



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 91

NEW YORK, N. Y., THURSDAY, JUNE 17, 1937

FIVE CENTS

# Setback for Radio Probe

## DUPONT IS SWITCHING FROM DRAMA TO MUSIC

The du Pont "Cavalcade of America" program will be revised for the summer. Musical stint will replace the current series of historical dramatizations. Programs are heard on CBS, Wednesdays, 8-8:30 p.m. Batten, Barton, Durstine & Osborn Inc. has the account.

## WQXR Wins Recognition In N. Y. Times Listing

WQXR has been given full program listing in all editions, Sunday and weekday, of The New York Times. This marks more than a year of intensive effort on the part of the outlet to obtain such a listing. Station has achieved considerable reputation as purveyor of classical music via highest type of recording and high fidelity transmission. Understood that the Times carried out a survey before capitulating to the listing.

## New Arde Bulova Station Starts Operation Today

With the call letters of WBIL, the new Arde Bulova station supplanting WLWL on the dial will begin operating at 6 p.m. today under the direction of John Iraci, president of International Broadcasting Corp. The WLWL transmitter at Kearney, N. J., will be used for WBIL, and for the present the programs will come from the WOV studios. WBIL will follow the same program policy as its sister station, WOV.

The new entry will function on a power of 5,000 watts on a wave length

(Continued on Page 2)

## WMCA Regaling Cards

St. Louis Cardinals will tune in on WMCA at 3 p.m. today and listen to Lee Grant and his orchestra play George M. Cohan's march dedicated to the Cardinals, titled "March of the Cardinals". It will be the premiere airing of the song, and will welcome the Cards to town for their series with the Giants.

## Handles All Media

Merced, Cal.—Local Merchants Ass'n, planning to promote "Merced Dollar Days" on July 9-10, placed its entire appropriation with KYOS. The station will have charge of the entire promotion, even to the buying of newspaper space and window streamers.

## YMCA IS NOT JOINING CIVIC RADIO MOVEMENT

Following RADIO DAILY'S exclusive story last Thursday that civic and educational groups were banding together to demand time of the FCC to present programs on the major networks, it was learned yesterday that the YMCA, one of the strongest organizations representing adult and juvenile educational and civic activities, has refused to sanction the demand.

Claiming that the YMCA will be completely out of the movement, Henrietta Harrison, head of the YMCA radio division, pointed out

(Continued on Page 3)

## Skelly Radio Program Coming Up in August

Chicago—Recommendations for a Skelly Oil Co. radio program will not be submitted until mid-August, according to O'Neill Ryan, vice-president of Blackett-Sample-Hummert Inc., which has just taken over the account, formerly handled by the Ferry-Hanley agency of Kansas City. Ryan said no auditions had been set, and recalled that the account had used radio successfully in the

(Continued on Page 2)

## Mrs. Elliott Roosevelt Buys Controlling Stock in KFJZ

## Mich. Anti-Ascap Bill Is Favorably Reported

Lansing — Michigan's copyright measure, Senate Bill No. 331, has been favorably reported out of committee. The measure is designed to regulate activities of Ascap.

## Death of Congressman Connery, Author of Resolution for Broad Inquiry, Dims Chances This Session

## WASEY PRODUCTS SIGNS NBC PROGRAM FOR FALL

Wasey Products Corp. has signed Carson Robison and his Buckaroos for a new series to begin on the NBC-Blue network Oct. 4. Program, to be heard every Monday, Wednesday and Friday at 4-4:15 p.m., will be over a coast-to-coast network of 45 stations. Erwin Wasey & Co. is the agency.

## WHK and WJAY Adding Studio Audience Shows

Cleveland—Several new studio audience shows are in preparation for the United Broadcasting Co. stations, WHK and WJAY. Details will be revealed in a few days by Mendel Jones, new program director, successor to Mary O'Kelley, who resigned to be married.

A number of shows specially designed for summer also have been approved by Production Manager John T. Vorpe, the list including a series of civic programs, a sports show featuring Jack Graney and Gil Gibbons, a series featuring the country's outstanding photographers giving tips to camera fans, and a variety program for a late evening spot. Bev Dean is assisting Jones.

Washington Bureau, RADIO DAILY  
Washington—Death of Representative William P. Connery late Tuesday will not affect the technical status of his radio industry probe resolution before the Rules Committee, it was stated yesterday at the office of Chairman O'Connor, but insiders believe that the Congressman's death together with pressure of Congress and the fact that the House rarely conducts such investigations tend to make the launching of the probe this session extremely unlikely.

Connery, as chairman of the House

(Continued on Page 3)

## MORE DELEGATES HEAD FOR NAB CONVENTION

On the basis of reservations at Chicago hotels and estimates of the National Association of Broadcasters headquarters in Washington, attendance at the annual convention to be held at the Sherman Hotel, Chicago, June 20-23, is expected to run above previous estimates of 750.

In addition to delegates whose

(Continued on Page 3)

## Emerson Radio Boosting New Advertising Budget

With bookings running considerably ahead of last year, the Emerson Radio & Phonograph Corp. will launch an increased advertising campaign late in August or early in September. Plans as yet are not

(Continued on Page 2)

## Bi-Product

Chicago — "Today's Children," Irna Phillips serial which does its 1,300th broadcast on its "wooden" anniversary tomorrow, not only has sold the product of its sponsor, Pillsbury, but the NBC network show also has brought the sponsor sales of more than 250,000 copies of the novel, "Today's Children," at 50 cents a clip.

Ft. Worth, Tex.—Mrs. Elliott Roosevelt, daughter-in-law of the President, has bought the majority of stock of Fort Worth Broadcasters Inc., which owns and operates KFJZ, from Ralph S. Bishop. While contract is being submitted to the FCC, Bishop continues to operate station

(Continued on Page 3)



(Registered U.S. Patent Office)

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## FINANCIAL

(Wednesday, June 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165½	164¾	165½	+ ½
Crosley Radio	19	19	19	—
Gen. Electric	51¾	50½	50¾	— ¼
North American	22½	21¾	21¾	— 1
RCA Common	8¼	8	8	— ½
RCA First Pfd.	64½	64¼	64½	+ ¼
RCA 55 Pfd. B.	17¾	17¼	17¼	— ¾
Stewart Warner	31¼	30½	31	— ¾
Zenith Radio	31¼	30½	31	— ¾

### NEW YORK CURB EXCHANGE

Nat. Union Radio	1¾	1½	1½	—
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### OVER THE COUNTER

	Bid	Asked
CBS A	27	28½
CBS B	26½	28
Stromberg Carlson	12½	14

## Varady Renews WMCA

Varady of Vienna (cosmetics), originally slated to sign off WMCA for the summer, has renewed with the station and will continue right through the warm months. Program, featuring Ted Weems orchestra, is heard Sundays at 1:30-2 p.m.

## WMCA Inventors' Program

"Your Invention", presented by Sam Hammer, starts Monday at 7:30 p.m. as a new half-hour weekly feature over WMCA. Program will be devoted to little known inventors and their inventions. Famous idea men also will participate.

## Ed Wynn's New Bride

Ed Wynn and Frieda Mierse, ex-Follies girl, were married Tuesday at the Municipal Building Chapel.

## DON KERR

MASTER OF CEREMONIES  
GENERAL MILLS SPORTS PARADE  
WMCA

2:30 to 5:30 P. M. DAILY  
36 COMMERCIAL HOURS WEEKLY

## Lang-Worth Programs Introducing New Library

A new script library, augmenting its recorded musical library and making available hundreds of program combinations for all types of sponsorship, will be introduced at the NAB convention by Lang-Worth Feature Programs Inc. Ralph Wentworth, president, and C. O. Langlois, general manager, have reserved the Rose Room in the Hotel Sherman, Chicago, for their display room.

After the convention, Lang-Worth will go into a heavy summer and fall recording schedule, adhering to its present policy of presenting music that is free from all copyright entanglements.

## Fight Program on Yankee Net

Boston—Piped in from Chicago, the Kellogg Sports Program tomorrow night at 7:30 o'clock over WNAC and the Yankee Network will be devoted to eye-witness reports from the training camps of Joe Louis and James J. Braddock. Bill Cunningham, Kellogg sports commentator, who has been visiting the camps, will be aided on the program by guests from each of the two fight quarters.

## First Issue on Trends

First set of loose-leaf pages of "Trends and a Few Opinions" to be released in 1937 by the Script Library, a division of Radio Events, has been issued. Pages include an analysis of Fall trends in radio, a sales promotion idea for a radio program, new script listings for the Script Library Catalog, and a page of notes on Script Library authors' activities.

## Two Signed by R.-O'K.

Rockwell-O'Keefe has signed Tamara and Virginia Valley to exclusive management contracts.

The same organization has booked Evelyn Chandler and Bruce Mapes for the Winterland Casino and Radioland at the Great Lakes Exposition in Cleveland, also Myron Roman and Nelson's Boxing Cats for Radioland.

## Offers Radio Course

St. Louis—City College of Law and Finance will add a radio course to the curriculum next September. Every phase of local and network broadcasting, including writing, acting, directing, casting, etc., will be taught. Classes will be held Monday nights.

## Radio Congress in Paris

Paris—First international congress of L'Union d'Art Radiophonique will be held at the Sorbonne, July 8-10. The congress is under auspices of the ministry of posts, and will be devoted to artistic as well as technical topics.

## Technicians-CBS Meet

Kendall Davis, president of the Association of Columbia Broadcast Technicians, yesterday had another meeting with CBS executives which lasted until late afternoon, but nothing was forthcoming as to whether any progress was made.

## Emerson Radio Boosting New Advertising Budget

(Continued from Page 1)

definite, but radio will be included in the appropriations.

Emerson also has announced that it has established uniform list prices throughout the country. Sets are to range in price from \$14.95 to a combination radio and phonograph set priced at \$750. The "Miracle Tone Chamber" will be featured in the advertising campaign.

Grady & Wagner, Inc., is the agency handling the account.

## Television Report Issued

West Coast Bureau, RADIO DAILY

Los Angeles—Developments in television over the past year, together with prospects of further progress, including the promise of a considerably larger screen, are contained in the second report on television by a committee appointed by the Academy of Motion Picture Arts & Sciences. The information is chiefly for the guidance of movie people interested in the new visual art.

## WCKY Expands "Women Only"

Cincinnati—"For Women Only," conducted by Mary Jane Dunphy, which has been a weekly sustaining feature over WCKY, this week became a five-a-week broadcast, Monday through Thursday at 9 a.m. and on Friday at 9:30 a.m. EST. Mary Jane on each broadcast devotes her chat to some subject of especial interest to women, covering the range of beauty, fashion, the home, Hollywood gossip and "human relations."

## WHN Signs Candid Cameraman

WHN publicity department yesterday announced the addition of Norman Kaphan to the staff as official photographer for the station. Kaphan is regarded as an expert candid cameraman, and was formerly associated with M-G-M. With the installation of the new department, WHN will use pictures extensively for promotion and advertising purposes.

## McGlynn Joins J. P. Muller

Edward McGlynn, formerly connected with the advertising department of a publication, has become an account executive with the J. P. Muller & Co.

## Flagstaff Powwow on NBC

The Flagstaff (Ariz.) Powwow, the southwest's biggest all-Indian show, will be aired July 3 at 11-12 p.m. EDST over the NBC-Red network and short-waved to at least seven European broadcasting systems.

## COMBO BIZ AND FUN!

Fly United's "Main Line" to either LOS ANGELES or SAN FRANCISCO. Enjoy scenic wonders. 3 fast flights daily. Overnight Mainliner lvs. New York 5:55 p.m.—breakfast in CALIFORNIA! CHICAGO: 3 non-stop flights daily.

★ UNITED AIR LINES ★

## COMING and GOING

SAMMY FAIN and IRVING KAHAL, song-writers of the Greater Texas and Pan-American Exposition in Dallas, returned to New York yesterday from a two-week stay there.

DON SHAW, assistant to H. K. McCann, president of McCann-Erickson, returns to his desk today after a road trip.

JOHN W. ALICOATE, publisher of RADIO DAILY, leaves this week-end for Chicago to attend the NAB Convention.

VLADIMIR GOLSCHMANN, orchestra conductor, returns today from Europe aboard the Ile de France.

JOHN VanCRONKHITE is on his way back to his Chicago headquarters after arranging details regarding the eastern offices of Van-Cronkhite Associates, Inc.

MARVIN KIRSCH, business manager; ARTHUR SIMON, advertising director, and M. H. SHAPIRO, associate editor of RADIO DAILY leave today to attend the NAB Convention in Chicago.

STANFORD ZUCKER and LEO B. SALKIN, Cleveland and Chicago managers, respectively, of Consolidated Radio Artists, are in New York for a conference at Consolidated home offices.

CHARLES E. GREEN, president of Consolidated Radio Artists, leaves Saturday for a visit to the Dallas and Hollywood offices of CRA. While in Dallas he will hop into Fort Worth as guest of Amon Carter (WBAP) and Paul Whiteman.

## Skelly Radio Program Coming Up in August

(Continued from Page 1)

past, with the transcribed "Adventures of Jimmy Allen" as the last show. Skelly operated from Colorado east through Illinois, exclusive of Chicago, and from the Canadian border to Texas.

## New Arde Bulova Station Starts Operation Today

(Continued from Page 1)

of 1,100 kilocycles, operating every evening except Sunday from 6 to 8 p.m., Sundays from 3:15 to 4:30 and 8 to 9:15 p.m., and Fridays from 2 to 3 p.m.

## Gibbons Show Renewed

The Floyd Gibbons "Your Adventure" program on 57 CBS stations, Thursdays, 10-10:30 p.m. has been renewed for another 13-weeks, effective July 8. Colgate-Palmolive-Peet Co. (Colgate tooth paste) is the sponsor. Benton & Bowles, Inc., is the agency.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

# KATE SMITH

A &amp; P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

## RADIO PROBE SETBACK IN CONNERY'S DEATH

(Continued from Page 1)

Labor Committee, was author of the resolution, which demands a sweeping investigation of the entire radio industry. Chairman O'Connor and Congressman Wigglesworth of Massachusetts are among leaders personally favorable to the probe idea.

## More Delegates Head For NAB Convention

(Continued from Page 1)

names already have been published in the last three issues of RADIO DAILY, yesterday brought reports from New Orleans that the contingent from that city will include Ed Wheelahan, manager of WSMB; Vince Callahan, head of WWL, accompanied by Jimmie Willson and J. D. Bloom Jr.; Joe Uhalt and Denny Hines of WDSU, and possibly P. K. Ewing of the same station.

From San Antonio will go Hugh A. L. Half, manager of WOAI, who plans to stop over at St. Louis on the way, and Manager Eugene Roth of KONO.

C. P. MacGregor will be among the delegates from Los Angeles.

Additions to the list of equipment and program firm representatives include:

Western Electric Co.—H. N. Willets, L. F. Bockoven, E. W. Thurston, H. F. Scarr, G. W. Davis, Will Whitmore.

Graybar Electric Co., Inc.—A. J. Eaves, R. G. McCurdy, D. B. McKey, J. W. Lamarque, F. H. McIntosh, W. E. Henger, G. E. Brown, C. C. Ross, R. J. Safer, K. S. Deichman.

Bell Telephone Laboratories—W. L. Black, E. L. Roci, C. J. Baker, R. E. Polle, H. E. Mendenhall, F. W. Cunningham, Mr. Hoovgard, W. H. Doherty.

E. V. Brinkerhoff, Inc.—E. V. Brinkerhoff, maybe.

Presto Recording Corp.—Ralph C. Powell, Norman B. Neely, Richard F. Brock.

Wilson-Robertson, Inc.—Graham A. Robertson, Fred Ahlrich.

Collins Radio Co.—William J. Barkley, Fred Muller.

Johns-Manville Sales Corp.—W. J. Hodge, J. Y. Dunbar.

Lang-Worth Feature Programs, Inc.—C. O. Langlois, Ralph Wentworth, James King.

Amperex Electronics Products, Inc.—Sam Norris.

William G. Rambeau—Robert Buckley, Richard Buckley.

Craig & Hollinbery, Inc.—Norman Craig, Jeanne Craig, F. E. Spencer, Jr.

## Baldwin Leaves for Chicago

Washington Bureau, RADIO DAILY

Washington—James W. Baldwin, NAB managing director, left here late yesterday for Chicago to make advance arrangements for the convention. Baldwin will deliver an address before the assemblage on the general radio situation, and is expected to touch briefly on copyright.

## NEW PROGRAMS—IDEAS

### KYOS "Market Basket"

The "Market Basket", co-operative sponsorship program, on KYOS, Merced, Cal., makes the shopping center of Merced a side-street. Each day during this informal contest program the owner or clerk of a sponsor's establishment goes to the studios and reads an announcement. The first woman, encumbered with the management of a home or husband, to phone KYOS the name of clerk and place of employment wins a "Market Basket" filled with \$1 merchandise articles donated by each of 12 sponsors. Announcer Charlie Foll answers all phone calls and his conversations are broadcast.

Secret of program success from a result standpoint is that many, many women visit the sponsors' stores to learn names and voices of clerks. This feature has made L Street more of a shopping center than more strategically located business streets. Local telephone company office reports that its entire switchboard goes red.

### Knowledge Gristmill

Radio fans around Detroit enjoy taking part in WWJ's new show, "The Gristmill of Knowledge," which consists of unusual questions and their equally unusual answers, submitted by the listening public. Each time the program goes on the air, the most interesting question is chosen, and its sender receives, as a prize, a pair of tickets to a Detroit Tigers game at Navin Field. Victor Linfoot asks the questions, and Bob Stanton turns the "Gristmill" to produce the answers. Kennedy's Clothes, of Detroit, is the sponsor for two

shots a week during the summer months. Beginning in September it will go on five times a week.

### "Voice of the Listener"

At last there is a chance for Mr. and Mrs. John Q. Listener to tell a radio station what they think of it, and have the letters read on the air. Suspecting a need for a "Voice of the Listener" on the air, WIP, Philadelphia, inaugurates a new series of programs called "Dear WIP," in which letters to the station are read on the air. Show, heard each Friday, is under the guidance of Marx Loeb, assistant program director.

### "School for Wives"

"School for Wives", a new type of service program for women listeners, was aired for first time over WAAB, Boston, and Colonial Network this week. Will be heard five times weekly, Monday through Fridays at 11:15 a.m.

Prof. Carl Drake, authority on marriage and child psychology, will head the "school," which dramatizes day-to-day problems that every woman faces in her home.

### Real Estate Clinic

WCOP, Boston is presenting something new in programs. Starting Saturday night, will broadcast the Real Estate Clinic of the Air. To be heard on subsequent Saturdays 6:30-7:15 p.m., program will consist of participations by real estate companies and a series of talks by Arnold Haartman. He will discuss real estate values, developments, mortgages, and subjects of similar interest.

## ★ PROMOTION ★

### Talent Contest

Using showmanship in its bid for business and audience, KYOS, Merced, Cal., last week inaugurated its "Search For Talent" program, 1:30-2:30 p.m. on Fridays. Grand prizes will be awarded winners in the finals, 13th week. Sponsors were obtained in 12 different towns, Madera, Chowchilla, Dos Palos, Los Banos, Gustine, Newman, Turlock, Livingston, Atwater, Merced, Snelling and Mariposa. Each week there is an entrant from each of these communities and a winner selected for the final by the mail vote of the audience.

### Fishing Program Contest

In connection with his "Let's Go Fishing" twice-weekly 15-minute program over WJW, Akron, Sports Announcer Bill Griffiths conducts a contest offering prizes for the largest bass and blue-gill caught in the surrounding five counties.

Griffiths' program gives dope on the best fishing spots in and around

Akron, water conditions, the week's best catch, etc.

### Vacation Literature

Literature on nearby resort towns described in each Friday's "Chuckles and Oddities in the News," morning program over WOAI, San Antonio, is offered to listeners by Pat Flaherty, star of the program. Only one announcement is made each week regarding this material, with several hundred persons calling weekly. A one-dollar bill also is offered to listeners sending in an original oddity or unusual happening, provided it is used on the program.

### C. P. MacGREGOR

Hollywood

### AT the CONVENTION

Room 423  
Sherman Hotel

## MRS. ELLIOTT ROOSEVELT BUYS CONTROL OF KFJZ

(Continued from Page 1)

and the personnel is to remain the same. The radio company is capitalized at \$31,500. Purchase was made in the name of Mrs. Ruth Googins Roosevelt. Her husband is connected with Hearst Radio, Inc., which operates four Southwestern stations.

## YMCA Is Not Joining Civic Radio Movement

(Continued from Page 1)

that the YMCA is now actively engaged in the broadcasting world. Facilities of the networks and independent stations are now open to it, and though the time cleared for special broadcasts by the YMCA is not always the best, the organization feels that through its extensive use of the facilities offered it is covering a majority of persons now.

With the YMCA removed from its ranks, leaders in the movement for sustaining time on the networks will be retarded in the present drive. It is believed that the organization heads will not approach the FCC now until every available member has been definitely signed, and when the demand is made, concrete proof of backers will be available.

## SAN ANTONIO

John Alderman is a new member of the KABC announcing staff.

Johnny Boyer was recently added to the announcers at KTSA.

Walton Blanton, KABC wordslinger, is back at the mike after a brief illness.

Theil Sharpe, operator at WOAI, threw a big party for the whole staff on the occasion of his eighth wedding anniversary.

Low Valentine of the WOAI production department vacationed in New Mexico, while Vernon Mallory of the operating staff is relaxing in St. Louis.

## BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

## NEW BUSINESS

Signed by Stations

### Boston

WNAC: Procter & Gamble (Lava soap), through Compton Adv'g Co., N. Y.; American Oil, through Joseph Katz, Baltimore; Sterling Products, through Blackett-Sample-Hummert, Chicago; H. P. Hood & Sons (milk products), through BBDO, N. Y.

WEAN: Procter & Gamble (Crisco), through Compton; Raytex Clothes, Providence; New England Tel. & Tel., through Doremus & Co., New York.

WAAB: See Breeze Cafe, Nantasket, through Harry M. Frost Co.; Haywood Wine & Liquor Co., through David Malkiel.

### WOAI, San Antonio

Baldwin Laboratories (Dwin Insecticide), through Young Adv'g Co.; The American Liberal, Peter Molyneux, Dallas; Greater Texas Pan-American Exposition, through Tracy-Locke-Dawson, Dallas.

### WHO, Des Moines

Montgomery - Ward, "Neighbor Jim," thrice weekly 15-minute program.

### SAN FRANCISCO

Lee Hoagland, KROW announcer, has resigned, effective shortly, to head for L. A.

Leon Livingston agency auditioned a show called "California Tapestries" at NBC t'other day with Robert Lampson, Berkeley author, and Archie Presby, announcer. John Rippe produced.

Diesel Power United Engineering School started six-weekly weather reports via KGO Sunday, to continue for 26 weeks.

Cornelia Burdick, wife of Hal "Night Editor" Burdick, did a dramatized commercial plug on "One Man's Family" last eve via the country's NBC net.

Irving Kennedy, NBC tenor, resigned. Heads for Yosemite, Shaver Lake and San Diego.

KROW, taking over station's "Johnny Jump-Up" program, spot vacated by Norm Loebel. Will broaden show's age interest from 4 to 9 up to 16-year-old dialers. Will use hobbies, contests and other angles to attract older kids.



● ● ● Ted Collins has taken a 90-day option to PURCHASE Sherman-Clay, music publishing firm... Collins, having mastered other branches of the amusement field, feels that a music firm would just about round out his career... At his Carnegie Hall concert on Oct. 14, Ferde Grofe, with a 75-piece symphony ork, will introduce "Cowboy Ambassador" dedicated to memory of Will Rogers... Paul Whiteman is reported eliminating his strings and adding more brass to his orchestra... Joe Keit has resigned from Joe Morris... Ozzie Nelson's manager, Billy Kent, now handles Jack Osterman, who after his throat treatments, goes on the Rudy Vallee hour—which will serve as an audition to succeed Bert Lahr on Merry-Go-Round... Lew Brown, Ray Henderson and Peter Arno have approached RKO to loan them Milton Berle to appear in their forthcoming Broadway musical.

● ● ● Announcers around KSTP, St. Paul, are developing a nose for news... Brooks Henderson, senior wordslinger at the Twin City indie, got up at dawn the other day, found a crippled bird on his porch, called the humane society as to what should be done... They informed him that it wasn't under their jurisdiction but that there was "an old fellow on the west side who treats crippled birds as a hobby"... Brooks, sensing a story, followed through with the news department, landed the man, Otto Eckle, 70-year-old shoemaker, for a special events broadcast right from Eckle's bird-filled shop... The stanza turned out to be one of the best human interest features of months... Chilly Doyle, Sun-Telegraph baseball writer, gave the staff members of Pittsburgh's WCAE this definition: "a social security sandwich—a hamburger without onions."

● ● ● Yacht Club Boys, who clicked big in their audition for Jell-O (but didn't get the show because of the change of policy for the summer) are readying another comedy show... Vincent Travers leaves the French Casino July 17, when it closes for six weeks... Harry Cohn will write the Walter O'Keefe shows for Ipana... Vicki Joyce has left Jimmy Dorsey's band on the coast to concentrate on dramatic work there... When Teddy Powell presses the button of his new La Salle, the tune played will be "Boots and Saddles"—the song he wrote which made the car possible... Morton Gould will head the Educational department of Mills Music, and being only 23, this makes him the youngest to ever hold such a position.

● ● ● A. L. Stephenson, Yankee Network publicity director, discovered a copy of the first network show aired... In Jan. 5, 1923, the Boston Post records that "radio fans were given a unique programme last night for three hours, beginning at 8, broadcast from the AT&T's station in N. Y., officially known as WEAf, which was connected up by direct telephone wires with the Shepard Stores station WNAC, the two stations broadcasting simultaneously... It was the first time an experiment of this nature was attempted, and it involved most delicate adjustment and connections to shut off the ordinary noise from the telephone circuits, especially over so great (?) a distance... It was a high class program and was heard distinctly by amateurs in Greater Boston"... The show put on which was classed a "high class program" by the Boston Post then, included music by the Ambassador Orchestra, Edward Avis, bird mimic; Raymond Freemantle, baritone, and Devera Nadwaring, contralto.

## ☆ F. C. C. ☆ ACTIVITIES

### APPLICATIONS GRANTED

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

### SET FOR HEARING

Capitol Broadcasters, Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

J. T. Griffen, Oklahoma City. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

**ACTION ON EXAMINER'S REPORTS**  
Owensboro Broadcasting Co., Owensboro, Ky. Granted CP for new station. 1500 kc., 100 watts, unlimited.

Harold M. Finley & Mrs. Eloise Finley, LaGrande, Ore. Granted CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Edwin A. Kraft, Petersburg, Alaska. Denied CP for new station. 1420 kc., 100 watts, unlimited.

Okmulgee Broadcasting Corp., Okmulgee, Okla. Granted CP for new station. 1210 kc., 100 watts daytime.

WHBB, Selma, Ala. Granted vol. assignment of license to Selma Broadcasting Co., Inc. Also granted mod. of license to change hours of operation to unlimited. 1500 kc., 100 watts.

### APPLICATIONS RECEIVED

WAVE, Inc., Louisville. CP for new station. 610 kc., 250 watts night, 500 watts day, unlimited.

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

### APPLICATIONS RETURNED

Bryant Motor Co., Henryetta, Okla. CP for new station. 620 kc., 500 watts, daytime.

### HEARINGS SCHEDULED

July 9: Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

July 12: Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday night.

Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

July 13: Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

John P. Harris, Hutchison, Kas. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., specified.

July 14: WBNO, New Orleans, vol. assign. of license to WBNO, Inc.; WJBW, New Orleans requests facilities of WBNO and renewal of license, and Southern Broadcasting Corp., New Orleans, requests CP for new station to operate on 1200 kc., 100 watts, 250 watts LS., unlimited and also requests facilities of WBNO and WJBW.

Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

July 15: Southern Minnesota Supply Co., Mankato, CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

### CBS Airing Tax Hearings

Robert Horton, CBS commentator, will broadcast a special series of programs consisting of summaries of the happenings at the U. S. Senate investigation of tax dodgers. Program will originate from Washington.

1	9	3	7
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30			

June 17

Greetings from Radio Daily

to

Charles Howard

WITH THE  
★ WOMEN ★

By ADELE ALLERHAND

**A**NICE IVES of WMCA's "Everywoman's Hour" has been in radio six years; on the N. Y. station one season.... Originated the first social club of the air in Philly over WIP.... Began by subscribing for domestic economist.... She presented recipes, but couldn't cook.... "Everywoman's Hour" began as "Everywoman's Club" on Philadelphia's WFIL, with Anice at the helm.... Has been on the Woodbury program for 5 years, having used her own name originally.... Now calls herself Janet Parker on that program.... Loves her work and contact with other human beings which her type of program entails.... Winning success on the air is the biggest thrill radio has given her.... 25 per cent of her fan mail is from men.... Walter Winchell is her favorite radio personality (she's interviewed 'em all) but she adores Burns and Allen, Rubinoff, Rudy Vallee, and Benny and Livingstone.... Thinks imitation the bugbear of radio.... Says it's thievery, not flattery....

The kitchen takes stage center, with Ida Bailey Allen, the culinary queen, penning a three-act comedy, based on letters from American housewives, using that spot as the mise-en-scene.... Jean Ellington, NBC singer, decided to visit the Ellington clan, not having seen them since last year when she left Frisco.... There being a two-day lull in programs, she boarded a plane headed west Monday evening at 5; reached the coast Tuesday a.m. at 8:30; spent the day with her family; at 7:30 that night embarked in a United Airliner and was back in N. Y. for Wednesday rehearsals and broadcasts....

Mitzi Green's warbling of "The Lady is a Tramp" on Rudy Vallee's program tonight marks the first time she'll vocalize as herself.... her previous ether efforts were all impersonations of stage, flicker and radio stars.... Patricia Kay, KYA lullaby lady, has begun to sing lullabies in her off-the-air moments.... Reason being, she became the mother of an eight-pound girl baby at Hollywood's Good Samaritan Hospital t'other night.... Patty Jo is the young damsel's name.... Virginia Holman of the Holman Sisters, two-piano team, and Betty Jane are busy practicing and pow-wow'ing with NBC regarding Frisco radio appearances....



"Roving Reporter"

One of the most interesting presentations in this WMCA series conducted by Frankie Basch was aired Tuesday evening, when Bayard Kendrick, author of "The Last Express," a book about a blind detective who used a seeing dog to catch the villain, and Elliott S. Humphrey, who trains the seeing eye dogs for blind persons, were interviewed. Some rather fascinating facts, touched with human interest, were elicited by Miss Basch.

Terri Franconi

A vocal troubadour with a different touch in his renditions as well as in his voice, Terri Franconi is worth a better spot than the 12-12:15 p.m. period on which he was caught yesterday, over WJZ-NBC Blue network. Of course, he's the singing type with femme appeal, but like Jean Sablon

his draw can take in a bigger sphere if he is accorded the spot.

Briefly

"Don Winslow of the Navy," NBC-Red network serial, continues one of the best and most wholesome in the action and thrill category for juvenile listeners.

That three-hour daily "Grandstand and Bandstand" program on WMCA seems to grow on listeners, like an amiable family of next-door neighbors.

"Meet the Orchestra," originating at San Francisco and caught over the NBC-Blue network yesterday at 5:45-6 p.m., sounded like a good idea.

Programs of "The Movie Pilot" on WEAF continue on a rather mediocre plane.

★ Coast-to-Coast ★

**A**NATION-WIDE campaign to awaken the Little Theaters throughout the country to the possibilities of Radio as an extension of their efforts is being initiated this fall by The Script Library, a division of Radio Events.

Bernard Levine, recently representing KGDM, Stockton, Cal., has joined the sales promotion staff of KYOS, Merced, Cal.

KSTP in St. Paul landed with a timely sock on the second of its "Listener Talks Back" series, during which Val Bjornson, the station's editorial commentator, turns tables on listeners once a week, lets them do the talking. Morning of the second cast, which happened to be the day of the Duke of Windsor-Wally Simpson nuptials, a Minneapolis woman called up, wanted to talk about Eddie and Wally, asked for a spot that night on the new evening feature. Because of the timeliness, Bjornson agreed. The woman Mrs. Maude Kebker, 50-year-old housewife, airing her side of the Wally-Windsor cause celebre, complained "I'm tired of all this glorification and over-romanticizing of the 'greatest love affair in history,'" then went on to air sharp criticism of the American press, the radio commentators and other "sentimentalists" as she called them. And her stanza drew a heavy mail response, too.

A play-by-play description of the Shriners Convention Parade in Detroit, as it moves past the Detroit City Hall, will be offered by Joe Gen-

tile and Art Sutton, over WOR and the Mutual Network, June 22 at 11:15-11:45 a.m. They'll discuss the marchers, the celebrities present, and the bands, of which there will be 50.

Fred Raphael, program director for WHN, celebrates his fourth wedding anniversary tomorrow.

Leonard "Len" Taylor, oldest announcer at WJW, Akron, recently married to June Washart, returns to work next week after a honeymoon at Cook's Forest, Pa. At a reception before leaving for their trip, Mr. and Mrs. Taylor turned up handcuffed—to make it impossible for the WJW staff to separate them.

New broadcaster at WICC, Bridgeport is Evelyn Sargent of New Haven.

The Gospel Broadcasting Ass'n program, heard over the Don Lee Network, via KHJ, 11-12 noon on Sundays, is about to undergo a change in program. Instead of the Rev. Charles E. Fuller, an "old fashioned revival" will be presented.

WHKC, Columbus, has added another sports program to its daily news service, supplied by United Press leased radio wires, and presented at 7 p.m. with Fred Joyner, night studio supervisor of the station, heard in the role of sports commentator.

Gilbert Shoe Co. is sponsoring five Spelling Bees over WBNS, Columbus, with local fraternities, sororities,

GUEST-ING

JACK DEMPSEY, BRUNA CASTAGNA and BILLY LYNN (third appearance in successive weeks), on Joe Cook Shell Show, June 19 (NBC-Red, 9:30 p.m.).

ELISSA LANDI, with Leslie Howard and Colin Clive in "Monsieur Beaucaire," on Lux Radio Theater, June 21 (CBS, 9 p.m.).

ROBERT HALLIDAY, COBINA WRIGHT, BOBBY GIBSON and TERRI FRANCONI, on Hammerstein Music Hall, June 22 (CBS, 8 p.m.).

JAMES BARTON in "Burlesque," on Kate Smith Band Wagon, June 24 (CBS, 8 p.m.).

LOUIS D'ANGELO, on Hit Parade, June 26 (CBS, 10 p.m.).

MRS. HERBERT WITHERSPOON, pres. of Met. Opera Guild, on "Music and You" June 24 (Mutual 8 p.m.).

ANITA LOUISE, on "Hollywood Whispers," June 19 (Mutual, 10:15 p.m.). JOHN BOLES, same program, June 26.

JOHNNY GREEN, on season's final Jack Benny program, June 27 (NBC-Red, 7 p.m.).

Another Roosevelt Chat

President Roosevelt has announced his intentions of delivering another fire-side chat over the radio within the next two weeks. No definite time has been set as yet by the networks.

BOSTON

Starting Sunday, WEEI will continue its broadcasting schedule through to 1 a.m. Monday, adding one hour to its Sunday schedule. This is effective on Sundays only. Extra hour will feature dance pickups from CBS.

WCOP will broadcast the Trotting Races from the Metropolitan Driving Club's track starting today. Gerry Slattery, manager of WCOP, arranged the series. Jim Donovan will be the mikeman.

A new daily series of agricultural programs presented under the auspices of the U. S. Department of Agricultural Economics will be started over WAAB and the Colonial Network on July 1.

high schools and business colleges participating for cash prizes. The last of the series of five bees will be held June 29th.

JERRY COOPER

HOLLYWOOD HOTEL  
CBS

FRIDAYS 9 P. M. EDST.



**G**ENERAL ELECTRIC (not Gen. Motors) is the sponsor of "Presenting David Broekman," which recently had its initial airing on Don Lee coast net and is scheduled to go coast-to-coast in near future. Stafford Sisters and Jimmy Newell also in the show.

Walter Cassel, Warner Bros. baritone who has been singing on the Rubinoff Chevrolet series during the coast airings and who will follow the troupe East to finish the series, is expected to be set in on recorded programs series while in the east. Troupe leaves here after June 20 airing.

Has-Baruch and Los Angeles Bureau of Power & Light have renewed "House Party" for a second 13 weeks, through Dan B. Miner agency, airing over KHJ Tuesday afternoons. Show is staged at Palomar, with an hour for audience only, followed by an hour over the air.

Frank Gill, Jr., who writes for the Cantor show, became the proud father of a baby girl born this morning at the Cedars of Lebanon.

C. P. and Mrs. MacGregor are combining a vacation with their convention trip, planning to take in the Chicago event, then entrain for Canada and vacation.

San Diego's KGB is originating a new "Air Adventure" program to run 15 minutes daily over the Don Lee net. Show will take one thrilling air adventure each week, dramatize it in nightly installments, with personal appearances of some of the aerial heroes. Dave Young producing, Percy Crandall is author. Sud Fuller, station manager, originated the idea.

#### Newsboy Yelling Contest

New Orleans—WWL is planning a "loudest yelling newsboy" contest, to be broadcast from a street corner by Henry Dupre.

#### CINCINNATI

Durward Kirby, announcer at WSAI and WLW, has left here to join NBC in Chicago.

Bill Clark, formerly of WCPO, has moved to WIRE, Indianapolis.

Reports are current that the Zoo Opera season will be aired this year.

WCPO is moving its newsroom from the Sinton Hotel to Walnut St. next to the Keith Bldg. There will be a minimum of 14 newscasts daily, and visitors will be permitted at the broadcasts.

"Stories by Camera," new idea employing photoplay technique for radio drama, starts tomorrow over WLW. "Lucrezia Borgia" is the first offering.

Carl Freed and his harmonica troupe have received nice notices on their personal appearances at the RKO Colonial, Dayton, this week. Tomorrow they open for a week at the Lyric, Indianapolis

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 43 of a Series

### KOB—Albuquerque, N. M.

1,180 Kcs.—10,000 Watts

#### J. C. McCRANE, Commercial Manager

**K**OB is one of the oldest broadcast stations in the United States, having been born in 1920, the same year that KDKA first began transmitting. However, KOB was sending messages to the listening audiences even before that year. Shortly after the war, when the government lifted the ban on amateur and commercial radio operation, amateur license 50X was granted to Dean Goddard. This formed the base of what eventually became KOB. Prior to 1920 messages were transmitted in code only, but during that year a 50-watt transmitter was installed and actual broadcasting of musical and educational features began.

KOB has made great strides forward since 1920. Now, in its 17th year, it is soon to observe a double celebration, the affiliation of the station with the National Broadcasting System, and the dedication of its new transmitter, a specially designed and built 10-Kw. RCA broadcast plant which is located in the township of Alameda, 8½ miles from Albuquerque.

In 1931, after 11 years of broadcasting from a remote studio in El Paso, KOB received permission from the FCC to transfer the station from the State College to Albuquerque. On Oct. 5, 1932, KOB went on the air from that city under a lease agreement with the Albuquerque Journal. Its power, 10,000 watts, and the frequency, 1180 kc., was retained. The Journal continued to operate KOB until August, 1936, when its present owners, The Albuquerque Broadcasting Co., purchased KOB. In January of the present year the station was moved to new quarters and new Remler and RCA studio equipment was installed.

Present KOB transmitting equipment includes a new transmitter which is now being installed, feed-back apparatus to completely counterbalance any distortion or noise which might arise in generating the radio power, and a General Radio Transmission monitoring assembly. This laboratory testing equipment provides an instant check on any deficient operating condition. Studio equipment includes the latest type Remler 71-A amplifying system which gives uniform reproduction between 30 and 11,000 cycles, two separate broadcasting and monitoring units to insure continuous service, RCA Inductor mikes, RCA 70-A, 33 r.p.m. turntables, and Western Electric synchronous 78 r.p.m. turntables.

## ORCHESTRAS - MUSIC

**M**IKE RILEY and the "Music Goes Round and Round"ers have been set by CRA for an engagement at Mountain View House, Port Kent, N. Y., beginning July 3. Band is appearing currently at the New Penn Club, Pittsburgh, with nightly broadcasts over KDKA. The same outfit will play a single date at Pleasure Beach Park, Bridgeport, Conn., while en route to the Lake Champlain summer resort spot.

Benny Goodman and ork will be aired via WHN tomorrow, broadcasting from Cincinnati over the WLW line, beginning at 12:15 a.m.

A new series of remotes began over WMCA yesterday when Worthy Hills and his Pavilion Royale Orchestra broadcast from the Pavilion Royale, Savin Rock, Conn. They'll offer three half-hour periods a week, Wednesdays and Saturdays at 12 midnight and Sunday nights from 12:30-1 a.m. Broadcasts will be fed to WMCA and the Inter-City via WELI, New Haven, Conn.

Dick Dickerhoff of the Paul Pen-darvis band has named his newly arrived son and heir John Charles Dickerhoff.

The Radio Division of the WPA Federal Theater is now cooperating with the Federal Music Project in

the latter's productions over WNYC, a substantial share of the station's programs. Ira Ashley of the Radio Division of the WPA Federal Theater, is supervisor for the Federal Music Project's radio programs. Paul Reese has been appointed production director.

Not more than 40 miles from the base of the Ozarks in location, KFRR, Columbia, Mo., offers Ozark folk music to its listeners, songs of the prairie or hill-billy variety. The "Rural Ramblers" are the official hill-billies of the station; and in addition, the station supplements its "live" group with daily special transcribed programs of "Sons of the Pioneers," "Ranch Boys," "Field and Hall Mountaineers," "Oklahoma Outlaws," etc.

Jean Sablon, who becomes a permanent feature of the RCA Magic Key Program on June 27, has the distinction of being the first radio personality to be featured continuously on that program. He offers a special arrangement of "You're My Desire" tomorrow over WEA. Dave Torbett, Ben Bonnell and Joe Lilley are responsible for arrangements.

"Give Me a Moment Please," Rubinoff's theme song for seven years past, and one of the oldest theme



**C**ARLTON KELSEY, musical director of CBS "Poetic Melodies," is polishing off an entire symphony on American Industrial life. It was inspired by the Gary Steel mill district, scene of so much CIO disturbance currently.

Truman Bradley, who has commuted by air for three years each week to Detroit to announce the Ford show had to take a train home Sunday night, last show of the series. Ceiling zero did it. Also it was the night of June 13.

Henry Klein, radio director of BBDO, leaves Tuesday for Eagle River, Wis., for annual sales meeting and outing of Household Finance Corp.

Dick Marvin, radio director of J. Walter Thompson, has been re-elected chairman of the radio committee of the western council of the American Ass'n of Advertising Agencies. Marvin is just back from a business trip to Omaha.

Will Hollander's ork replaces Gentlemen of Rhythm at Congress Glass Hat room tomorrow.

Olga Albani (Mrs. Wallace Caldwell) back home to Oak Park after a trip to New York.

Jean Ellington paused here between planes en route back to coast after a swift trip to New York.

C. P. Jaeger, Transamerica head here, and Loretta White, radio actress, are honeymooning.

Helen Wing back to Needham, Louis & Brorby from Hollywood, where she helped produce Fibber McGee and Molly.

"Eleanor," Lum and Abner's theme song, is being brought out in sheet music form.

Margaret Sangster, author of "Hope Alden's Romance," is visiting Anne Seymour of Mary Marlin and other shows.

songs on the air, will be published in Radio Mirror for August.

"My Little Heaven of the Seven Seas," ditty penned by Jack Scholl and M. K. Jerome of "My Little Buckaroo" fame, will be released by M. Witmark & Sons. It's a ballad with a Hawaiian flavor.

Carol Deis, Celia Branz, George Rasley and Alden Edkins introduce a new vocal series titled "Lieder-singer" over the NBC-Blue network, June 18 at 10:40-10:45 p.m., to be heard every Friday at that time.

Jesus Maria Sanroma, distinguished concert pianist, will be soloist with the Boston "Pops" Orchestra, under the direction of Arthur Fiedler, during the pop concert on June 24 at 8:30-9:30 p.m., over the nationwide NBC-Blue network.

## BBC Television

**EDITOR'S NOTE:** Because of the imminence of television, a timely description of the studios and visual broadcasting activities of British Broadcasting Co. in London, where television has reached a practical stage, is presented herewith.

London—Built into the south-east corner of Alexandra Palace, a North London landmark and pleasure resort of more than 60 years, is the BBC's new television station. From a hill 306 feet above sea level, it dominates London and a large portion of the Home Counties.

The height of the station is of great importance, for under normal conditions the range of the ultra short waves used for television is extended as the height of the transmitting aerial is increased. A tapering lattice mast rises to a height of 220 feet above the reconstructed East Tower itself 80 feet high. Thus the aerial array for vision transmissions, which is mounted at the summit of the mast, is more than 600 feet above sea level. Immediately below the vision aerial is the aerial for the accompanying sound transmissions.

The new cable that has been laid in the centre of London especially for television purposes brings within the reach of Alexandra Palace centres of national interest and entertainment such as Buckingham Palace, Westminster Abbey, Whitehall, Piccadilly Circus, Hyde Park Corner and Marble Arch.

### TRANSMITTERS

The new station fulfills the recommendations of the Television Advisory Committee appointed to consider the development of television in Great Britain. In its main essentials, the equipment comprises a television studio with an associated control room and ultra short-wave television transmitters and, in addition, an ultra short-wave sound transmitter.

About 220 members of the BBC staff work at the station—producers, stage attendants, clerical staff, 80 or more engineers, a catering staff of 20, commissionaires, stage managers, make-up artists and messenger boys. They contribute to the production of two programs each day, from 3 to 4 p.m. and 9 to 10 p.m. The ratio of rehearsals to transmissions is about six to one. Rehearsals for a recent thirty-minute broadcast, for example, lasted for three and a quarter hours.

### THE TRANSMITTER FLOOR

The Marconi-EMI television transmitter operates on a frequency of 45 mc/s per second (wavelength: 6.67 metres). All the apparatus at the station is finished in grey cellulose and chromium. Next is the sound transmitter hall which accommodates an ultra short-wave installation of orthodox design for radiating speech and music accompanying the vision signals. Its operating frequency is 41.5 mc/s per second (wavelength: 7.23 metres).

### MINIATURE CINEMA

A film projection theater, or miniature cinema, adjoins the sound transmitter. Here film excerpts can

## RADIO PERSONALITIES

No. 44 in the Series of Who's Who in the Industry

**EDWIN K. COHAN**, CBS director of general engineering, started out to learn about radio back in 1912 when he took up wireless telegraphy as a hobby. As it often happens when one becomes over-enthusiastic with a hobby, Cohan found himself making a living out of his radio knowledge.

In 1918, he went to the Panama Canal zone and South America as a radio engineer for the Panama Canal Commission. Later that same year he returned to this country to staff the Naval Radio Laboratories at the request of the Navy Dept.

From 1922-25 Cohan was engaged in various branches of the radio industry. In June 1926, he joined WOR's engineering staff, leaving in 1930 to become associated with the newly formed CBS network as chief engineer and technical supervisor for the web. Under his present title, director of general engineering, which is the top post in the department, Cohan is directly in charge of all the network's technical work in both the radio broadcasting and television fields.



His hobby developed into his career.....

be selected and timed for inclusion in the transmissions. At least 30 people can sit in this miniature cinema and watch films in comfort. At the south-west extremity of the BBC section of the Palace is a large area intended either for scenery construction or for televising such objects as motor cars and animals, which cannot be brought into the studio or televised outside. A large opening in the roof enables it to be lighted, and if necessary televised, from above. Lifting tackle can pick up sceneries and properties weighing a ton through a trap-door in the roof of the second dock, twenty-five feet above.

On the terrace outside is the ramp, or sloping runway, down which the television camera can travel to a concrete 'apron,' approximately 1,700 feet square, forming a platform for televising open air performances or special experimental programs.

### INSIDE THE STUDIO

Improvements are being made in studio facilities at Alexandra Palace, but at present the main studio measures approximately 70 by 30 feet with a height of 25 feet; it is divided into two stages, of which the larger gives an acting area of approximately 24 feet square. It is equipped with two sets of tableau curtains. Lining the studio on two sides are hanging velvet curtains, running on two tracks, the front curtains being black and the back ones white to allow for interchange of background. Each stage has separate lighting controlled from a central switchboard. Emitron instantaneous television 'cameras' are used. Across the middle of the studio runs a steel lighting bridge which will allow additional lights to be trained on either stage.

High up in the west wall, a large plateglass window indicates the position of the control room, where the producer and the engineering assistants operate. The floor is covered with thick, black linoleum, and the walls are acoustically treated with an asbestos compound.

While the light signals on the studio wall—"Vision On; Sound On"—

are shining, standing somewhere on the cable-strewn floor will be Mary Allen, BBC make-up expert, or one of her assistants, ready to repair any damage to complexions that the heat of the arc lamps may have caused. These complexions are no longer the fearsome combinations of yellow eyelids and black lips that once were necessary; today, the make-up that Miss Allen applies to television artists is only a intensified form of the ordinary open air make-up of the modern woman. But human faces are not necessarily Miss Allen's only responsibility. She has to meet many queer calls upon her services. The oddest (and the biggest) job that she has undertaken up to date was the 'making-up' of Sir Malcolm Campbell's famous racing-car, 'Bluebird.' When 'Bluebird' was televised some time ago, it was found that light reflection from its bodywork was affecting the picture and Miss Allen was called upon to do something about it. She took out the 'high lights' with face powder—and needed a keg-full to do it.

Such incidents, it seems, are a part of life at the London Television Station. It's a life, they say, that is full of unique thrills. One can well believe it.

### FIRST OUTSIDE BROADCAST

On Coronation Day, a very successful outside broadcast was made of the Coronation procession as it passed Apsley Gate, Hyde Park Corner, on its return journey from Westminster Abbey. This marked an important step forward in the progress of television by extending the scope of programs beyond the confines of the studios and the immediate vicinity of Alexandra Palace. The broadcast began with views of the Park and crowd scenes between Stanhope Gate and Hyde Park Corner. Three cameras were used, two being fitted with telephoto lenses to pick out the head of the procession as it approached down East Carriage Drive. From then until the last horsemen had passed through Wellington Arch to Constitution Hill, the whole of the two-mile procession was shown

## Coming Events

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

June 14-19: International Congress of Performing Rights Societies, Paris.

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.

on the television screen. The third camera provided close-ups of the Royal Coach and other important parts of the procession as they passed through Apsley Gate.

The new mobile television unit consists of three vehicles each about the size of a large motor coach. The most important of these is a mobile television control room containing all the equipment necessary for the operation of three television cameras. Special multi-core flexible cables, which can be up to 1,000 feet in length, connect the Emitron cameras with this control room. The cameras themselves are similar to those installed at Alexandra Palace.

The apparatus in the mobile control room is mounted on racks along the sides of the vehicle, leaving clear a centre passageway for the engineers operating the equipment. Two picture-monitors are mounted at one end of the van, and while one of these is used to monitor the picture which is being transmitted, the other allows the picture incoming from the second camera to be inspected to determine its suitability for transmission.

In addition, the vehicle is equipped as a small sound control room with all the necessary 'faders' and amplifiers to deal with the four microphones which pick up the voice of a commentator and sounds associated with the scene being televised. The sound control room was linked with Alexandra Palace by ordinary underground telephone land-line.

Two methods of conveying the picture signals to the television station at Alexandra Palace were available. The normal channel was a special television cable having characteristics suitable for the transmission of the very wide band of frequencies which were involved. This cable was laid by the Post Office from Hyde Park Corner to Broadcasting House and from Broadcasting House to Alexandra Palace, and formed part of a television cable at present being laid in the centre of London passing points of interest from which television broadcasts may be carried out later on. The alternative channel was provided by the second vehicle which contained a complete ultra short-wave vision transmitter having a power of 1 kw. for use with which a small, easily erected, aerial system has been designed.

## ☆ "Quotes" ☆

LOUIS PRIMA: "Television will find radio artists and producers ready for any type of novel and new effects it might have upon this form of entertainment. The answer for this is seen easily when we consider that radio talent has been developed in the last few years with an eye and ear for personalities which can also make their way on the stage and on the screen."

JAMES MELTON: "A concert singer has a definite place on the radio. There is too much of the popular music on the air for the welfare of even the popular music publishers. The consistent plugging of new songs obviously kills the taste of the listener for the song, and all popular songs in general. With an intermittent trend of light-operatic music, radio might solve the problem which has been steadily causing the sheet music of the day to become less and less profitable."

FRANK DAILEY: "Eastern radio enthusiasts demand the light, springy music which has been popularized in such songs as 'I Feel Like A Feather in the Breeze', 'I'm Young And Happy', etc., but western radio fans like the open road, range songs which were popular here in the East three or four years ago. This presents a new difficulty for the coast-to-coast orchestra leaders, who must satisfy their Eastern public and also keep the Western fans in step."

RAY BLOCK: "Radio has done one thing for the general public that no other single agency could ever hope to accomplish—it has made the man in the street a fairly good judge of music. In creating this body of critics, radio has increased the labors for its own artists. It is no longer possible to select just any old song and let it go over the air. At one time that was sufficient. Today, however, the selection, arrangement, and background for a tune require more painstaking planning and effort than the actual presentation of the number."

## ONE MINUTE INTERVIEW

SHEP FIELDS

"In no other phase of entertainment does a performer have such obstacles to overcome in selling himself. It's just like the house-to-house salesman who must try to convince a prospect through a closed door. Radio stars are absolutely self-made. The ear alone is much more difficult to please than the eye and ear combined."

## Programs That Have Made Station History

No. 10—WTMJ's "Heinie and His Grenadiers"

CLOSE to the hearts of Milwaukeeans, as the beverage that made their city famous, is the distinctive band of "Heinie and His Grenadiers." Twice a day over WTMJ, for the past five years, their lilting Wiener Blut, Der Lustiger Kupferschmied and other old tunes have flooded Milwaukee homes with the semi-classical music of the old beer garden. Their string of consecutive daily broadcasts is believed to be the world's record for any sustaining program.

The rise of "Heinie and His Grenadiers" on the airwaves has been almost sensational. Coming to WTMJ in March, 1932, the band was placed at a 5 o'clock period, considered in radio at that time as one of the hardest times in which to get an audience because of competing children's broadcasts. Heinie clicked immediately, however, and the listener demand became so insistent that WTMJ moved his broadcast to an evening time.

Network programs followed, adding a half-hour a week over NBC to Heinie's WTMJ broadcast. The daytime audience complained because they had lost him at the 5 o'clock time, so a noon-time program was begun, giving the "Grenadiers" two periods over WTMJ every day, with the exception of Sundays.

The music on Heinie's programs is played absolutely straight. The comedy is all in the repartee between Heinie and the boys. In the early days of the program Heinie presented a monologue in dialect, portraying then (as he does now) an earnest, sincere German band leader, ever intent on the performance of the band. He announces his own program and comments on the proceedings in his own style of dry humor. It is his sincerity, friendliness and genuineness which have won Heinie a host of friends.

William Benning, musical director of WTMJ, has always paid earnest attention to the quality of music and rendition of "Heinie and His Grenadiers." It is because of these high standards of performance that, even though much of their material is pure folk music, the "Grenadiers" listeners throughout the middlewest have named the program their favorite. Many of the old scores have been especially imported from Germany, Austria, Hungary, Switzerland, Czechoslovakia and Scandinavia for the exclusive use of the "Grenadiers". No other band in America plays music like it.

Slim, dapper Heinie (whose real name is Jack Bundy) came to WTMJ out of vaudeville, although he had had several years of radio experience in addition at WMDC, WGHP and WXYZ in Detroit and at WBEW in Buffalo, where he starred in a big commercial program. Coming to his home town, Milwaukee, for a visit in 1932 he dropped in at station WTMJ and was auditioned for his

present role of Heinie, the band leader with a German accent. For the first few weeks the feature was on the air over WTMJ, Heinie played a solo role. Then it was discovered that certain members of the band had a flair for dialect comedy and Heinie began developing a staff of stooges.

The original company is still intact. "Villie"—played by Frank Rauch, the trumpet player—is a lovable dumkopf who talks before he thinks. "Valter"—played by Walter Grebe, saxophonist—is the cocky ladies' man. "Droopy"—the king of bad jokes—is Harold Stark in real life. He is the band's trombonist. An Italian dialect part is played by Alex Mayr, clarinetist, whose air name is "Giuseppe Funny-pantsiola."

Other members of the twelve-man band play minor roles in the simple continuity which runs through the program. The interesting thing about the characters which have been developed is that the men who play them were and are primarily musicians without previous experience in speaking parts.

"Heinie and His Grenadiers" are in constant demand for personal appearances throughout the State of Wisconsin. They have played literally hundreds of engagements at theaters, dances, concerts, ball games, parades, conventions and community celebrations of all kinds. For the past two summers they have made successful tours through Wisconsin, Michigan and Northern Illinois, playing to capacity crowds wherever they appeared. For the five years that they have been playing outside engagements, they have traveled thousands of miles and have appeared before a million and one-half people, conservatively estimated. There is scarcely ever a week in the year during which Heinie has not two or three personal appearances scheduled. These appearances are booked through WTMJ's Artists Bureau. To see and hear the band in person is to like it. Thus, the station feels that these outside engagements add more and more people to the vast legion of listeners to Heinie's programs on WTMJ.

Another proof of the drawing power and popularity of "Heinie and His Grenadiers" is the annual charity Christmas party held by Heinie at the Milwaukee Auditorium. About 20,000 people pack the Auditorium halls each year for this affair.

Until a year ago WTMJ observed the stern policy of allowing no visitors in the studio during Heinie's broadcast, but the demand became so imperative for admittance to these programs that the bars had to be let down. Now the studios are filled to their audience capacity for both Heinie programs every day and reservations are now on the books for programs weeks in advance.

The Heinie features have been excellent revenue producers for the

## Viewpoints

### Sees Colleges as Source Of Gag Material Writers

"Radio should look to the American colleges for its development of future gag writers. The most sparkling and original gags are born in the institutions of higher learning.

"Sponsors and broadcasting companies go to extremes to develop every department except the one that needs most attention. Radio's crying need is a supply of comedy script writers who can provide original material, but under the present structure it's much too difficult for an aspiring gag writer to get a break.

"Radio comedy has come in for more than its share of kidding. Comedians are accused of using old gags. From where, may I ask, are these gags stolen? Nine times out of ten the answer will be 'the college comics'. Why not then go after this talent?"

"There are nearly 100 first-rate humor magazines published by the college undergraduates themselves. That means more than 100 potential gag writers graduate every June. Where do they go? Few can be found in big-time radio and that is just where they do belong. For the sake of the not too indulgent public which is fed up with gags it has heard before, I suggest that these young writers be recruited and trained for radio."—TED LEWIS.

station. They are participating programs. The noon program has been sold out all Winter. It carries a top quota of twelve announcements. The evening programs, with their higher rate and shorter period on the air, have been carrying an average of six announcements per program.

"Heinie and His Grenadiers" have made history for station WTMJ and judging from the ever mounting popularity of the feature, as indicated by all radio polls and listener surveys made within the last four years, they will continue to break the long-run record for some time to come.



The full name of Hal Nichols, president-owner of KFOX, Long Beach, Cal., is Hallie George Washington Bulton Nichols.