



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 92

NEW YORK, N. Y., FRIDAY, JUNE 18, 1937

FIVE CENTS

Radio-Tele Bldg. at World Fair

SOCIAL SECURITY BOARD RULES ON MUSICIANS

Washington Bureau, RADIO DAILY
Washington — NAB's pre-convention bulletin, issued yesterday, contains an official ruling of the Social Security Board regarding employment of musicians, orchestrators and orchestra leaders on sponsored programs. The board ruled:
"Orchestra leaders, 'contractor,' orchestration writers and musicians are all employees of the sponsor. They are employees and are distinguished from independent contractors because they are members of a voluntary union, which requires a specified amount of compensation and regulates the conditions of employment, and because they perform services subject to the direction of the sponsor or its agents."

Drano Script Series Starts Aug. 4 on NBC

The Drackett Co., Cincinnati (Drano), on Aug. 4 will begin a series of dramatic script shows over the basic NBC-Blue network (except WSAI, WIRE and WDEL) each Wednesday and Friday at 11:45-12 noon. Contract is signed for 52 weeks through Ralph H. Jones Co., Cincinnati.

David Botsford Elected To AAAA Executive Board

David M. Botsford, president of Botsford, Constantine & Gardner, Portland, Ore., has been elected member-at-large of the executive board of the American Association of Advertising Agencies, for one year, to fill the vacancy caused by the resignation of Don Francisco, executive vice-president of Lord & Thomas, Los Angeles.

Carrier Pigeon Link

What is believed to be the first use of carrier pigeons as a link in getting news for radio broadcast was employed yesterday by Bob Edge, WOR fishing commentator. From a fishing cruiser 73 miles out at sea, a report on fishing conditions was flown by pigeon to Lakehurst, relayed by phone to the station, and aired shortly thereafter.

AAAA COAST CONVENTION IS SET FOR OCT. 21-22

This year's Pacific Coast Convention of the American Ass'n of Advertising Agencies will be held Oct. 21-22 at the Hotel Del Monte, Del Monte, Cal.

Edmund M. Pitts of J. Walter Thompson Co., San Francisco, chairman of the Northern California Chapter of the association, has been appointed chairman of the Committee on Program for the Convention. He will be assisted by the chairmen of
(Continued on Page 3)

Whipple Musical Series Is Spotted Over WJZ

Harvey Whipple Co., Springfield, Mass. (mastercraft oil burner) will be heard in a new series of musical programs on WJZ, New York, beginning Sept. 7 at 6:35-6:45 p.m. Program, entitled "Castles of Romance", will feature Alice Remsen, George Griffin and Al and Lee Reiser. Series will run for eight weeks. Willard G. Myers placed the account.

RCA to Erect Structure Covering All Branches of Broadcasting--New 441-Line Television Shown

PLENTY ENTERTAINMENT FOR NAB CONVENTIONITES

Chicago — Delegates to the NAB convention, which holds forth at the Hotel Sherman, June 20-23, will find plenty of entertainment lined up for them, according to the program announced by Glenn Snyder, manager of WLS and president of the Chicago Broadcasters' Ass'n.

In addition to the Sunday morning golf tournament, for which Sen Kaney of NBC is handling arrangements, all networks and studios are extending invitations to tour their offices, studios and plants.

World Broadcasting System will have open house for agency men and radio executives in its new \$200,000 plant. WGN is bidding visitors to attend nightly broadcasts in its 600-seat auditorium.

NBC will give a cocktail party preceding the banquet Wednesday night in the Sherman exhibition hall. Mutual throws a breakfast at the
(Continued on Page 3)

CBS Will Carry Talk Of New NAB President

CBS will broadcast the acceptance speech of the new president of the National Association of Broadcasters on June 23 at 10:45-11 p.m. over a coast-to-coast hook-up. The new proxy will be elected to office that day.

David Sarnoff, RCA president, and Grover Whalen, president of the 1939 New York World's Fair, yesterday in the NBC television studios signed an agreement whereby RCA will construct a building at the fair which will cover all branches of radio and television.

Signing of the agreement was televised to the New York area through the NBC television transmitter, W2XBS, in the Empire State Building. The voice transmission was sent out over the NBC-Blue network. This is the first time the signing of a contract has been televised and the first time the sound which accompanied the picture has been sent out over a national network simultaneously with the televised broadcast.

It was also the first time that the press had witnessed the new 441-line television picture and all agreed
(Continued on Page 3)

ET ACTION BY A. F. OF M. LEFT TO SPECIAL PARLEY

Louisville—All action by the American Federation of Musicians concerning electrical transcriptions, sound recording, etc., has been referred to a special meeting of the executive board to be held in New York not later than 30 days from the close of the convention here tomorrow.

Delegates authorized the board to take up these matters and legislate according to the best interests of the Federation as embodied in various resolutions.

United Drug Co. Disk Series Being Tested on 7 Stations

New Salina Station Is Formally Dedicated

Salina, Kas.—Salina Journal's new station, KSAL, which recently made its debut on the air, held formal opening and dedication exercises on Wednesday. Located on the top floor of the Journal's quarters in the old
(Continued on Page 3)

United Drug Co., through Street & Finney agency, is buying time on seven outlets for a series of 26 electrical transcription programs, twice weekly for 13 weeks. Programs start week of July 6, more or less as a preliminary series, and will feature "The Lady of Charm." Entire show, continuity and charm lessons, is being written by Edythe Fern Melrose.
(Continued on Page 3)

Close Shave

Grover Whalen, president of the 1939 World's Fair, scheduled to go on the air both by sound broadcasting and television in yesterday's RCA ceremonies at 4:15 p.m., arrived in the television studios at just 4:14:30 p.m. Program got off on time and went over without a hitch, however, despite lack of rehearsal.

Guest Producer

If the guest-star idea is good, the guest-producer ought to work out okay, too, according to Donald Peterson, producer of "Junior G-Men" on WOR. So he arranged for Phil Lord of "Gangbuster" to be his first guest producer, on July 9. Plan is to have a guest once a month. Neff-Rogow is the agency.



(Registered U.S. Patent Office)

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FINANCIAL

(Thursday, June 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 ⁷ / ₈	164	164 ⁷ / ₈	- ⁵ / ₈
Crosley Radio	19 ¹ / ₄	19	19 ¹ / ₄	+ ¹ / ₄
Gen. Electric	52	49 ³ / ₄	52	+ 1 ³ / ₈
North American	23	21	22 ³ / ₄	+ 1
RCA Common	8 ¹ / ₈	7 ⁷ / ₈	8	+ ¹ / ₈
RCA First Pfd	64 ³ / ₈	63	64 ³ / ₈	- ¹ / ₈
RCA \$5 Pfd. B				
Stewart Warner	17 ⁵ / ₈	17	17 ¹ / ₂	+ ¹ / ₄
Zenith Radio	30 ⁵ / ₈	30	30 ¹ / ₂	+ ¹ / ₂

OVER THE COUNTER

	Bid	Asked
CBS A	26 ¹ / ₂	28
CBS B	26	27 ¹ / ₂
Stromberg Carlson	11 ¹ / ₂	12 ¹ / ₂

Pontiac Program from Coast

Pontiac Motor Co.'s program, "News Through a Woman's Eyes," moves to the west coast on July 5. Kathryn Cravens, commentator on the show, leaves for Hollywood by plane July 2, and will remain on the coast for three weeks. At the conclusion of that time, the show will return east. Program is now heard Monday, Wednesday and Friday over a CBS network of 47 stations at 2-2:15 p.m.

WHIO Salutes Ohio State Station

Dayton—When WOSU, Columbus, Ohio State University Station, celebrated its 15th anniversary, WHIO the Dayton Daily News Station, broadcast a salute program featuring Tommy Dunkelberger and Lester Spencer. The latter, program director of WHIO, started his radio career at WOSU.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. ☐ 6 TO 7:30 P. M.

\$250,000 Radio Plant Given to Dallas Expo

Dallas—The radio plant built last year on the grounds of the Greater Texas and Pan-American Exposition at a cost of \$250,000 by Gulf Oil Corp., is now the property of the Exposition. The radio station, the "singing towers" which enable programs to be heard anywhere on the exposition grounds, and all equipment were presented to the Exposition officials by Madison Farnsworth, assistant district manager of Gulf Oil, in a ceremony heard over local stations.

CBS Network to Air All-Star Ball Game

The All-Star baseball game to be played July 7 will be aired over the entire CBS network. The broadcast will begin at 2:30 p.m. and continue through the conclusion of the game. Program will originate at Griffith Stadium, Washington, D. C., with France Laux of KMOX, Bill Dyer of WCAU and Arch MacDonald of WJSV doing the announcing. Event is an annual affair and features a picked team from the National league opposing the stars of the American league. Program will be aired as a sustainer.

Steinberg on Fair Committee

Colonel A. Ralph Steinberg, president of Radio & Film Methods Corp., at a meeting of the board of directors of the Broadway Ass'n this week in the Hotel Astor, was appointed chairman of a special committee on the World's Fair. Work of the committee will be to coordinate the activities of the members of the association with the schedule of the fair. Col. Steinberg was appointed by Dr. John A. Harriss, president of the Broadway Ass'n.

B. A. Rolfe Plays Host

B. A. Rolfe, orchestra leader on the "Heinz Magazine of the Air" and Mrs. Rolfe gave a cocktail and supper party for the cast of the "Heinz Magazine" and executives of the Maxon Agency at their 25 Central Park West residence yesterday afternoon and evening.

Margo and Brown in New Spot

Margo and Brown, piano team, will be featured with tenor Joe Martin over WHN on a new series of weekly programs starting this Monday at 8:15-8:30 p.m.

"Orphan Annie" to Recess

Chicago—"Little Orphan Annie", sponsored by Wander Co. for Ovaltine, fades July 9 for the summer. Sketch returns Sept. 27 over the NBC-Red.

Rockwell-O'Keefe Signs Two

Rockwell-O'Keefe have signed Connie Gates, radio vocalist, and Tito Coral to exclusive management contracts.

Americanism Series On N. Y. State Network

WINS and the New York Broadcasting System tonight inaugurates a new series featuring Gerald L. K. Smith, ordained minister, under sponsorship of The Committee of 1,000,000, an incorporated educational institution whose purpose is "to combat the subversive influences undermining the traditional American form of living."

Program will be heard every Friday at 8-8:30 p.m.

McCracken to Supervise B. & B. Coast Radio Work

Chester McCracken, assistant to Tom Revere of the Benton & Bowles advertising agency, left last night to supervise the radio work for that agency on the west coast. He will probably remain west for the next few months. Betty Buckler, script girl on the "Show Boat" broadcasts, leaves today to work on the new series which will originate from the coast. Helen Strauss, publicity director of the agency, returns Monday from a business trip to the Benton & Bowles headquarters on the coast.

New NBC Music Series

"Whither Music?" a new series in which John Tasker Howard, distinguished American composer and author, will survey today's music and speculate on what tomorrow will bring, starts June 26 at 6:35 p.m. over the NBC-Blue network. Joseph Littau will conduct the NBC concert orchestra on the programs.

New WBRY Variety Shows

New Haven—Jack Henry has planned two new variety shows from the New Haven WBRY studios, Mondays and Wednesdays at 9 p.m. to replace network programs. One will include Lillian Kaye, blues singer, at present also on a WINS commercial and with WTIC and WDRC laurels as well; the Three Naturals, a trio with plenty of air credits around the State, and Peter Bomba, a comedian with a new Polish dialect, whom Henry hails as a find.

Believing negro talent and negro audience as yet largely unexploited, Henry has planned another show as a "Fantasy in Tan," with Don Raphael and his swingsters, Leona Garner and Richard Pettway, vocalists new to the airwaves, and a series of dramatized episodes in the lives of outstanding negroes.

De Filippi Winding Up Series

Arturo de Filippi will wind up a 13-week series of 15-minute recitals over WQXR on June 25. Program is heard Fridays at 6:45 p.m.

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423

Sherman Hotel

COMING and GOING

ROBERT SWINTZ, commercial manager of WSBT, South Bend, is in New York.

C. T. LUCY and BARRON HOWARD, manager and assistant manager, respectively, of WRVA, Richmond, are visitors in New York.

MARTIN CAMPBELL, managing director of WFAA, Dallas, will attend the NAB convention in Chicago.

HARRIET HILLIARD NELSON has returned to New York from Hollywood.

JANE CRUSINBERRY, author of the "Mary Meriin" radio shows, departed this week from Chicago for Mamaroneck, N. Y., where she'll spend the summer writing a few new shows.

CHESTER MacCRACKEN, assistant to Tom Revere at Benton & Bowles, left last night for Hollywood.

BETTY BUCKLER, also of Benton & Bowles, leaves for Hollywood today to work on "Show Boat".

HELEN STRAUSS of the Benton & Bowles publicity department returns from the west coast Monday.

BENJAMIN BUXTON, radio editor of the Springfield (Mass.) Republican, has sailed for Havana where he will spend his vacation.

IVAN STREED, production manager of WKBF, Rock Island, Ill., is en route to Canada and then to New England, New York and Washington.

TED COLLINS leaves New York on Monday for Chicago to attend the NAB convention there.

HCWARD LCNOD of the editorial staff of RADIO DAILY flies out to Chicago tomorrow to attend the NAB convention.

BILL BURTON of the Rockwell-O'Keefe office leaves for Pittsburgh today.

36 RCA Mfg. Members Off to NAB Convention

Additions yesterday to the eastern contingent headed for the NAB convention in Chicago included 36 members of RCA Manufacturing Co. Frank Conrad, radio time buyer for McCann-Erickson, and Ted Collins, manager of Kate Smith, also joined the list. The RCA group includes:

F. R. Deakins, J. L. Schwank, L. M. Clement, M. C. Batsel, J. B. Coleman, John Vassos, J. W. McNabb, I. R. Baker, T. A. Smith, C. M. Lewis, H. C. Vance, S. W. Goulden, P. V. Lutz, L. Brodton, W. H. Hoffman, W. L. Lyndon, L. J. Anderson, A. N. Curtiss, J. E. Young, B. W. Robins, H. Belar, J. E. Eiselein, V. E. Trouant, T. D. Cunningham, B. Adler, R. P. May, D. A. Reesor, A. R. Hopkins, R. A. Wilson, A. Josephsen, W. H. Beltz, E. Frost, W. M. Witty.

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

RADIO-TELE BUILDING AT N. Y. WORLD'S FAIR

(Continued from Page 1)

it was a definite improvement over the 343-line image of a year ago. RCA gave a demonstration for the Institute of Radio Engineers some weeks ago, but that was a private showing.

The building to be erected at the Fair will be of ultra-modern construction and will be linked directly with the NBC television transmitter in Manhattan. Outstanding fair events will be televised and shown to the visitors for the first time in radio history.

In making the announcement of RCA participation, Sarnoff said that Lenox R. Lohr, NBC president, would be in charge of the RCA family's participation in the fair. Lohr was formerly head of the Chicago Century of Progress Exposition.

After the ceremonies were televised, Lohr stated that when television is perfected no actors will be allowed to read from scripts. Sarnoff, Lohr and Whalen all read their speeches from paper and as a result only the tops of their faces were visible to the reporters present.

Lohr also estimated that RCA would spend over \$1,000,000 for the fair building and equipment. The building will be known as the "World of Tomorrow." Some of the press representatives present were under the impression that the conclave was to be a television demonstration, but Lohr denied that it was. He said that the television receivers which picked up the program in the NBC board room and O. B. Hanson's office were hurriedly wired together at Camden and sent to New York for this occasion.

Betty Goodwin, NBC television announcer, opened and closed the television ceremonies.

WMCA Airing AFA Meet

Opening luncheon session of the Advertising Federation of America's annual convention at the Hotel Pennsylvania will be aired Monday at 1:30-2:15 p.m. by WMCA. Dr. James Shelby Thomas, president of the Chrysler Institute of Engineering, and De Loss Walker, associate editor of Liberty Magazine, have been added to the list of speakers.

WHBI Staff Changes

Newark, N. J.—With the acceptance by Ed Laux of a post on WOR, there have been two recent changes at WHBI here. Laux's place as all-night announcer has been taken by Rod Davies, formerly of the day staff, and the vacancy is being filled by a new man, Bob Miller.

NEW PROGRAMS—IDEAS

Give Local Actors Chance

The Friday night performances of the WHBF Players over WHBF, Rock Island, Moline and Davenport, offer all tri-city actors an opportunity for radio dramatic experience. Auditions for participation in the weekly half-hour sketches are arranged through Roy A. Maypole, head of WHBF's dramatic department.

The weekly studio performances draw good-sized crowds, and local people active in little theater work have welcomed the opportunity for radio experience. A regular performer on the Friday night shows is now playing the title role in a 15-minute daily commercial skit over Station WHBF.

A playwriting contest to be sponsored by the station will give awards for the best half-hour dramas contributed by amateur authors. The plays will be produced and presented by the WHBF Players during the coming winter.

"Radio Riddles" on WMT

Another version of the quiz program has made its bow over WMT, Cedar Rapids-Waterloo, Ia. under the title of "Radio Riddles," and response

AAAA Coast Convention Is Set for Oct. 21-22

(Continued from Page 1)

the other three Coast Chapters, namely:

August J. Bruhn of McCann-Erickson, Los Angeles, chairman Southern California Chapter; Ray Andrews of Botsford, Constantine & Gardner, Portland, chairman Oregon Chapter, and R. P. Milne of Milne & Co., Seattle, chairman Washington Chapter, and by the Board of Governors of the Northern California Chapter: James C. Knollin of Gerth-Knollin Advertising Agency, San Francisco; Alvin Long of Long Advertising Service, San Jose; Fred T. Weeks of Brewer-Weeks Co., San Francisco, and John Whedon of Lord & Thomas, San Francisco.

O. H. Blackman of Palo Alto, Cal., formerly of The Blackman Co., New York, and then active in affairs of the association, has been engaged as convention executive to handle arrangements for the convention, with the assistance of Douglas G. McPhee, business writer, San Francisco, formerly editor of Western Advertising.

At approximately the same time as this regional meeting on the Pacific Coast, two other regional mid-year meetings of the Association will be held—one for agencies in the Central states in Chicago and the other for the Eastern seaboard in New York. These will be announced soon.

to the first airing indicates that the new show is off to flying start.

Benne Alter emceeds the show which offers Frank Voelker, radio's blind organist, furnishing the music.

The sponsors of the show are giving a quart of ice cream to the person who sends in the correct answer on each question and audience is given three minutes in which to call the station with the correct answer.

A telephone has been installed in the studio, with calls being taken while on the air. Listeners were asked to call directly into the studio but succeeded in tying up every connection on the board with every telephone in the station being used to take calls.

Telephone company reported several thousand calls which they were unable to complete.

Cool Contest

City Ice & Fuel Co., Columbus, is sponsoring a program over WBNS called "How Well Do You Know Columbus," patterned after Professor Quiz's question box.

A prize of 1,000 pounds of ice and a lovely lamp are given away by the ice company to the winners of first and second prize.

Plenty Entertainment For NAB Conventionites

(Continued from Page 1)

Sherman on Monday morning for the press, with Fred Weber officiating.

Alex Robb, NBC Artists Service, is arranging a special show for the banquet, with ample feminine pulchritude and other flash acts—a television rather than a radio show.

At 3:30 Tuesday afternoon there will be a style show for the ladies in Marshall Field's English Room. Bertha Curran, Chicago Broadcasters secretary, assistant to Judith Waller, NBC educational chief, has been named official hostess and is arranging other events for the hundred women expected.

A few 17th row \$27.50 fight tickets are available, but the cheaper tickets are poor.

James W. Baldwin, NAB managing director, arrived yesterday.

DON COSTELLO says:

"My shows are on the increase since belonging to the Telephone-Secretary."

NATIONAL RADIO REGISTRY

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

UNITED DRUG TO TEST SERIES ON 7 STATIONS

(Continued from Page 1)

radio director of Street & Finney, who is also making the recordings at RCA Victor studios.

Stations for the Tuesday and Thursday cosmetic programs will be: WMBD, Peoria; KFH, Wichita; WOWO, Fort Wayne; WESG, Elmira; WFBL, Syracuse; WSM, Nashville, and WSB, Atlanta. Exact time depends upon the time cleared.

Merchandising tie-in includes at least one lesson in charm weekly at the point of sale, with one purchase as low as 50 cents for one of the cosmetic preparations. An ensemble, complete \$5 package, will entitle buyer to complete course at once. Newspapers and store window displays will also be used.

Rush for "charm school" programs followed the revelation that some \$7,000,000 annually is expended by American women for charm school lessons. Miss Melrose, considered a leading authority on the charm biz, has included such titles for lessons as: "What Men Admire in Women," "How Do You Register," "The Charming Hostess," "Things That Make People Like You," etc.

Product to be used on the program is not exactly set, but it is believed that it will be the established line of "Adrienne" cosmetics, which recently won the prize for best package.

New Salina Station Is Formally Dedicated

(Continued from Page 1)

post office building, it operates with 250-watt power and has a 190-foot vertical type radiator.

A. E. Crockett is general manager of the station, with Wendell Elliott, program director; N. E. Vance Jr., chief engineer; Paul Roscoe, special events announcer, and Sidney Tremble, Bruce Robinson and Carl Eberhardt, announcers.

Jazz Nocturne,
one of those sustain-
ings that stands out
against most com-
mercials, by com-
parison, like a dia-
mond in a coal bin.
(WOR—8:15)

Daily News, June 15

A show with built audience
ready for sponsorship

WOR

RECORDINGS

Productions :- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,083,626—Amplifying Circuits. Rene P. Wirix, Eindhoven, Netherlands, assignor to RCA.
- 2,083,722—Automatic Radio Tuning System. Joseph La Via, Long Island, N. Y.
- 2,083,747—Signaling System. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,083,755—High Frequency Amplifier and Frequency Multiplier. Rinfe H. van Minnen and Pierre J. H. A. Nordlohne, Eindhoven, Netherlands, assignor to RCA.
- 2,083,901—Selective Coupling Circuits. Pau' O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.
- 2,083,926—Screen Grid Oscillator. Henry Shore, Elizabeth, N. J., assignor to RCA.
- 2,083,945—Apparatus for Indicating Velocity. Earl R. Evans, Washington, D. C., assignor to George L. De Mott.
- 2,083,995—Television. Francois C. P. Henroteau, Ottawa, Canada, assignor to Electronic Television Co., Limited.
- 2,084,004—Method and Apparatus for Producing Special Electric Fields. Bindo Riccioni, Rome, Italy.
- 2,084,135—Amplifier Circuits. Gaylon T. Ford, Fequanock, N. J., assignor to Bell Telephone Laboratories, Inc.
- 2,084,157—Generator. Miles A. McLennan, Riverton, N. J., assignor to RCA.
- 2,084,163—Electric Discharge Device. Caid H. Peck, Schenectady, N. Y., assignor to General Electric Co.
- 2,084,172—Electron Tube. Electron Tube. Paul G. Weiller, Bloomfield, N. J., assignor, by mesne assignments, to RCA.
- 2,084,180—Radio Signaling System. Loy E. Barton, Collingswood, N. J., assignor to RCA.
- 2,084,181—Radio Signaling System. Loy E. Barton, Collingswood, N. J., assignor to RCA.
- 2,084,186—Photocell Amplifier. Rene A. Braden, Collingswood, N. J., assignor to RCA.
- 2,084,205—Means for Selecting Radio Programs. Russell C. Lane, Dayton, O., assignor, by mesne assignments to RCA.

Air Conditioning School Places WJZ Test Shot

The Refrigeration & Air Conditioning Correspondence School on Monday, 10:30-10:45 a.m., will broadcast a one-time test program over WJZ. Account was placed by National Classified Advertising Agency, Youngstown, O.

Bob Howard Back on WHN

Bob Howard, back from England where he was a featured artist with the British Broadcasting Co., will return to the American airwaves via WHN for a new series starting Monday at 12-12:15 a.m. Howard will be heard every night thereafter at midnight.



● ● ● Fireworks before the Fourth is anticipated in the music biz when the Music Publishers' Protective Ass'n meets in a few days to tear into publishers "buying" air plugs....Kate Smith refused \$10,000 a week to appear in Texas....Roy Bargy, Paul Whiteman's chief arranger, married Jane Vance, a singer, 24 hours ago....Benny Fields just finished a series of recordings for Master....Lennie Hayton's dad died the other day and was buried yesterday when Lennie rushed back from the coast....Bee Walker went fishing the other day for the first time—and nearly fell out of the yacht drawing in a—snail....Ted Hammerstein has bought a farm in Great Barrington, Mass....Lester Lee's wife had her tonsils yanked in Stamford yesterday....Russ Morgan's tuba player asked him for a raise and when Morgan inquired why he felt he should have one at this time, in view of the fact that the work isn't any harder, the musician replied: "I know I don't work more—but I carry more instruments."

● ● ● On Tuesday morning a window awning on the Safety building in Rock Island, Ill., caught fire. This, directly below the WHBF studios....Announcer Woody Magnuson, who was then putting on a Mississippi Valley news program, leaned out of the window and broadcast a first-hand description of the fire from a distance of 12 feet—cracking flames, screams of stenos, truck sirens, gathering of crowd and all....Blame was first tossed on Woody, thinking that he might have tossed a ciggie out of the window—so as to obtain a scoop!....Carl Kalash, NBC-Frisco violinist and candid camera fiend, was on the air Tuesday noon when informed that his wife, Olga Yaffe, also a fiddler, had just given birth to a son....Carl finished playing "Ave Maria" at 12:12 and dashed to the hospital....There, behind glass, he saw his son. Without losing a second, the musician aimed his trusty candid camera and "shot" his son—15 minutes after entry into the world.

● ● ● Bing Crosby will come east in August (two weeks after his track opens) and spend two weeks watching the nags at Saratoga with Ben Bernie and Al Jolson....Mrs. Franklin D. Roosevelt bows out July 14...."Romance of Helen Trent," CBS script show, has been renewed for 13 weeks....Don Voorhees, has just been named musical director of "Virginia," Lawrence Stallings' extravaganza to be at the Center Theater in the Fall....Roy Gost, crime expert and inventor of the "Jury Box" game, is peddling a crime series to the agencies....Bert Gordon, the mad Russian of the Berle show, and the top dialectician, has a grand "Russian" idea for guesstar shots....Inside stuff: Milton Berle did not have his nose bobbed on the coast. Effect is created by the shaving of his hair from the forehead and the change of hair comb!

● ● ● Hal Makelim, KXBY, Kansas City general manager, thought the addition of a few Ph.D.s and Phi Beta Kappas might improve the cultural tone of the station and advertised in the Sunday papers for five college boys to learn radio....But the "want-ad" clerk got it five "colored" boys and 150 sepia radio aspirants of all ages and sizes formed a dark cloud about his door next morning. When the error was discovered a 100-word explanation was slipped into the schedule and a request for paler hued apprentices was aired....Col. Bill O'Toole, dean of Baltimore's WCAO announcers, in an official communique, declares that Snowball W. Slosch, who aids him in the daily children's hour, has exchanged his heavy winter ear muffs for the cellophane kind in anticipation of the early opening of the—watermelon season....Snowball, by the way, is one of some 30 characters that the Colonel introduces to the audience in the course of his various shows.

Coming Events

Today: American Federation of Musicians annual convention, Louisville.

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.

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

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

June 26-July 3: National Education Ass'n Convention, Detroit.

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

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

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

Oct. 21-22: American Ass'n. of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

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

BOSTON

Larry Thornton, Boston radio singer of popular songs, is now appearing at the Club Mayfair. Lou Bonick's orchestra is featured for dancing.

A radio preview of "A Day at the Races", starring the Marx Brothers, was presented by Scott Furrriers over WMEX the night before the screen hit opened at the Loew's houses in Boston.

A host of friends, admirers and relatives were aboard the Transylvania to give John F. McNamara, program director of WBZ-WBZA, a rousing farewell and bon voyage party when he sailed for Europe. In Dublin McNamara will be guest of the Abbey Players, who will welcome and entertain him while in that city. Following his visit to Ireland and England, McNamara will fly to Paris where his itinerary will take him to several large cities of Europe. In London he will also be the guest of Edward C. Gamage, former D'Oyly Carte Opera tenor, who is coming over to join WBZ as staff soloist next September.

1	9	3	7
2	8	4	6
3	7	5	5
4	6	6	4
5	5	7	3
6	4	8	2
7	3	9	1
8	2	10	0
9	1	11	9
10	0	12	8
11	9	13	7
12	8	14	6
13	7	15	5
14	6	16	4
15	5	17	3
16	4	18	2
17	3	19	1
18	2	20	0
19	1	21	9
20	0	22	8
21	9	23	7
22	8	24	6
23	7	25	5
24	6	26	4
25	5	27	3
26	4	28	2
27	3	29	1
28	2	30	0

Greetings from Radio Daily

to

June 18

Clayton Collyer

June 19

Emil Coleman Martin Gabel
Dickson McCoy Andy Donnelly
Alden Edkins Ed. Thorgersen
Charlotte Harriman

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JESSICA DRAGONETTE, prima donna of international appeal, whose warbling on the Palmolive series provides ear-balm for listeners on a 68-station CBS network, numbers among her fans New Zealanders, Canadians, Scotsmen, East and West Indians, and South Americans and Europeans of assorted nationality. . . . Has been in radio 10 years, during nine of which she's broadcast every Friday night on the Cities Service and Philco programs. . . . Never repeated a selection in less than six months. . . . Knows her audience as well as her music.

La Dragonette prefers Victor Herbert, partly because she introduced his operettas to the air-waves in her early radio days. . . . Would enjoy varying the broadcasts, by producing an operetta in condensed form on one occasion, in her present manner, and a program of concert, operatic or dramatic selections, on another. . . . Looks forward to opening the Maine Festival in Sydney, Me., at the request of the Federation of Music. . . . Has no strong reaction to audiences at broadcasts. . . . Plays to the unseen one, disregarding the visitors, who, she believes, understand the situation. . . . Radio, according to Jessica, is a romantic medium. . . . Believes poetry (she writes it) has a place on the air. . . . Also that drama, music and poetry will one day all be written directly for the ether. . . . Retains an open mind with regard to television. . . . Her last experiment along tele lines was for the radio commission in Washington. . . . Believes it's a kinder medium than movies because of the luminosity and the lesser importance of camera angles. . . . Continues the rigorous routine of vocal, dramatic and terpsichorean training of her childhood, assured her televisual appeal will be as great as her purely auditory one.

"Hour of Charm"-ers to open at Boston's Metropolitan Theater, week of July 8. . . . The July 12 broadcast to emanate from WNAC. . . . Barbara Stanwyck on the verge of being signed for a new commercial on the coast. . . . That Helen King would like to be triplets on account of she can't decide whether to yes a bid for Chl, one for Canada, or one for Detroit, with three separate sponsors waving contract blanks.

ORCHESTRAS - MUSIC

MAESTRO Gus Arnheim, originally signed for four weeks at the New Yorker, remains indefinitely, according to arrangements made by Rockwell-O'Keefe Inc.

Bob Crosby and ork follow Joe Venuti into the Great Lakes Exposition Aquacade in Cleveland on Aug. 17, to remain for nine days. Glen Gray and his musical contingent take over in that spot on Aug. 28.

Johnny Hausser and the band inaugurate a weekly broadcast from the stage of the Grossinger Playhouse, Grossinger, N. Y., on Monday at 4:30 p.m., to be aired via WOR-Mutual.

Nano Rodrigo and his lads, currently featured on an NBC sustainer, open at Ben Marden's Riviera, Fort Lee, N. J., on June 29, for CRA.

Lee Grant and the outfit he batons are more uncertain as to the number of tunes they'll be called on to play than any band on the air, reason being, the "Grandstand and Bandstand" program broadcasts the inning by inning baseball returns and on rainy days Grant and the boys are expected to play for more than two and one-half hours of the schedule.

Batoneer Charley Agnew and ork began a series of half-hour broadcasts from Bill Green's club on WCAE, yesterday at 1 a.m.

Singing Sam will sing four ditties during his 12:45 program over WCAE on Monday. "Toodle-Oo," "My Little Buckaroo," "Meet Me in St. Louis" and "Because" are the preferred numbers.

Charlie Dornberger and his orchestra inaugurate a period of rhythmic music at the Peabody Hotel, Memphis, on the 22nd, succeeding Clyde McCoy, who moves on to Detroit for a Graystone Ballroom engagement.

Jolly Coburn and his musical aggregation, currently heard at the Claremont Inn, New York, are set for a Victor recording date June 24. Arrangements made through Ed Kirkeby of CRA.

The Edwin Franko Goldman series of NBC broadcasts will be heard on Mondays, the Sunday schedule having been eliminated.

Paul Whiteman inaugurates two new series of broadcasts from the Frontier Fiesta, Fort Worth—a Wednesday series, beginning June 30 at 11:30-12 midnight on the NBC-Blue network, and a Saturday series, premiering July 3 at 10:30-11 p.m. on the Red. Both series are expected to run for about three months.

The "Hour of Charm" Orchestra, batoned by Phil Spitalny, will offer "The Flight of a Bumble Bee," on their "Hour of Charm" program at an early date, with eight violins all buzzing like the well-known insect.

Les Brown and his Duke Blue Devils take over at Castle Farms, Cincinnati, June 22, according to arrangements made by CRA.

Bob Weems has been signed to take charge of bands in the Chicago office of Rockwell-O'Keefe Inc.

Programs That Have Made Station History

No. 11—KUAO's "Cathedral of the Ozarks"

KUAO, Siloam Springs, Ark., originates a program to the Oklahoma network every Sunday morning. The sponsor is the John Brown Schools Organization. The program lasts an hour, being placed at 8 a.m. CST. A talent group from the staff and student body of John Brown University furnish the music, and John E. Brown, president and Founder of the Schools, gives a short inspirational talk. In many ways the program is similar in content to the Ford Sunday Evening Hour, direct commercials being avoided. The talent array is made up of the University Mixed Octette, accompanied and assisted by Vibraharp and organ, the KUAO gospel singer, and Reginald Martin, well-known composer and organist. The University Octette is a daily talent feature on the "University of the Air" programs of KUAO, and is known there as the "Harbor of Harmony."

The program is planned as a quiet,

enjoyable Sunday Morning hour, which is held "early so as not to interfere with the regular church-goers in their attendance." John E. Brown, who personally conducts the God's Half Hour Program on KUAO, is a well known radio figure. His program has been on the air daily for five years over KMPC, Beverley Hills, Cal., and in addition the program has had contracts on KNX, KFOX, KFAC, KGER, WHO, KOMA, KTAT, KWKH, KFPW, KLRA, KARK, KGH, and recently the John Brown Schools have contracted for a weekly quarter-hour on the Don-Lee Mutual.

The Oklahoma network of eight stations is a recent addition to the Mutual's middle west net. The Cathedral of the Ozarks is planned carefully to boost the Ozarks region, as well as to be a broadcast service in the nature of institutional advertising.

NEW BUSINESS

Signed by Stations

WFAA, Dallas

Brown & Williamson Tobacco Co. (Avalon cigarettes), newscasts, through Batten, Barton, Durstine & Osborn; B-C Headache Powders, station breaks, through Harvey-Massengill; Spry, station breaks; American Liberal Magazine, Peter Molyneaux; Southwest Greyhound Buses, station breaks, through Beaumont & Homan agency, Dallas; Morten Milling Co. (La France Flour), "Friendly Frolics"; Dodge Motor Co., Frank Morgan disks.

WMAQ, Chicago

Simoniz Co., renewal of "Sunshine Hour" for year, through George H. Hartman agency; S.O.S. Co., renews "See Our Stars" radio gossip for year.

WCBS, Springfield, Ill.

Montgomery-Ward & Co., "Neighbor Jim", disks, three times weekly, 26 weeks.

GUEST-ING

JACK NORWORTH and COLLINS BRIGGS, on Fred Allen program, June 23 (NBC-Red, 9 p.m.)

THOMAS L. THOMAS, with Jessica Dragonette and Charles Kullmann in "Sari," on Beauty Box Theater, June 23 (CBS, 9:30 p.m.)

GENE BUCK and AL WOODS, on Chamberlain Brown program, June 21 (WMCA, 1:45 p.m.)

NAT PENDLETON, interviewed by Radie Harris, tonight (WHN, 8 p.m.)

GRISHA GOLUBOFF, violin prodigy, on Chase & Sanborn Hour, June 20 (NBC-Red, 8 p.m.)

EDWARD KANE, tenor, on "Heinz Magazine of the Air", July 2 (CBS-11 a.m.).

COL. KILPATRICK, MARY MARTIN, PAUL SULLIVAN and LOUIS SOBOL, columnist, on "For Men Only" broadcast, June 21 (WHN, 8:30 p.m.).

JANE FROMAN, on NBC Jamboree, tomorrow (NBC-Red, 8 p.m.).

THE NEW CRY OF THE OLD WEST



GENE O'FALLON, Manager
Suite 922—Hotel Sherman
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Gove Vertical Mixer Is Placed on Market

Cleveland—The vertical faders developed for WHK and WJAY studio control work by E. L. Gove, United Broadcasting Co. technical supervisor, several years ago, are now being manufactured for general distribution among other radio stations.

Gove has turned manufacture of the faders over to the Tech Laboratories of Jersey City, N. J. The faders are to be marketed under the trade name "Gove Vertical Mixer."

First of the newly-manufactured mixers were received last week at WHK-WJAY studios. They are mounted neatly in laminated iron boxes. These particular mixers were made especially for remote amplifiers.

Others for studio control work are being manufactured now. The mixers simplify control work. They are used in place of the conventional dials seen elsewhere. With two hands the control operator can manipulate as many as five or six controls of the vertical type simultaneously instead of merely two of the dial type.

J. R. Duncan Appointed Midland Television Chief

Kansas City—J. R. Duncan, formerly with RCA and until his recent resignation assistant to the chief engineer of Philco Radio & Television Co., has been appointed chief engineer of Midland Television Inc. by G. L. Taylor, president of the newly established television school. Taylor will arrive in Kansas City to take over his new duties today.

Assisting Duncan in television research will be Karl Martin, formerly with RCA in the transmitter division.

Floyd Jones on Vacation

Bridgeport, Conn. — Floyd Jones, operator at WICC, is off on a two-week vacation.

KYOS Reaches Out

Merced, Cal. — KYOS is currently carrying 112 accounts in cities and towns other than Merced. Seventy-one of these are retail accounts beyond the 50 miles radius

Station Improvements

Grand Forks, N. D.—KFJM has asked FCC authority to install new automatic frequency control.

Spokane—License to cover CP for changes in equipment, increase in power and move of transmitter has been requested by KHQ.

Rapid City, S. D.—KOBH has been granted authority to install new equipment and increase day power to 250 watts.

Devils Lake, N. D.—CP to move transmitter and install vertical antenna has been granted to KDLR.

Sioux Falls, S. D.—CP to erect new vertical antenna has been granted KSOO.

Winona, Minn.—Modification of CP approving transmitter and studio, installation of new equipment and vertical radiator have been granted KWNO.

Indianapolis — WIRE has been granted authority to install new automatic frequency control equipment.

Phoenix, Ariz.— Authority to install new automatic frequency control has been granted KOY.

Providence—CP to make changes in equipment and increase day power to 5 Kw. has been granted WJAR.

RCA Television Tubes Installed at KC Plant

Kansas City—Four RCA electronic television tubes and equipment, to make the newly established 441-line television station here the first to be so equipped west of Philadelphia, have been installed by Midland Television Inc.

Midland's station will be used in connection with the school opening in the fall, but eventually will be employed by KMBC when commercial television makes its bow.

WSMB Tower Finished

New Orleans — WSMB has completed its new tower, the first part of its construction job at the transmitter point, located near the naval station at Algiers, La. The job, put up by the Truett Construction Co., is said to be the only one of its type in the vicinity and is causing some interest in radio circles. New transmitter house is to be ready within four months.

KTSM Enlarges

El Paso, Tex.—Need for more room for the rapidly growing "Voice of El Paso" forced KTSM to add three more offices to the staff. A modernistically furnished audition room was added to the two already in use by the station's salesmen.

ET Operating Manual

NBC Electrical Transcription Service will introduce a complete operating manual for transcription libraries at the NAB convention next week. Manual will be available free to all visitors at the Thesaurus exhibit along with a portfolio of NBC recorded programs.

All Colonial Stations Getting New Amplifier

Boston — Following a trial this week on WAAB, key station of the Colonial Network, the new Western Electric 110A model Program Amplifier will be installed as soon as possible in the three remaining stations owned and controlled by John Shepard 3rd. These are WNAC, Boston, key station of the Yankee Network; WEAN, Providence, and WICC, Bridgeport.

Irving G. Robinson, chief engineer, and Paul De Mars, technical director, of the Yankee and Colonial Networks, are enthusiastic with the results obtained with the new amplifier which definitely stops any possibility of over-loading on the station signal and yet increases the volume at the reception point due to the fact that it operates at the peak at all times.

WBIG Orders Amplifier

Greensboro, N. C. — WBIG has placed an order for the latest development of the Bell Telephone Laboratory, a program amplifier, number 110A, from Western Electric. The new equipment will increase the signal level and is equal to doubling the carrier power.

In addition, WBIG is making a survey for a new antenna site with a view to installing a new half wave radiator.

George Ing A Father

San Antonio—George Ing, chief engineer at KONO, is the father of a nine-pound girl.

Program Amplifier Is Put Into Service

First program amplifier, known also as the ghost engineer or robot engineer, put out by Bell Laboratories has been placed in use at the WOR transmitter in Carteret, N. J.

The device regulates programs within prescribed limitations and increases program levels. This is the first amplifier of this type to be used commercially by any radio station in the entire country. The new equipment is currently in operation and according to Charles Singer, supervisor of the WOR transmitter, the amplifier now makes it possible to fully modulate the transmitter making use of the full capabilities of the carrier-wave.

Singer further stated that it eliminates the infinite necessity of checking on program levels between the studio and the transmitter. It also works as a safety factor since it will avoid any overloading of the transmitter and maintains the utmost in high fidelity.

Summer Bargain Flyer

Wholesale Radio Service Co., Inc. of New York has released its Summer Bargain Flyer for 1937, a handsomely prepared 12-page circular which carries a complete listing of replacement parts, test instruments, auto receivers and parts, electrical appliances, radio receivers for the home and Public Address and Amplifier equipment. All items are priced for summer clearance.

Joseph Whitehouse Laid Up

Mason, O. — Joseph Whitehouse, chief transmitter engineer for the WLW plant here, has been laid up by a mild case of scarlet fever. Shirley Lantzer, daughter of Floyd Lantzer, assistant chief transmitter engineer, also has it.

Larger Tele Screen

London — Scophony Ltd., which already has developed a home television receiver giving 24 x 22 inches of a quality comparable with that of the average home movie, is now at work on receivers that will give even larger pictures. The company's directors consider that the size of the pictures is among the most important items to the commercial success of television. Firm recently received its first commercial order, from the Soviet government for the Moscow television station.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

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

Viewpoints

**Radio Unites the Country
on Its National Holidays**

"Radio performs an invaluable service by uniting the country on a national holiday. Radio is an important influence on a day such as Independence Day.

"All those years before the advent of radio, America celebrated its holidays with a purely local flavor. Podunk had its Fourth of July and Indianapolis had its. Now, through nation-wide broadcasts, it can observe its anniversaries with a solemn unity entirely befitting the occasion. In other words, the United States can unite to commemorate the deeds that actually contributed to its unity.

"We will tune in our radios and become impressed by the amount of time dedicated to the occasion. We know that throughout the land, in the Podunks and the Indianapolises, fellow-countrymen are listening and that, in a sense, America is rallying around the receiving set. It gives us an increased sense of patriotism and should indeed contribute greatly to perpetuate the event we gather to observe on this day."

—BENNY FIELDS.

**No Musical Craze Can Ever
Supplant Waltz in Popularity**

"So much has been said about swing and kindred forms of modern music that I, as a proponent of the waltz, must cry out in protest. Folks seem to forget, in their enthusiasm over a new craze, that nothing has ever approached the waltz in popularity since three-quarter time was born centuries ago. And anyone who thinks an overnight sensation is going to supplant such a firmly established favorite is slightly 'off key'.

"Even the great Richard Wagner included waltz movements in his operas. Mozart and Brahms, too were partial to this form and contributed importantly to its popularity. The Minuet was the waltz in its earliest form and a passion of George Washington's. In fact, minuet was another name for the waltz—just as swing is for jazz.

"I mention these several items to show what a substantial background the waltz has. You never heard anyone say that the waltz was on the wane, did you? No form of jazz can rival its charm and beauty, its soothing effectiveness, its warmth to the ear and its joy to the heart. In it are all the memories of yesterday, all the promises of tomorrow. That is why it will live forever.

"Thanks, in behalf of the waltz, for this space. In the mad hustle of today people don't say much about the waltz, but the faster the world's tempo, the more it will be loved."

—ABE LYMAN.

☆ **"Quotes"** ☆

CONRAD THIBAUT: "Radio has contributed an outstanding benefit in establishing a definite recognition of American-born singers. Not so long ago, no vocalist could hope to become famous unless he bore a French, Italian or German name. Now, many of our foremost singers are native sons and daughters—Grace Moore, Lawrence Tibbett, John Charles Thomas, Gladys Swarthout, Helen Jepson and Marion Talley, to name a few."

ED EAST and RALPH DUMKE: "Radio comedy is the most difficult type in the world to get across. Both on the stage and on the screen, comics have the advantage of visual effects, combined with the aural. In radio, we have to depend solely upon the spoken word. Situations that might be screamingly funny if the audience witnessed them often fall completely flat when used on the air."

JACK ROBBINS: "Hollywood has very little to offer the public in the way of radio tunes. This statement may be realized clearer when we consider that the dearth of picture songs are numbers written exclusively for picture 'situations' and more often as not fail to click on radio unless the same 'situation' is re-built. The songwriter under contract to the studio is not the 'inspired' writer who free-lances and writes only when he has something to write."

BARRY McKINLEY: "It is swell to note how radio has destroyed that ugly duckling called Temperament. There is no room or time for it on the air and many haughty artists were quickly brought to realize the fact. For which—hurrah. Radio, with its split second policy, cannot bow to unfair demands of any artist. And these people, realizing the importance of the time element, have cooperated very nicely. Opera may well take a few hints from radio. It might solve many of its problems."

★ THE SONGBIRD OF THE SOUTH ★

**KATE
SMITH**

A & P BANDWAGON

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

★ ★

**JACK ALICOATE
M. H. SHAPIRO
HOWARD LONDON
MARVIN KIRSCH
ARTHUR SIMON**

are on their way to

CHICAGO

to cover the big

**N A B
CONVENTION**

for

**RADIO DAILY READERS
EVERYWHERE**



NEGOTIATIONS to turn over the lease on the NBC Hollywood studios to Don Lee Mutual chain, now under way, will, if completed, remove the last cause for delay in starting the new, enlarged NBC Coast studios. Lew Weiss, Don Lee manager, said he is all prepared to take them over, if the price is right. Otherwise, he will start negotiations for purchase of Hollywood property and construct new studios to take care for an expanding program of Mutual system's coast originations, which will be the subject of a conference when Weiss arrives in New York next week.

Lewis TeeGarden, former chief announcer for KEHE, steps up this week to the post of production manager. Al Poska, whose "Musical Clock" has been an important station feature, moves to the chief announcer's spot. Clinton Jones moves from news department to continuity, replacing Carlos Riveroll, resigned.

Don Hastings, manager of KDB, Santa Barbara, and owner of some 20 police, fire and other badges, added another to his collection this week, having been sworn in as Santa Barbara police officer.

Jimmy Tolson and his Superior Macaroni "Funfare" variety program wound up their first series on KFAC Tuesday night, with Advertising Arts agency unsettled on whether Superior will continue on the air for the summer over another station, with the same type of show, or whether new show plans will be worked out.

When Jeanette MacDonald makes her radio debut in the fall for Vick's, she will continue with the same type of program launched in the Vick's Open House series two seasons ago, with Grace Moore and with Nelson Eddy.

Georgie Stoll has been signed to return to the Oakie College hour when it resumes in the fall.

Associated Oil signed to sponsor

ONE MINUTE INTERVIEW

BERNE W. WILKINS

"Successful commercial stations throughout the country are stations which definitely cater to a 'type' audience. Stations, for example, whose program set-up caters to audiences interested in either classical music, popular music, sports, symposiums, debates, etc. In this manner can an advertiser use radio most effectively; by allotting his appropriation to the station catering to the type of audience he desires."

★ Coast-to-Coast ★

IT takes all kinds of programs to make a radio station, opines John J. Corrigan, program director of WCBS, Springfield, Ill. To prove it, WCBS recently regaled its listeners with a description of the highlights of the National Convention of the Phi Tau Omega Sorority held in Springfield. The same station cooperated in the Bottle-Baby Ice Fund campaign put on by the Springfield Kiwanians.

Carl Lambert, musical director of WFAA, Dallas, is back on the job after a three-week vacation in Yellowstone Park.

WHBF, Rock Island, Ill., broadcast an interesting public service program the other day in the community tribute to John Deere, inventor of the steel plow and founder of Moline's foremost industry. The public ceremony was held in the Scottish Rite cathedral, Moline, in observance of John Deere centennial year. Another unusual program aired this week by WHBF was the formal opening of the new plant of the Welcome Baking Co., Davenport. Station talent, including Lucia Mae Thompson and Alberta Morehead, furnished entertainment for the luncheon.

The June issue of The Blue Diamond, publication of the Kansas City Athletic Club, contains an article about the business of radio broadcasting authored by Ellis Atteberry, general manager of KCKN. Incidentally, a KCKN program, "The Movie Man", landed a front-page editorial in the Kansas City Kansan the other day.

two track meets, the first airing from Berkeley Friday (19th) and the second, Pacific Coast Big Ten meet in the Los Angeles Colliseum June 26, with Frank Bull at the mike. Both will be aired over the Don Lee coast net.

KFI-KECA are adding a new portable short wave transmitter, for handling of sports and other special events. New equipment will have the call letters W6XCI, will operate on four frequencies, 31,100; 34,600, 37,600, and 40,600, with 2 watts of power and a five mile range. George Curran, stations' research engineer developed the new equipment which will be available on the scene broadcasting from "anywhere a man can walk, climb or crawl." Feature will be a built in receiver.

Walter McCreery, Allied Advertising Agencies, back from San Francisco working out enlargement plans for San Francisco offices. While away he signed Glen Krischer, formerly with KFOS, as retail display and promotion man.

Lorraine De Wood, blues singer, is a new addition to the WTMJ, Milwaukee, staff. She has been engaged to fill in on the daily "Tune-smiths" show while Paul Skinner is on his vacation.

The Harmony Boys program over WHBL, Sheboygan, has been lengthened from a half hour to 45 minutes.

Mary Ann LeMay, woman commentator and well-known dramatic artist of WISN, Milwaukee, is leaving in July for a vacation in New York.

Russ Winnie conducted an unusual feature broadcast over WTMJ, Milwaukee, this week when he descended one of the 150-feet deep wells at the newly constructed filtration plant and by means of a portable mike described his reactions and workmanship on the project.

Freddie Lightner, younger brother of the celebrated lady clown, Winnie Lightner, and himself a headlining funster of the stage and screen, is definitely set as the first of a series of guest comedians to appear on the summer shows starring Jane Froman over the NBC-Red network on Sunday nights at 7 EDST, beginning July 4. Baritone Don Ross, Andy Love's NBC tune twisters and D'Artega's orchestra will be the permanent cast supporting the songstress who is succeeding the Benny troupe for a three-month cycle.

Frankie Basch, WMCA's Roving Reporter, has been elected an honorary member of the Woman's World War Veterans Association.

SAN FRANCISCO

Harry Cody and Fred LaFrance made their debut this week as new end men on the Orange Network's California Minstrels.

Jimmy Doyle handles the mike describing Gilroy's annual rodeo tomorrow over KJBS-KQW.

Bennie Walker, NBC emcee, will be interviewed by Buddy Twiss on the latter's new program which debuts June 20.

Scott Weakly, prod. mgr. of KROW, who is taking over the station's "Johnny-Jump-Up" program, recently vacated by Norm Loebel, will use hobbies, contests, etc. to attract children up to 16 years.

Louise Landis, NBC feature writer, came back a day after her vacation was supposed to end. Reason—she tangled with an automobile. Nursing facial bruises.

Herb Allen, KFRC's all-around announcer, and Jane Kaspar to altarize their lives this summer.

Barbara Jo Allen and Walter (Nickey) Paterson reappear in "One Man's Family," temporarily at least, Sunday.

M. J. Mara is the newest addition to the KJBS sales staff.



HARRY GILMAN, father of Lucy Gilman, who at 12 is rounding out five years of commercial broadcasting on "Today's Children" this week, and a former WGN executive, here from New York visiting young daughter who lives with grandmother. Gilman is planning to take elder daughter Toni to Hollywood for screen test. Toni played comedienne in "Moon Over Mulberry Street" last season.

Roderick Cupp is new production man at WLS. Formerly wrote the Barnsdall series for CBS and for past three years has been at KTUL, Tulsa.

Willard Klinger is new announcer at WGN. Came from WSAZ, Huntington, W. Va.

Herb Morrison, WLS announcer of Hindenburg fame, flew to his home at Morgantown, W. Va., Monday and returned yesterday.

W. A. Baldwin, KOY president, Phoenix, Ariz., and Jack Williams, program director, are visiting WLS. Burrage Butler, WLS president, has an interest in KOY.

New signature song of NBC's Night Club broadcast is titled "Night Club" and is from the pen of Dave Rose, NBC pianist-arranger.

Steven Chapin has transferred the Greek Hour from WJJD to WHFC on Sunday afternoons.

Mary Wright, WLS home advisor, attending Nat'l Home Economics convention at Kansas City, Mo.

Shandel Kalish and husband Charles Freeman visiting here en route from the coast to New York where she is going into a play.

Jan Garber visiting in the city. Blonde Evelyn Schubert is a new songstress on the WJJD Mid Morning Jamboree.

Niles Trammell, NBC v. p. back yesterday from New York.

Carlos Molina's tango band to follow Lou Bring at Stevens hotel June 25.

Jane Froman will open at the Palace today.

Joe Lewis at the Palace the same week but more radio execs will see Joe Louis at Comiskey park next Tuesday.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

Dir: A & S LYONS, Inc