committee national sales methods and costs, and M. Carl Everson of WHK, Arthur Pryor, Jr., of BBD&O, Arthur B. Church of KMBC, John J. Gillen, Jr., of WOW, Marvin Oreck, Oreck, Inc., and Martin Campbell of WFAA will report on other committees and activities. Addresses will be followed by presentation, discussion and vote on resolutions pertaining to commercial section. Afternoon session will be turned over to panel discussions by members. At 7 p.m., following installation of officers at the conclusion of the afternoon session, the annual NAB banquet will take place together with entertainment and presentation of the Broadcasting trophy to the winner of the golf tournament.

C. W. Myers, president, has appointed the following as local convention committee; Glenn Snyder, chairman, Leslie Atlans, Ralph Atlans, H. C. Corowell, Gene T. Dyer, W. E. Hutchinson, Quin A. Ryan, F. A. Stanford, Niles Trammel, Clinton R. White, all of Chicago.

Braddock-Louis Bout Hurdles Court Action

(Continued from Page 1)
fighter before fulfilling a contract to fight Max Schmelling.

The broadcast will be handled by Clem McCarthy and Edwin C. Hill. Arthur Kudner has the account.

Electric Auto-Lite Signing Ted Husing

(Continued from Page 1)
spots a week over CBS and will premiere early in August. Sponsor is Electric Auto-Lite Co. United States Advertising Corp. is the agency.

Big Publicity Campaign On "Tarzan" Radio Series

West Coast Bureau, RADIO DAILY
Los Angeles — When Edgar Rice Burroughs' new Tarzan radio series takes the air in the fall, it will be backed by a supporting campaign of screen, air and printed publicity such as few radio shows have had, the Robert Collier Agency, owner of the sales rights, announces.

The campaign will include co-operative and supporting promotion on the screen through trailers, display space and intensive radio exploitation of the forthcoming Tarzan productions which Sol Lesser of Principal Productions is making to be distributed through 20th Century-Fox.

Burroughs personally will supervise the writing and direction of the script series, with a selected cast of Hollywood radio and film artists.

Transamerican-Hearst Consummate Their Deal

(Continued from Page 1)
first show to be heard on the Hearst outlets through this arrangement. Program is to be sponsored shortly by a national account and is set for most of the Transamerican affiliates.

Stations concerned in the Transamerican-Hearst deal are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KOMA, Oklahoma City; KYA, San Francisco; KEHE, Los Angeles; KTSA, San Antonio; KNOW, Austin, and WACO, Waco, Tex.

Emile Gough, vice-president of Hearst Radio, said that none of the Hearst stations would become affiliated with the WLW Line. Most of them are already associated with either NBC or CBS.

SHERWIN-WILLIAMS CO. BACK ON AIR IN FALL

Sherwin-Williams Co., Cleveland (paint products), will again be on the air this fall with the "Metropolitan Auditions of the Air." Series will start Oct. 3 on the coast-to-coast NBC-Blue network, Sundays, 5-5:30 p.m. Cecil, Warwick & Legler Inc. has the account.

Lottridge is Appointed KOMA Commercial Mgr.

(Continued from Page 1)
KFAB, KOIL and KFOR, Lottridge was formerly associated with WMT, Waterloo; the Willott Co., Chicago and Kansas City; KFH, Wichita; KCRC, Enid, Okla., and as announcer, artist, producer, etc., for the "Show Shop" over Chicago stations.

At the 1935 NAB convention he originated and helped form the Sales Managers' Division, and has served as its chairman and a member of the NAB Commercial Section since that time.

European Music Society Acquires American Works

(Continued from Page 1)
lications in the catalogs of the following American publishers:

Chart Music Publishing House, De Vaigne Music Corp., Franklin Earl Hathaway, National Music Co. (Albright Music, H. W. Fairbank, Hart Music, Select Music, Windsor Music) and W. H. Sajewski, all of Chicago; Paul A. Schmitt Music Co., Minneapolis, and J. A. Parks Co., York, Neb.

KSFO Signs UP Service

Newest station to sign for United Press radio reports is KSFO, San Francisco, the CBS affiliate which began to take the service this week.

AMERICAN MICROPHONE CO., INC.

Efficient Repairing
Dynamics, Velocities, etc.

Recognized Technicians
Modern New Equipment

CAREFUL TEST and EXAMINATION

Send us your microphone for a complete overhaul.

STUDIO STANDS: Latest design. Insulated inner rod. Positive or slip lock. Fittings available for all makes of microphones. Special stands built to specifications.

DYNAMIC MICROPHONES
for studio and remotes

Write for Catalogue No. 26.

1915 South Western Ave., Los Angeles

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

PROMOTION

Music Festival Recorded

During the week of the State Music Festival held at the University of Iowa, WMT of Cedar Rapids-Waterloo fed the festival to the Iowa network stations, KSO and KRNT, Des Moines.

In order to carry certain portions of the festival, Charles F. Questin, technical supervisor for WMT, recorded the music and it was re-broadcast later in the day when time could be cleared. This also gave the students who competed an opportunity to hear themselves just as they sounded over the air.

At the time of the festival letters were sent out to High School Superintendents calling their attention to the broadcasts. As a result many schools held special assemblies in order that the students might hear their fellow classmates broadcast.

A tie-up was completed by Doug Grant, program director, wherein these recordings were taken to the schools and played before their assemblies by Leo F. Cole and Ray Cox who became speakers for these occasions. The records were then presented to the school as a permanent record of the school's 1937 entry in the State Music Festival. This affair attracts an average of 6,500 students annually to Iowa City.

UBC Sales Book

United Broadcasting Co., which recently issued a comprehensive sales folio on WHK, Cleveland, has similar booklets on the presses for WJAY, Cleveland; WHKC, Columbus, and WKBN, Youngstown.

Community Activity

In a full-page ad titled "Serving the Community" appearing in last Sunday's Kansas City Kansan, KCKN listed some of the persons who have spoken on the station since Jan. 1, as well as some of the special community programs presented in that time. Both lists are long and impressive.

Wrapped in "Sell Appeal"

With an outer cover of cellophane and a subheading of "Wrapped in 'Sell Appeal,'" Transamerican has put out an interesting little booklet on The WLW Line.

BIRTHDAYS

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

June 11
Greetings from Radio Daily

to
Fred Gropper
June 12
Priscilla Lane
June 13
Bob Bailey
Jack Fulton



● ● ● Reported that Henry Ford has offered (or has already paid!) \$175,000 for the exclusive rights to broadcast the World Series games next Fall—from wherever they take place!... Edwin C. Hill has just been signed to "color" the Braddock-Louis fite between Clem McCarthy's word-pictures... Lucille and Lanny auditioned for Ruthrauff & Ryan yesterday... Eddy Duchin starts a commercial the first week in September... Benton & Bowles are auditioning 15-minute script shows... Harry Von Zell will SING on the Gulf show!... Victor Moore-Helen Broderick show, which fades the 27th, will definitely return in September... Lum and Abner have been signed for 14 weeks of p. a.'s... Two music publishing execs with the same firm have contacted a big agency talent man—and offered him a proposition to head a talent office on the scale of Rockwell-O'Keefe, Consolidated Radio Artists and William Morris firms... The men are not the same we referred to a few editions ago!

● ● ● Since midget auto racing opened in Kansas City, leading racers have been interviewed on the air by sports announcers of all stations there... As might be anticipated in a Mark Hellinger yarn, most of the drivers were afraid of the mike... So, in retaliation for razzing from the wordslingers, the drivers dared the boys to take the wheels in a special race arranged for them... Ralph Nelson, sports announcer and director of special events for KCKN, won the 5-lap race, finishing half a lap ahead of Walt Lochman, baseball news flasher for KXBY... Runner-ups were Dick Smith of WHB (the station celebrates its 15th year this week) and Jack Starr, KMBC, trailing the fold.

● ● ● New Amsterdam theater on Forty-second Street is the latest site being considered by Bill Weisman of WMCA to house the offices and studios of the main outlet in the Inter-City chain... Theater reached peak during Ziegfeld era... Joe Keit has left Mills Music for Joe Morris... Mimic Arthur Boran and Author Max ("Enjoyment of Laughter") Eastman have formed an air partnership to do a series called "Snap Shots of Comedians," with Eastman doing the explanation as Arthur exemplifies... George Hicks and Bill Stern will be assisted by Kenneth S. M. Davidson, international yachting expert on the NBC description of the America Cup Race, July 31... Bert Lahr leaves the airlines very soon... Elton Britt, Zeke Manners' yodeling hillbilly, who on learning that his wife had presented him with an eight-pound boy in Canada the other day left New York to see the Little Shaver, will be shocked on his arrival there—to learn that his wife died as he left here.

● ● ● "Dog-gone" is a common enough word to be sure, but "doogooone"—well that's something else again, as has been proven to Bob Drake, the twelve-voiced, one-man show via WHAS, Louisville, Ky., who is heard as "The Jackson Family"... Back in his childhood, Bob tried to imitate an old Negro and thus formed the habit of prolonging the pronunciation of the word, which happened to be the ol' Negro's byword... A chum, Vertie Webb, after many years a neighbor, moved away from the homestead and Bob went into a Minstrel Show, etc... A few weeks ago, Vertie, now Mrs. E. H. Scott, was in Louisville and decided to make a permanent residence there... One afternoon while seeking radio programs she chanced to dial WHAS—when the Jackson Family was on the air... When Bob pulled the "doogooone" during the show, Vertie recognized the expression of her former neighbor—and made a call to the station leaving her phone number—without name... Bob phoned and the two were united after a long lapse!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

WTFI, Atlanta. Mod. of CP to move studio site locally and increase day power to 1 KW.

Valley Electric Co., San Luis Obispo, Cal. License to cover CP for new station. 1200 kc., 250 watts, daytime.

Estate of Wilbur C. Hawk and Gene A. Howe, Lubbock, Tex. Auth. to transfer control of KGNC to Globe News Publishing Co., Inc.

WTAR Radio Corp., Norfolk. CP for new high freq. relay station. 31100, 34600, 37600 and 40600 kc., 1 watt.

SET FOR HEARING

Southern Broadcasting Corp., Bogulusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1240 kc., 250 watts, daytime.

State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.

Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

APPLICATIONS RECEIVED

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts, unlimited.

Florida Capital Broadcasters, Inc., Tallahassee. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Donald B. MacMillan, Provincetown, Mass. CP for new relay station. 12855 kc., 100 watts.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RETURNED

Earl A. Nielson, Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, unlimited.

McHenry Tichenor, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS

Hearst Radio, Inc., New York. Mod. of station licenses of fixed public press service, be granted.

Clarence A. Berger and Saul S. Freeman, Couer d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime, be granted.

WMC "All-Girl Minstrel"

Memphis—A new program, one of the few if not the only one of its kind on the air, has been introduced by WMC under the title of "All-Girl Minstrel". Interlocutor of the troupe is a male, Igor Ivan, formerly with a Major Bowes unit. There are six girls in the group, offering regular minstrelsy fare, sponsored by Leo Kahn Furniture Co. for a half-hour spot weekly.

AGENCIES

H. H. SHARMAN, formerly associated with Erwin, Wasey Co., Inc., has joined the Van Sant, Dugdale & Co., Inc., advertising agency of Baltimore. Sharman succeeds C. M. Buchanan, who has become an account executive at the same agency.

KLINGER ADVERTISING CORP. has moved to 19 West 57th St. Offices formerly were at 1776 Broadway.

M. IRENE OVIATT has been appointed an account executive of Campbell-Lampee Inc. Oviatt was formerly with "Arts & Decoration".

**WITH THE
★ WOMEN ★**

By ADELE ALLERHAND

MADGE MARLEY, NBC Contralto, did a guest shot on the Ford Show.... Was so good they signed her for the tour.... The Marley lass landed in N. Y. about three years ago without the proverbial sou, her wardrobe in an overnight bag.... Lived on cereals and beans, adding 50 pounds to her weight, most of which has disappeared by dint of diet.... Due for a big build-up.... Dot Haas, en route with the Al Pearce gang, sending exuberant wires to the stay-at-homes from Columbus.... Meeting many radio editors, laboring in the publicity vineyards, and having a swell time.... Lee Williams, Al Pearce's smooth-looking sec., joins the gang in Chi on Tuesday.... WMCA's Anice Ives will have June 24 dedicated to her by her Philly Women's Club... They'll call it "Friendship Day"... Frankie Basch of that station celebrates her 6th anniversary Sunday by offering a "Shut-In" day program, in conjunction with the Daily Mirror and I. J. Fox, from the hospital at Welfare Island.... Frankie will pow-wow with patients and Maxwell Lewis, hospital superintendent.

Eve Love, still convalescing from her recent illness, closes her office for the summer, June 15.... She'll rest in Connecticut for a fortnight, then go coast-ward for the duration of the hot weather.... Kay Cornelius contributes her pianofortitude to the Will McCune Ork musicmaking at the Bossert's Marine Roof.... Woody Herman, who's never featured a gal vocalist before will add one to the ensemble when he opens at the Pittsburgh "Willows"... The look of dejection on George Frame Brown's face is on account of his cow Bessie, the pride of Saugerties, has passed on to greener pastures.

Evelyn Gardiner, femme director of the KDKA Home Forum, assumes the presidency of the Pittsburgh branch of the Home Economics in Business Group of the American Home Economics Association.... Jeanette D. Herwitz, erstwhile WFBM pianist, enters the commercial ranks with the opening of a sheet music dept. in the Indiana Piano Co. Store in Indianapolis.... Maudie Adler, Sid Schwarz's dynamic amanuensis, looking forward to her July 23 departure for Tennessee and vacation days.... Patricia Cook will satirize the party girl in "Too, Too Divine" on her Saturday WICC broadcast.



AIR PARADE IN REVIEW

"Vanishing New Yorkers"

This WMCA series, presented Wednesdays at 8:45-9 p.m., has more possibilities than are realized in some of the scripts. This week's program, presenting Dr. W. E. Auginbaugh, world traveler, adventurer and author, dealt with the ox-cart driver. Dr. Auginbaugh is supposed to be the only one left in New York.

Musical fanfare gave the program a slow start, and the subject of ox-cart driving was not gone into very thoroughly. Instead, topic led away to where oxen are used today. Nothing was said about what oxen eat, how do they compare with a horse for work, their habits, are they as lazy as they look, where did they originate, who used them first, do they have to be trained to draw a cart, etc. Travel shorts by the hundreds have shown the public where ox-carts are still used, but no data has been furnished about oxen.

A program of this type requires considerable research to make it right. The idea, however, is there.

WQXR Inventors' Program

A series dedicated to inventors and potential inventors starts July 7 over WQXR. Titled, "Can It Be Done," the program features Ray Gross, practicing inventor with many inventions and patents to his credit, and will include practical suggestions to inventors, each week, interviews with several amateur inventors, and is designed to point out to manufacturers and consumers the inventive ideas which Gross believes every person possesses. Alice Pentlarge, WQXR commentator, will attempt to express the viewpoint of the typical consumer on the inventions and ideas originated through the program. Guests, including Dorothea Brande, author of "Wake Up and Live," will appear on the broadcasts from time to time.

Talent for Shut-in Day

Jack Coombs, assistant program director of WMCA, has lined up the following talent who are to appear in shut-in homes in Greater New York on National Shut-In Day, Sunday: Lou Saxon, Don Kerr, Billy Glason, Barnacle Bill and Ray Murray, all emcees; Bob Parker, Jerry Baker, Tempo King, Michael May, Roger Coleman, Eddie Marshall, Burt Raeburn, Jack Barrie, Dan Rowland, Betty Barnes, Sylvia Walters, Helen Young, Lorraine Barnett, Ann Stewart, Kay Wells, Lois Leonard, Gloria Manners, Margie Nicholson and Carrie Lillie Gang.

"To the Ladies"

Titled and musically designed to catch the feminine attention, this program over WHN at 3-3:30 p.m. yesterday was highlighted by the singing of Bob Murray with Don Albert's orchestra supplying the music. While somewhat routine, it made pleasing afternoon fare. Murray, who has a good voice and mike style, sang "You're Looking for Romance—I'm Looking for Love," "There's a Lull in My Life" and "So Rare," doing justice to all. Charles F. McCarthy was the announcer, with Long Island Outfitting Co. as the commercial element.

"Healani of the South Seas"

Off the beaten path, engrossing as well as musically entertaining, and presented in an effectively amiable manner are the programs of "Healani of the South Seas." Wednesday night's WJZ-NBC Blue network broadcast included a little historical narration about the early settling of Hawaii by Spanish sailors. The story was nicely told, with appropriate music woven around it.

Fred Allen Film Delayed

Fred Allen and his wife, Portland Hoffa, who will spend the summer in Maine before traveling to the west coast for a picture, were to have left for Hollywood immediately after his present air series concluded, but the filming has been postponed until Oct. 1. At present it is doubtful whether the comedian will return to the air in the fall. Allen has not stated definitely what his plans will be for the next season, but it is fairly certain that he will not return to the networks for his present sponsor.

Radio Events' Script Tryouts

Radio's equivalent of the summer theater tryout of a show previous to its Broadway premiere will be a Radio Events experiment with productions this Summer. By special arrangement with stations of chain caliber, Radio Events will present new programs as a test of untried scripts. When possible, the players, as cast and rehearsed in Radio Events' New York studios, will appear before the out-of-town stations' mikes in the try-out rendition of the original scripts.

WPG Adds News Periods

So that the huge throng of summer visitors may keep posted on last minute happenings, WPG in Atlantic City has augmented its news broadcasting schedule. Supplementing special events bulletins and network news, WPG has assigned 12 p.m., 1 p.m., 4 p.m., 5:45 p.m., and 11 p.m. for last minute Transradio News bulletins.

GUEST-ING

FRITZ LIEBER, in "Father Damien," on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

ARTHUR GODFREY, on Walter King's "Song Contest," today (WINS, 12:15 p.m.).

TEDDY HART, guest of Powell Clark, on "Grand Stand and Band Stand," today (WMCA, 4:15 p.m.).

PHILLIPS HOLMES, interviewed by Radie Harris, today (WHN, 8 p.m.).

A. J. LAW, miniature shipbuilder, on "Hitching Your Hobby", June 15 (WMCA, 11 a.m.).

PIETRO DI DANATO, on "Exploring the Seven Arts", June 16, (WQXR, 9:45 a.m.).

BENNY FIELDS, on the "Broadway Melody Hour", June 16 (WHN, WOR, 8 p.m.).

MAY ROBSON, on the Chase & Sanborn show, June 20; Sonja Heinie, on the 27th (NBC-Red, 8 p.m.).

TALLULAH BANKHEAD, FANNIE BRICE, MITZI GREEN and JOE LAURIE JR., on Vallee show June 17 (NBC-Red, 8 p.m.).

Talent for Expo Broadcast

Talent to be heard on Mutual's one-hour broadcast on the opening day of the Texas and Pan-American exposition in Dallas tomorrow night will include the orchestras of Ted Fiorito, Lou Harris and Jack Crawford, a 176-piece band from Altus, Okla., an Inca tribe dramatization, Borrah Minnevitich and his Harmonica Rascals, Art Jarrett, Marion Eddy; Chuck Bedell, champ barker; Guillermo Perez, commissioner from Venezuela, and Ray Fox, emcee. Program will originate through Mutual's Dallas affiliate, WRR.

BOSTON

John A. Holman, general manager of WBZ-WBZA, has been elected a member of the board of directors of the Boston Advertising Club.

Neal O'Hara, in his new show called "The Neal O'Hara Radio Gazette", being sponsored by Brown & Williamson over WEEI, will have the assistance of Joe Toye, editorial writer for the Boston Traveler, and Edson B. Smith, State Street financial writer.

TED HUSING says:

"The Telephone Secretary is one of my best investments. Busy radio artists find it invaluable for those quick contacts."

NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157
Telephone Secretary—Doris Sharp



DUMORS, printed and otherwise, that NBC was to take on a new blue network outlet to replace KECA are denied by Harrison Holloway, manager of KFI and KECA, who said he felt it was time the rumors should be noticed and squashed. "We have a contract with NBC for five years more, and the contract is going to remain in effect" he said. "What improvements are to be made, and how, is a matter to be taken care of in Washington."

Don Ricardo and his rumba orchestra will give early California musical atmosphere to San Fernando's yearly week-long Fiesta starting tomorrow. Arrangements are being made for broadcasting the picturesque fete from the old San Fernando Mission, and perhaps an hour or half hour will go out on a transcontinental net.

Bert Phillips, who handles the Junior Chamber broadcasts, is negotiating with Huntington Library and Leslie Howard, planning to use one of the original Shakespeare manuscripts for a 30 minute transcontinental airing of the poet's own version of a scene from one of his plays.

Jerry O'Conner, public relations and special events man for KFWB, is back from a three-week stay in Panama.

Jack Dolph, assistant to Donald W. Thornburg, CBS vice-pres. on the Coast, is back at his desk after a siege of flu.

Guerdon Mosser has been added to the accounting division of KEHE as chief assistant.

Standard Radio has added CFCY, Charlottetown, Prince Edwards Islands, and WSYR, Syracuse, to its list of library subscribers.

Andy Potter of KOH, Reno, is a Los Angeles visitor this week.

Jerry Mohr, formerly with the Theater Guild, and with NBC and CBS offices in New York, has joined Don Lee's KHJ announcing staff.

Leonard Lake, formerly with KGFJ and KFI has joined KFWB as announcer.

L. O. Ricketts of KFBK, Sacramento, and later of KMJ, Fresno, is visiting friends in Los Angeles, readying to return to KFBK sales division after his outing here.

Herewith the week's best for press agent's cautious accuracy. Jose Rodriguez releases: "Bill Bryan, KFI-KECA announcer, and Trudy Wood, his wife, are snatching a brief vacation in Texas, accompanied by their inseparable companion Lupe, whose mother is a Scottie."

ORCHESTRAS - MUSIC

MAESTRO EMERY DEUTSCH and **ork** open at the New York Paramount on July 7, through the courtesy of the Rainbow Grill. Deal was set by Rockwell-O'Keefe Inc.

Glenn Miller and his band have plattered a series of popular numbers, new and old, for Brunswick. Ditties are "Time On My Hands", "I've Got Rhythm", "Sleepy Time Gal" and an original composition titled "Community Swing".

Jeno Bartal, whose orchestra is being featured in the Georgian Room of the Hotel Piccadilly, has added the Singing Strings, violin-playing trio, to his musical ensemble.

Don Nichols and the boys inaugurate a series of broadcasts via WHN tonight, 9-9:30 p.m., from the Rose-land Dancehall in New York City.

Russ Lyon's ork has been signed by Bill Green for his outdoor spot. Band will be aired via WCAE, Thursdays 1-1:30 a.m., Fridays at 11:30 and Saturdays at 1 a.m.

Batoneer Jack Denny and his band play a two days' engagement at the Orpheum Theater, Madison, Wis., before opening in the Silver Forest of the Drake Hotel in Chi. Denny is currently purveying music to the Gold Room clientele in that hostelry and has been signed for four weeks in the Silver Forest.

CRA has signed an exclusive contract obliging them to furnish music during the summer months at Waco pavillion, Seymour, Ind., summer spot. First band on the schedule is the Lee Bennett outfit, July 9-22; Maurie Sherman follows on July 23; and August 6 "Tweet" Hogan moves into the lake resort spot.

Maestro Ran Wilde and his musical aggregation begin making music at the Adolphus Hotel, Dallas, June 23. Rockwell-O'Keefe Inc. made the arrangements.

Russ Morgan and the lads go collegiate when they play the Bowdoin College Commencement Dance in Brunswick, Me.

Members of the Casa Loma Orchestra gave Glen Gray a surprise birthday party last Monday with all the gang contributing merriment at Lucy's, Hollywood rendezvous.

The Donald Duck version of "Marie" introduced by George Thomas on a recent dance parade program is just the Tommy Dorsey recording of "Marie" played fast. The idea originated accidentally when the record was played too fast by mistake. The Donald Duck versions have spread to such recordings as "Ride, Red, Ride", "The Merry-Go-Round Broke Down", "Shine", and "I'm Gonna Play in the Varsity Band".

★ ★ ★ QUOTES ★ ★ ★

AL DONAHUE: "There seems to be a lot of talk that radio has its cliques and that only certain musicians can obtain employment. This is a misconception. Leaders are always seeking new talent—but it must be good. That's why the Manny Kleins and the Mickey Blooms work on as many as fifteen commercials a week. Some leaders decry the fact that they can't obtain their services. If others, equally talented were obtainable, they would be grabbed quicker than they can hope for."

WILBUR HATCH: "Now that prosperity is on the way and people are adopting a gayer attitude, I look for a flood of blues songs and torch songs, such as reigned supreme in the twenties, before the depression. It's odd, but true, that in good times, people like to hear 'moanin low' numbers, while in eras of economic stress, the taste runs to cheerful and bright tunes."

ALAN ROBERTS: "Language singers may not be the most important factors in radio, but there is cause to be certain that these singers make the rendition of other songs more interesting to all concerned. The United States has over one hundred and twenty-six million potential radio listeners, and it is a best bet that these dialers aren't all of the same tongue. Even if they

were, the language singer certainly would have an appeal to more than one fifth of them. French, Spanish, Italian, Russian, German and Hebrew seem to be the most popular languages for foreign songs."

PAUL WHITEMAN: "The Radio public is pretty select in its preferences of music. Whereas on the stage or in the pictures, the public goes to the bandleader, radio has the bandleader going to the public, and as such presents a wide variety of music for the public's fancy. I have found, in my experience, that radio dialers between the ages of fifteen and thirty will invariably tune to the popular and swing tunes, between the ages of thirty and fifty the popularity goes towards the Modern American Music and the elder ages choose symphonic and classical music. This is not infallible, but presents a rough estimate of the 'leanings' of the public."

PETER KENT: "Introducing a new song hit over radio is now a difficult problem to the radio singer. Consider the numerous radio stars who also are motion picture and stage stars. These vocalists become identified with their songs and make the public recognize the song as 'theirs'. This complicates the straight radio singer because he is limited in the



RED NICHOLS and his Pennies taking over the Trianon band stand with WGN-Mutual wire on June 19.

Gordon T. Hughes, Des Moines radio director, author and actor, has joined NBC production staff here. Hughes has been in radio since he was 12 years old. In Des Moines he directed the Community theater.

Reis and Dunn, song and piano team, to make a guest appearance on NBC Jamboree tomorrow night.

Eddie and Fannie Cavanaugh, who have been interviewing celebs on the air 15 years now, submitted to their first air cross examination yesterday by Harry Bigelow and Frances A. McCarvell, local high school grads of the week. Youngsters were chosen as guest gossipers for the Gaelic Twins in connection with WBBM's High School day.

Tom Thatcher, formerly with Consolidated Radio Artists, all set to head the new Rockwell-O'Keefe office being opened here July 1.

City Club of Chicago is opening a new series by civic, business and social leaders over WJJD at 7:15 p.m. tomorrow. First speaker will be Dr. Anton J. Carlson, chairman of public health committee and head of physiology dept. at University of Chicago Medical school.

selection of his new selections. A solution to this might be to have announcers stop the practice of crediting the song to the original introducer, and crediting it to the writer."

PHIL REGAN: "Many of radio's singing stars have risen to sensational heights because they were the novelty of the moment. Soon after they found themselves out of popular favor, because they hadn't changed with the times. Radio stars can take a tip from the stage and screen lights who realize that the popular fancy of the public changes from day to day, and that they must change with it. The selection of songs, accentuation on humor and other factors should enter in here, if the highlights want to keep shining."

THE O'NEILLS: "Radio script-shows are in a problematical situation at present. The youth's programs are finding trouble keeping up fooling the kids with 'Tails of Terrible Tommy Cat' and the mystery hours are going bats trying to find out why the public doesn't like to follow up murders on the air. But the script shows have finally found that the 'down to earth' 'human interest' script still goes over well. The story of a typical New York family, its struggles, joys, setbacks, and successes is still holding fast the interest of the wide radio public."

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Features Devised For KNX-CBS Center

Photo-electric signal devices, built-in sound effects, invisible control-room windows, inverted studio walls and cavernous reverberation chambers—these are some of the features which the country's leading engineers, architects and acousticians have devised for the new KNX-Columbia broadcasting center in Hollywood.

Construction work has progressed rapidly since the ground-breaking ceremony in April, and CBS officials expect the studios to be ready for a dedicatory broadcast by December. While workmen are completing the foundation for the structure, which is to cover an entire city block, experiments to produce new refinements in radio architecture are being directed by William Lescaze, modernist architect responsible for the design; Earl Heitschmidt, assistant in charge of Hollywood construction; Dr. Verne Knudsen, University of California acoustical engineer and consultant to CBS, and CBS engineering heads in New York and on the west coast.

In New York, Columbia has built an experimental laboratory-studio for testing new ideas in radio acoustics, lighting effects, and other construction details.

In the matter of acoustics, Dr. Knudsen has employed what is known among sound experts as the "flat curve" principle. Under ordinary conditions, studio walls absorb too few of the sound waves of low pitch, too many of the high frequencies.

To achieve a "flat curve" in the sound absorption graph (equalize the absorption rate for high and low note), Dr. Knudsen and his engineers have designed inverted studio walls, tapering outward from base to ceiling at a scientifically determined angle. In addition, he has selected for wall material a synthetic product known as "acoustipulp" which is manufactured from sugar cane fibre.

In sound effects, innovations as important to radio as the revolving stage to the theater have been worked out for the new Hollywood broadcasting center. Equipment, recognized after a decade of network

Get Clarion Name

Chicago — Local interests have bought the radio trade name "Clarion" and plan to bring out a set line under that title. New Clarion corporation has offices in the Pure Oil Bldg.

Station Improvements

Tuscaloosa, Ala. — WJRD has applied to the FCC for a construction permit to install a new transmitter and increase power to 250 watts.

Albuquerque, N. M.—Authority to install new automatic frequency control has been asked by KGGM.

West Palm Beach, Fla.—License to cover CP for changes in equipment and increase in day power has been asked by WJNO.

Ponca City, Okla. — WBBZ has asked the FCC for license covering CP for new equipment, changes in antenna and increase in day power.

Winston-Salem, N. C.—CP to make changes in transmitting equipment and increase power to 1 kw. has been requested by WAIR.

Shreveport, La.—KTBS will change frequency from 1,450 kc. to 620 kc. and install directional antenna for day and night use upon receipt of CP from the FCC.

Valley City, N. D.—KOVG has applied for CP to make changes in equipment and increase power to 250 watts day.

Decatur, Ill.—Transmitter and studio of WDZ will be moved from Tuscola to Decatur upon receipt of CP from the FCC.

Phoenix, Ariz. — Authority to install automatic frequency control has been asked by KOY.

Los Angeles — Changes in equip-

broadcasting as essential, will be incorporated permanently into the studio, thus eliminating most of the portable sound-effects gadgets which are carried from studio to studio to meet varying program demands.

In the new CBS studios, when a script calls for the effect of feet trodding on turf, gravel, mud or snow or any of a long list of footings, the sound effects engineer will merely lift up a section of the floor. Performers will actually trod the special boards so uncovered to produce the desired effects.

For moulding the voice to the manifold purposes of drama and for producing new effects in serious music, the basement of the new studios will incorporate a number of permanent sound-reverberation chambers.

Buy "Salt-Shaker" Mikes

Cleveland—A dozen Western Electric "salt-shaker" microphones have been bought by WHK-WJAY.

ment, new vertical antenna and increase in power are covered in a CP application filed by KFVD with the FCC.

San Francisco — KGGC has asked for CP to make changes in equipment, increase power to 250 watts day and change frequency to 1,370 kc. from 1,420 kc. contingent upon granting of KRE's application for change in frequency.

San Bernardino, Cal.—KFXM has applied for CP to make changes in equipment.

Petersburg, Va.—CP to install a new transmitter, erect a directional antenna for day and night use and increase power to 1 kw. unlimited, has been requested by WPHR.

Gadsden, Ala.—WJBY has applied for CP to make changes in transmitting equipment, install vertical antenna, increase power to 250 watts day and move transmitter and studio.

Kilgore, Tex.—Construction permit to make equipment changes and increase power to 250 watts day has been asked by KOCA.

Fort Worth—KTAT has applied for license to cover CP for new transmitter and antenna.

Indianapolis — Authority to install new automatic frequency control has been asked by WIRE.

New Economy Flashlight

Freeport, Ill.—Modern streamlining and new mechanical improvements are outstanding features of the new Economy line of flashlights announced by Burgess Battery Co.

Ratchet locking focus, compartment for spare lamp, lamp-protecting bumper block, foolproof switch, and seamless brass barrels, nickel-plated, are the new quality features. The new construction, with a removable headbridge, permits lodged cells being released from both ends of barrel.

Booklet on P.A. System

Western Electric Co. has put out a 12-page illustrated booklet on its High-Powered "Bull Horn" Public Address Equipment. The brochure gives a general description of the equipment and of the installation at the Roosevelt Raceway, Westbury, L. I.

Portable Transmitter Put in Service by WSGN

Birmingham—WSGN, the Birmingham News-Age Herald station, inaugurated the operation of its portable transmitter WAXD with a broadcast from an airplane over the Municipal Airport, which was one of the scheduled performances of the National Air Carnival held here June 5-6. Announcers Bob McRaney and Joe Ford, Chief Engineer Paul Cramm, Engineer James Evans, and Glenn Messer, pilot of the plane in which the transmitter was installed, not only brought the highlights of the air carnival but carried on three-way dialogues between the station in the Tutwiler Hotel, the public address system on the field and the plane.

On Sunday afternoon, the second day of the Carnival, WSGN installed its transmitter in a Stinson cabin plane owned by H. F. Wood of the Wood Chevrolet Co. and presented more air flashes.

WSGN was the only Birmingham station covering the Air Carnival, with interviews by Frank Hawks, internationally known speed flier, Captains Len Povey, Alex Papan and Guiteras of the Cuban Air Force; Fay Cox, parachute jumper and others from the field and in the studio as well as furnishing the entertainment for the Air Carnival banquet.

Join NBC Chicago Staff

Chicago — Frederic C. Shidel, Joseph Alusic, Raymond C. Bierman have been added to NBC engineering staff. Russell B. Sturgis, studio engineer, has been named control relief supervisor.

Ohio Sound Corp. Chartered

Toledo—Ohio Sound Corp. has been chartered by Herbert G. Sell, Edward G. Harris and Roger J. Shelles to act as a sound equipment and radio jobbers' representatives.

Bob Connelly Married

Bob Connelly, who handles a regular operating trick at WHAT, Philadelphia, is now a benedict. He married Elizabeth Hoffman.

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. CH. 4-2074

SETTLEMENT IS MADE IN TRANSRADIO SUIT

(Continued from Page 1)

ciated Press, United Press, International News Service and the American Newspaper Publishers Association and certain individuals, has been discontinued.

Total sum sought for damages against the 17 defendants was \$1,700,000. Case has been on the court calendar for over two years and charged restraint of trade.

NAB April Figures Reveal Increase

(Continued from Page 1)

were 2.7 per cent below the level recorded for last month, the usual seasonal decline. The principal gain over last year occurred in national non-network field, the volume in this field rising 53.8 per cent. Electrical transcriptions continued to show principal gains of any type rendition compared to preceding month. Transcriptions rose 8.0 per cent in the local field. Live talent business rose 45.1 per cent over previous April, announcements rose 25.3 per cent, transcriptions up 24.1 per cent and records were up 12.5 per cent.

The following sponsor groups showed principal gains as compared with last month; National network, soap, kitchen supplies and tobacco advertising; regional network, toilet goods and financial advertising; national non-network, tobacco advertising and local, household equipment advertising. As against last April, principal increases occurred in the following groups; National network, household equipment, financial, soap and kitchen supplies; regional network, foodstuffs, beverages and confections; local, foodstuffs, department store and tobacco advertising. Retail broadcast advertising was \$1,252,430, an increase of 6.4 per cent over last month and a gain of 14.5 per cent as compared with April, 1936.

Compared with March, non-network advertising in South Atlantic, South Central area rose 7.8 per cent, non-network in New England, middle Atlantic and Pacific and Mountain areas declined 4.8 per cent and 2.7 per cent respectively.

ONE MINUTE INTERVIEW

CARLTON KaDELL

"Within the few brief years of its existence, radio has managed to set up its own Gallery of Immortals. Just as Helen Hayes, Katharine Cornell, Judith Anderson and Lunt and Fontanne are enshrined as the idols of the stage, so are Jack Benny, Fred Allen, Ed Wynn, Phil Baker and Eddie Cantor permanently established in the category of radio stars whom the audiences can never forget."

★ Coast-to-Coast ★

CLETE ROBERTS, announcer is pinch-hitting at KIRO, Seattle.

Thompson Bartlett, CBS announcer, formerly with WISN, Milwaukee, is now directing the amateur shows presented Monday nights at the Riverside Theater in that city.

Frederick Jagel will spend the summer at Buck Hills Falls, Pa.

The Boardwalk Studio of WPG, Atlantic City, will be abandoned for the summer and Steel Pier studio originations, including Ethel Rattay's Tea Time Topics, will originate in the Ocean Studio, the only broadcasting studio in the world located nearly a half mile out over the ocean. It is from this point that the Breaking of the Waves is frequently picked up.

"The Calamity Couple, Jack and Jessie," is a new Sunday afternoon program over KOL, Seattle. The comedy team is supported by Don Isham and his Musical Stylists.

Dan Gellerup, technical supervisor of WTMJ, Milwaukee, has returned from a visit to the Bell Laboratories in New York where he conferred relative to the housing of the station's new 5000-watt transmitter.

★ ★ San Francisco ★ ★

John B. Hughes, KFRC-Don Lee news commentator, back from L. A. where he flew Sunday to broadcast the General Motors concert from Hollywood Bowl. They sponsor his newscast.

Arthur Van Horn, (real name Honnold) newest bay region news commentator, is airing KSFO's newly-acquired U. P. press service.

Zella Layne, soprano, will do a guestee tonight on "Feminine Fancies," emceed by Mel Venter, over Mutual-Don Lee chain.

Byron Mills subbing for vacationing Andy Love in NBC's continuity dept.

Gene Grant, NBC sales dept., autoing around state on vacation.

Armand Girard, NBC baritone, will sing at Stanford University's com-

Sues Over Stock Deal

Lorenzo Cailino, attorney, has filed suit in N. Y. Supreme Court for \$38,600 against the National City Bank, Edwards & Smith, Nicholls & Co., Inc., Myron S. Hall & Co., and the Development Associates Inc., it was revealed yesterday, when the defendants filed a motion asking that Cailino be precluded from using as evidence in the trial of the action matters which he refused to submit, in a bill of particulars, at the defendants' request. Cailino charged that

Phyllis Koppel, 11-year-old Milwaukee school-girl who made her bow as a vocalist over WISN's dedication program, made such a hit that she will be a regularly featured station artist with her own program in the near future.

Edgar A. Thompson, The Milwaukee Journal radio editor, is now on the air five times weekly, answering listeners' questions about radio stars and programs over WTMJ.

Paul Hodges, emcee and announcer at WNBR, Memphis, scooped the other stations in that city by being first to interview Postmaster General James A. Farley on his recent visit there. Hodges also caught James Roosevelt, son of the President, while en route to Fort Worth.

Regis Toomey, film star who is in Memphis for a week to appear in a stage presentation of "The Front Page" by the Memphis Newspaper Guild, made a series of guest shots over WMC and WNBR.

The special program featuring the "Lord's Prayer" prepared by the Ave Maria Radio League players will be presented at 6:30 p.m. Sunday, over WMCA and associated stations as a tribute to Father's Day, June 21.

mencement exercises Sunday.

Philip G. Lasky, KSFO manager, leaves today for Salt Lake City to attend the Pacific Coast Advertising Club's convention and later the NAB convention in Chicago. Mrs. Lasky goes with him as far as Salt Lake.

Lindsey Spight, Manager of John Blair & Co., also will attend the Ad Club meet in Salt Lake.

Henry Jackson, sales manager of the CBS Northern Division, and John K. Craig, Manager of Radio Sales Co., will be NABing.

CBS ready to begin construction of new studios for KSFO in Palace Hotel.

Archie Presby, NBC announcer, cutting five records for a dog food manufacturer.

the Development Associates Inc. was organized to purchase in behalf of the other defendants the stock of Brooklyn Broadcasting Corp., U. S. Broadcasting Corp., Paramount Broadcasting Corp., International Broadcasting Corp. and Voice of Brooklyn Inc. He further alleges that on Feb. 27, 1932, he was engaged to negotiate purchase of the broadcasting corporations' stock, and was to receive 10 per cent of purchase price as commission, plus expenses. He asserts he bought the desired stock for \$384,000.

BROADCASTING RECORDS UPHELD BY U. S. COURT

(Continued from Page 1)

through general counsel Maurice J. Speiser of Philadelphia and New York, while counsel for the RCA-Victor Co. defended the suit.

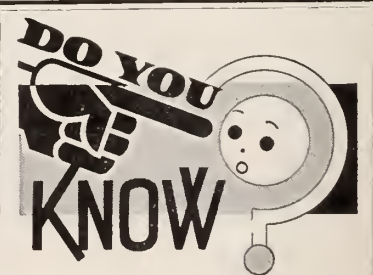
Judge Sweeney, in his memorandum, said in part "that Noble made a series of 24 records for RCA, under a contract dated Jan. 14, 1935, and under his agreement surrendered the right to sell, lease or otherwise dispose of, or to refrain therefrom, throughout the world, records embodying the performances to be recorded hereunder upon such terms as the company may approve . . . and all rights in and to the matrices and records upon which are reproduced the performances to be made hereunder." Judge Sweeney further said that, while the rights surrendered were broad in grant, the plaintiff (Noble) could have had protection against the reproduction of his records outside of the home if the RCA company had seen fit to place such a limit upon the uses.

Court also ruled that the precedent of Waring vs. WDAS could not be cited as a comparison, because Waring had stipulated with the RCA-Victor that his records were not to be used for broadcast purposes. At the Hotel Vendome, the patron uses a table phone to request his favorite record and later it is heard on the loud speaker.

According to interpretation placed on the memorandum, it remains for disk artists to specify what uses are to be made of the records in question and a different type of contract arranged. Apparently no label on the Victor disk mentioned for what uses the record in question could or could not be made.

New Connie Miles Program

Connie Miles, conductor of the popular WOR-Mutual feature, "Jazz Nocturne," has been given an additional program over that network starting July 2. Program, to be heard 1:15-1:30 p.m., will be called "At Home With Connie Miles," and will consist of the deep-voiced commentator discussing topics of human interest. Series will be heard on a weekly basis.



Robert Emmet Dolan entered Loyola College when he was thirteen years old and worked his way through by teaching piano.