



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 97

NEW YORK, N. Y., FRIDAY, JUNE 25, 1937

FIVE CENTS

Mutual to Expand More

CANADA TO INCREASE BROADCASTING HOURS

Toronto — Extension of Canadian Broadcasting Corp.'s daily program schedule from the present six-hour period to 12 or even 16 hours a day is announced by Major Gladstone Murray, general manager. Change will take place, he states, as soon as the new high-power transmitters are installed, in October, in the provinces of Ontario, Quebec and British Columbia. Light opera companies will make their appearance, which will give a series of 26 concerts, 13 from Toronto and 13 from Montreal.

Dramatizations and sketches based upon the activities of the Royal Canadian Mounted Police and other features also will be presented.

Major Murray says U. S. programs will be brought in from the Pacific coast stations in order to avoid the time inconvenience to western listeners when these broadcasts are brought in from eastern stations.

Norman McGee Named WQXR Sales Manager

Norman S. McGee has been appointed sales manager of WQXR. Formerly a member of that station's sales staff for several months, McGee was originally engaged in radio and theatrical work on the West Coast. In addition to his managerial duties he will assist in the production of commercial programs.

New Producing Combine Launched on the Coast

Los Angeles—Another new producing combine, Anthony Alving Productions adds to the growing list of independent program producers, now

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Labor Drama Coach

Detroit—United Auto Workers union has hired a University of Texas public speaking teacher, Mrs. Myrtle Ball, to coach a dramatic amateur group which will feed its radio program over WJBK here with labor drama. Membership is restricted to unionists and their families. Mrs. Ball will be in Detroit throughout the summer to instruct the group.

Denver Kc. Fight

Denver—Application of Scripps-Howard, whose News at present has a daily newscast on KVOD, for full time for a new station on 630 kc. is expected to bring a stiff fight here. KFEL and KVOD, which split time, previously had asked for full time, with KFEL to remain on 920 kc. and KVOD going on 630. FCC hearing is set for Sept. 10. KLZ here and KFRU, Columbia, Mo., have entered the cast to protect their interests.

GUEST TALENT LINEUP FOR CHEVROLET DISKS

Guest teams who will appear with the Songsmiths Quartet in Chevrolet's Gus Haenschen "Musical Moments" series transcribed by WBS and aired three times weekly include the following:

For broadcast week of July 4—Jean Ellington and Bailey Axton, Kress & McDonough and Vivienne Segal, Douglas Stanbury and Louise Massey's Westerners; July 11 week—Frank Luther and Barbara LaMarr, Shirley Howard and Leonard War-

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Don Lee Originating Another Mutual Show

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee will originate a new Saturday half hour sustaining feature for Mutual's coast-to-coast net this week, using Shafter Parker, comedian on the "In Laws," in a comedy drama, with music.

(Continued on Page 3)

One-Hour Summer Show Set By Dodge Dealers of Chicago

WHKC-Mutual Hookup Stepping Up Next Week

Columbus—WHKC, which has been carrying two and a half hours of Mutual network programs each Sunday and the Varady of Vienna shot at 12:30 p.m., becomes a full-fledged Mutual affiliate starting July 1. Start-

(Continued on Page 3)

Addition of Stations in New Territories Is Forecast at Network Meeting in Chicago—Enlarging Service

GRUEN STARTS SEPT. 26 WITH SHEILA BARRETT

Sheila Barrett starts airing Sept. 26 at 5:30 p.m. over the NBC-Blue network for Gruen watches. Program is to include the Joe Rines band and guest singers, with Graham McNamee as emcee. McCann-Erickson is the agency, and Louis Shurr set Miss Barrett in the spot.

Defense Counsel Named In Wash'n Ascaph Suit

Tacoma—B. Gray Warner, prosecuting attorney at Seattle, has been elected to represent all county prosecutors, who are named along with the state, in the suit of Ascaph to set aside the new Washington state law regulating music copyrights. Ascaph's case will be heard here June 29 before Federal Judges E. E. Cushman of Tacoma, John C. Bowen of Seattle and Bert E. Haney of San Francisco en banc.

George, Jacques Meyer Join Cramer-Tobias 'Co.

George Meyer and Jacques Meyer have become partners in the Cramer-Tobias Company and the firm's name has been changed to Cramer-Tobias-Meyer Inc. George Meyer will be vice-president and Jacques Meyer becomes secretary. Richard D. Tobias continues as president of the agency.

Chicago—Plans for addition of more stations in new territories were revealed at the Mutual Broadcasting System's semi-annual meeting held here yesterday, with 30 station and affiliated network representatives attending.

Improved sustaining service, emphasizing news and special events, and provision of definitely guaranteeable periods for programs for national advertisers also were announced.

Fred Weber, presiding, reported that affiliate stations had agreed to move local programs to accommodate chain shows, and announced three new cooperative shows for fall readily saleable for local sponsorship.

Frank Ryan, CKLW manager, explained the station's merchandising service, which other stations plan to adopt. Lewis Allen Weiss, manager of the Don Lee Network, told of

(Continued on Page 3)

4 More Canada Outlets Signed by Weed & Co.

Weed & Co., station reps, have signed four additional Canadian outlets. They are: CJKL, Kirkland Lake; CFCH, North Bay; CJGS, Stratford, and CKGB, Timmins, all in Ontario. Outlets are operated by the Northern Broadcasting Co., of Toronto and Timmins, headed by Roy Thomson.

Representation of these stations in the U. S. is effective forthwith and brings the firm's roster of Canadian transmitters to 13. Joe Weed is currently on a tour of Canadian provinces served by stations his concern represents, having left the NAB convention in Chicago yesterday.

Casino in Parker Spot

Del Casino has been signed by the Lennen & Mitchell agency to succeed Frank Parker as vocalist on the Sunday night "Rippling Rhythm" show for Woodbury on NBC-Blue network. Columbia Artists Inc. set the deal through Paul Ross and Jimmy Appel. First date for Casino is July 4. Orchestra on the program is Shep Fields. Bob Hope is the comedy star.

Chicago—Dodge motor car dealers of the Chicago territory are launching a one-hour summer show over WBBM, titled "Rhythm at Noon", starting Sunday.

Doug Hope is being featured as the crackpot interviewer, along with Cheerie McKay, songstress; The Three Notes, vocal trio, and a studio swing band.

Ruthrauff & Ryan is the agency.



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FINANCIAL

(Thursday, June 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	164 1/4	164 3/8	- 5/8
Crosley Radio	20 1/4	20 1/8	20 1/4	...
Gen. Electric	53 3/8	52 3/8	53 1/2	+ 5/8
North American	23 1/2	23 1/4	23 3/8	+ 3/8
RCA Common	8 1/4	8	8 1/4	+ 1/8
RCA First Pfd	64 7/8	64	64 7/8	+ 7/8
RCA \$5 Pfd. B.
Stewart Warner	17 5/8	17 1/4	17 5/8	+ 1/8
Zenith Radio	33 1/2	33 1/4	33 1/2	...

OVER THE COUNTER

	Bid	Asked
CBS A	28	29 1/2
CBS B	27 1/2	29
Stromberg Carlson	13	15

Bert Lytell Disk Series Makes Debut on July 7

Bert Lytell in "Alias Jimmy Valentine," new disk series, starts July 7 on WHN at 7:30-7:45 p.m. The program also will be carried by other stations from coast to coast. Transcriptions were prepared by WBS for Larus & Bros. (Edgeworth tobacco and Comino cigarettes). Blackett-Sample-Hummert Inc. has the account.

WNEW Names Rambeau

William G. Rambeau & Co. has signed WNEW for two years, effective July 1. Firm will represent the outlet nationally outside of New York.

Aileen Stanley in BBC Tele

London—Aileen Stanley, American songstress now appearing at the Mayfair here, has been signed for a series of three television broadcasts by BBC next month.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

WHK Vox Pop From City's Highest Tower

Cleveland—Visitors to this city will be treated to an unusual spectacle starting July 3 when WHK inaugurates a new series of remote control broadcasts from the highest point in the city—The Terminal Tower. Thousands of people pouring into the city for the Great Lakes Exposition make daily visits to the observation platform in the Tower and many of these will be given an opportunity to give their impressions on Cleveland. It will be conducted in the Vox Pop manner, but Mendel Jones, program director, is planning a varied program of questions which will prove of general interest over a wide area. Indications are that this new show will top all others in human interest and genuine civic value due to suggestions which visitors may make.

Fred Uttal Is Handling Willys-Overland Shows

Fred Uttal, free-lance announcer, has been placed in charge of production and announcing for the Willy's Overland series, heard over the Mutual network Sundays, 10-10:30 p.m. Uttal will fly to whatever city Kay Kyser and his band are playing in each week. Broadcast next Sunday will originate from the roof of the Ritz-Carlton hotel in Boston.

McKesson & Robbins Starting WEAJ Serial

McKesson & Robbins will present "Joyce Jordan, Interne" over WEAJ-NBC Mondays through Fridays, beginning next week. Schedule changes in October, with the show going on Mondays through Thursdays at that time. Brown & Tarcher, Inc. is the agency.

Elaine With John

Elaine Barrie Barrymore will co-starred with John Barrymore in the second of NBC's "streamlined Shakespeare" productions, "Richard III", on Monday at 9:30-10:15 p.m. over the Blue network. Hanley Stafford, Frederick Shields and Hans Conreid will be in the supporting cast.

WPA Cycle Change

Current series of Symphonic Dramas being presented by Radio Division of the WPA Federal Theater over WQXR will be replaced June 29 at 9-10 p.m. by a cycle of Ibsen plays. First is "The Master Builder."

Six Daily Weather Reports

Weather outlook is broadcast six times daily by WMCA. First report is given at 7 a.m., when station starts for the day, and the last at 1 a.m.

WOR Bolsters Regatta Unit

Jerry Danzig has added Al Ulbrichson, coach of the U. of Washington crew, winners of Tuesday's Poughkeepsie regatta, to the WOR commenting staff for the Yale-Harvard crew meet.

Boran to Mimic Lewis

When Arthur Boran plays in Washington in a fortnight he will present for the first time on the American stage an impersonation of John L. Lewis.

Hearst Papers Use WOR To Publicize New Setup

The New York Daily Mirror and the Journal, starting yesterday, are using WOR facilities to acquaint readers with the consolidation of the N. Y. American with those two newspapers. The Mirror has purchased a series of six spot announcements to be used over a period of six days. The Journal has bought 10 announcements, the time not yet determined.

Damrosch Music Series Resumes Oct. 15 on NBC

Walter Damrosch will start the tenth season of the NBC Music Appreciation Hour on Oct. 15. Broadcasts will go over both the Red and Blue networks at 2-3 p.m.

Gov't Station Wins Support

Washington Bureau, RADIO DAILY
Washington—Although no hearings have as yet been scheduled on his bill, officials high in State Department and other branches of government have accorded hearty support to the measure introduced by Congressman Emanuel Celler, authorizing \$700,000 for Navy Department to construct a powerful broadcasting station to combat propaganda in Latin America by European fascist states, it is announced. Plant would be known as Pan-American Radio Station and would cost \$100,000 yearly to operate.

"Five Star Final" Change

WMCA's "Five Star Final" changes to a new time Monday. It will be heard through Friday at 7:15-7:30 p.m., while the Sunday period remains the same, 9-9:30 p.m. Program is directed by Philip Barrison, with Carl Fenton's orchestra in background.

Set by CBS for Drene Disks

Johnny Augustine's orchestra and Kenneth Roberts have been set by the Columbia Artists Inc. for a series of recordings for Drene Shampoo. Freddie Rich and his orchestra have been set for a series of transcriptions for WBS and will begin recording Friday.

Borah on NBC Tomorrow

Senator William E. Borah will speak over the NBC-Red network at 8-8:30 p.m. tomorrow from Washington on "The Steel Situation."

COMING and GOING

E. C. MILLS, chairman of the Ascap administrative committee left yesterday for Tacoma, stopping off for a short visit in Chicago en route. Accompanying Mills are LOUIS D. FROLICH and HERMAN FINKLESTEIN of the law firm of Schwartz and Frolich, Ascap general counsel.

JOE McELLIOTT of the CBS Photographic Department left for the coast yesterday to view pictures in connection with the new series of Shakespeare broadcasts. He'll be gone about three weeks.

OCTAVUS ROY COHEN, JR., head of the Havana Advertising Agency, in Cuba, who has been in town for the past six weeks recuperating, will return next week.

LESTER GOTTLIEB, MBS publicist, hopped to Detroit at the close of the NAB convention in Chicago.

BENAY VENUTA leaves the Drake Hotel in Chicago next week to go to Hollywood where she will appear in the Ken Murray show.

ROBERT ARMBRUSTER is leaving New York immediately to take up his duties in Hollywood as musical director of the W. C. Fields Chase and Sanborn show.

MRS. CHARLOTTE SMITH accompanies her daughter, KATE, and joins TED and JEANETTE COLLINS, and their daughter, ADELAIDE, to Canada today for a two-month vacation.

JACK LAVIEN and his wife left the other day for a westward business trip.

JOHN IRACI, president of International Broadcasting Corporation and general manager of WOV, WBIL, WRAX and WPEN leaves on Saturday on the Rex for a trip to Italy and France to study European broadcasting technique and investigate the possibility of recruiting European talent. In his absence Miss Hyla Kiczales will function as acting general manager of the 4 stations.

JACK MASON, CBS engineer, left for Maine woods with the missus, BETTY CREIGHTON, CBS hostess.

DAVE RUBINOFF arrived in town yesterday on The 20th Century from Chicago and the Coast where he worked on pix, "You Can't Have Everything". Resumes eastern Sunday night Chevrolet broadcasts on CBS this Sunday night.

Union Jam Cancels Airing

Detroit—A midnight broadcast over the NBC-Red network carrying a special show during the Shrine convention in Detroit was called off at the last minute when union objections arose. Musicians' union said that inasmuch as non-union Shrine musicians were being used, and admission being charged, local stand-ins had to be employed. The cost of hiring stand-ins made presentation impractical.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

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

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

MUTUAL NET TO EXPAND IN NEW TERRITORIES

(Continued from Page 1)

plans for west coast expansion, including the moving of main stations to Hollywood and possibly taking over the NBC quarters.

Attending session were Alfred McCosker, chairman; E. M. Antrim, secretary - treasurer; Theodore Streibert, vice-president; Frank Ryan, Detroit; Bill Hedges, Frank Smith, Cincinnati; Robert Convey, Clarence Cosby, St. Louis; John Shepard 3rd, Boston; L. Havery, Buffalo; Harold Hough, Oklahoma; Bill Quarton, Cedar Rapids; Craig Lawrence, Des Moines; William B. Dolph, Washington; Gene O'Fallon, Denver; H. K. Carpenter, Cleveland; Sam H. Bennett, Fort Worth; John Thorwall, Dallas; William Warner, Boston; Ross Porter, Oklahoma Network; Donald D. Davis, Kansas City; Barron Howard, Richmond; John M. Henry, Omaha; Reggie Martin, Lincoln; Tams Bixby Jr., Muskogee; Frank Bishop, Denver; George Harvey, Chicago.

New Producing Combine Launched on the Coast

(Continued from Page 1)

offering complete production facilities to radio-minded biggies. New firm, with Alving at the helm and Harry David Fields, production manager, plans building custom and original vehicles for interested agencies and sponsors. The firm has just added Frederick H. Wagner to the staff to head the story department. Wagner created and wrote "The Old Judge," "Metropolis," and various other radio shows on the coast. Writer also rates story and screenplay credits for Grand National's "Killers of the Sea."

Don Lee Originating Another Mutual Show

(Continued from Page 1)

David Broekman's ork will be used. Skit to be titled "Hollywood Laffs," will narrate the escapades of a peanut-brained movie producer. 4:30 p.m. PST.

WHKC-Mutual Hookup Stepping Up Next Week

(Continued from Page 1)

ing that date, local station will get a constant supply of Mutual features seven days weekly.

Two other United Broadcasting Co. stations, WHK and WJAY, both of Cleveland, also join Mutual later.

GUESTING

PHILLIP HUSTON, actor, interviewed today by Powell Clark at 3:15 p.m. on "Grand Stand and Band Stand" (WMCA).

MONTANA SLIM, on Hammerstein Music Hall, July 6 (CBS, 8 p.m.), booked through Columbia Artists Inc.

LESLIE LIEBER, on Ben Bernie program, July 6 (NBC-Blue, 9 p.m.).

NEW PROGRAMS—IDEAS

Airport Reporter on WAAT

A new program known as "The Skyways Reporter" will take the air over WAAT on July 5 and daily thereafter. The show will originate from the passenger terminal of American Airlines Inc at Newark Airport and will be heard at 6-6:15 p.m.

Bob Becker will be the mikeman in charge, with Jack Duff on the commercials. Duff is also associated with the sponsors, W. Wilderotter Sons of Newark, N. J. The time of broadcast is at one of the traffic peaks of the terminal, with a Skysleeper plane preparing for departure and a 21-passenger Chicago non-stop arriving.

This program will provide a novel departure from the hackneyed "Man-on-street" type of feature, with its selected air-travelers to be interviewed rather than just passers-by. Also many interesting personalities connected with the airlines such as pilots, stewardesses, maintenance men, dispatchers, etc., will be brought to the mike from time to time. The deal was arranged by Robert Walsh of the William N. Scheer Agency, who is handling the account.

Week-End Road Information

WBAL, Baltimore, has inaugurated a program for the special benefit of its listeners who plan week-end trips.

The station, in co-operating with Nathan L. Smith, chief engineer, State Roads Commission, will have J. L. Mintiens of the Commission broadcast a brief forecast of road conditions, including detours, oiling, etc. During weeks when special events are being held in Maryland or nearby states, he will give the best possible roads to use. The program will be aired from 6:35 to 6:45 p.m.

"Newspaper of the Air"

WCOP, Boston, is announcing a new feature to advertisers. To be aired daily 8-9 a.m., new program is to be called the "WCOP Newspaper of the Air." Will be a participation type of broadcast featuring latest news flashes, tide, temperature and weather forecasts, financial news, women's features, sports and other news features. It will be everything worth listening to combined in one program. News will be broken up with popular music.

WOR Highway Service

On July 1 and 5 WOR will co-operate with the Jersey State Police by broadcasting bulletins at intervals advising motorists as to the least congested roads. Bulletins will emanate directly from Trenton police headquarters, as in years past when WOR contributed the same service.

GUEST TALENT LINEUP FOR CHEVROLET DISKS

(Continued from Page 1)

ren, Lois Ravel and Artie Lang; July 18—Alice Cornet and Stuart Churchill, Josephine Antoine and Brodsky & Trigg, Olga Albani and Sammy Herman; July 25—Baby Rose Marie and Guy Robertson, Irene Bordoni and Ross Graham, Jack and Loretta Clemens and Veronica Wiggins; Aug. 1—Annette Hanshaw and Barry McKinley, Kay Thompson and George Rasely, Al and Lee Reiser and Jane Froman; Aug. 8—Peg LaCentra and Morton Bowe, Josephine Antoine and Allan Roberts, Neila Goodelle and Nicholas Massue; Aug. 15—Dorothy Dreslin and Bob Lawrence, Phil Regan and Clementine Hieman, Bernice Claire and Reed Lawton; Aug. 22—Martha Mears and Phil Duey, Pauline Alpert and Singin' Sam, Audrey Marsh and Morton Bowe; Aug. 29—Alice Joy and Casper Reardon, Frances Faye and Ross Graham, Josephine Antoine and Barry Wood.

KDKA Adds Newscasts As Strike Continues

Pittsburgh—Strike of the mailing room clerks which has crippled distribution of local newspapers, resulted in a tieup with station KDKA, or rather the outlet coming to the rescue and supplying six additional news broadcasts daily, apart from its regular news service. News was supplied by editorial departments of the newspapers in a cooperative move and will continue during the time of the strike. City has been without newspapers and the metropolitan area has turned to radio to great extent for its news.

Although not taken into consideration when the extra news periods were put on under the auspices of the dailies, department stores and other sponsors, deprived of newspaper space outlet for copy, took to the ether and backed the news broadcasts.

and vice versa. Radio means screen value. Both industries can live side by side, sharing the harvest of the world's finest talent, and equally enhancing the value of all their artists to their own mutual benefit."

★ ★ ★ QUOTES ★ ★ ★

RAYMOND PAIGE: "The presenting of film stars on radio programs is now such a commonplace that few recall what a terrific struggle we pioneers had, a few short years ago, to inaugurate the practice. The "California Melodies" series, of which I was music director first introduced such stars as Dick Powell to radio audiences. But we had to fight the prejudices of movie producers, who feared radio might hurt the prestige of their luminaries. That old bogey is now banished—forever!"

CLARENCE MUSE: "Scientists recently have discovered that music has a definite therapeutic value, and are recommending it in the treatment of mental disorders. This is a new theory as far as science is concerned, but in practice, it has been used for many generations. A study of primitive peoples shows that the medicine man of the tribe was accustomed to prescribing soft, gentle and appealing music whenever one of the members went berserk!"

FRANCIA WHITE: "On my one and only meeting with the late Madame Schumann-Heink, the grand old singer told me the secret of success was 'work, work, work.' And nothing in my own experience has taught me to doubt that statement. Despite all the talk about lucky

breaks, I don't think there's a single radio singer, comedian or maestro who hasn't had to work incessantly to reach his goal."

JEAN ELLINGTON: "Foot-tappers like music but don't understand it, and people who get so excited when hearing a tune that they mumble and wave their arms aren't very smart. That's the way rhythm reacts on savages and morons. Real music lovers just sit back and quietly listen to a song. Then at the end of it they show their appreciation by applause."

DAVE RUBINOFF: "How about the musical relations of radio and screen? Actually, the two industries do not cross currents or clash at any real important point. One is for public entertainment in the home; the other for public entertainment in some theater, hall or place of amusement. If an artist achieves popularity on the screen, he or she undoubtedly becomes an asset to the radio

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGAM CORP.

"from script to disk"

1611 Cosmo St. Hollywood

CLARK ANDREWS says:

"I find the Telephone-Secretary is a most efficient medium for speedy casting of shows."

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

Vanderbilt 3-8157

Telephone—Secretary—Doris Sharp

Los Angeles

VERNON SMITH and Douglas Hodges are writing the continuity for "Hollywood Tour", the show being produced by Tay Garnett.

Terry Walker, featured feminine serious lead of "Mountain Music" signed for an interview on the Warren Stokes "Pick of the Pictures" on KEHE.

Robert Dillon's "Radio Bureau of Missing Persons" which originated on KMTR, now moves to California net and KEHE. Will use guests, picked from officials who have to do with finding missing persons.

Frederick Stark's "Fireside Cameo" program this week changes style and name to "Ecstasy", goes Mutual coast-to-coast, Saturdays from 5:30-6 p.m. PST.

Ben Sweetland, "Your Friendly Counselor" of KHJ has signed a year's contract with Consumers Credit, effective July 1, picking up when present contract with National Life Insurance expires. Daily 15 minutes, Mondays through Fridays. Erwin-Wasey Co. is agency.

Harry Maizlish, KFVB manager, waxing "Doorway to Happiness" program for Eastern sponsor auditioning. Program, which will go on the air later in the summer, seeks to find homes for orphan children, has backing of civic and welfare workers.

Susie McKee, 14-year-old girl of Augusta, Ga., who won the Saymore Saymore Cantor contest, is due in Hollywood 30 to be Eddie's guest, see the sights of the movie and radio capital.

Gus Edwards and his "School Days of the Air" (KFVB) has been resigned by the Los Angeles Soap Co. (White King soap) for another 26 weeks.

Beckman Fur Stores, through Glasser agency, starts a 13-week 15-minute musical transcription series on KFI, starting July 11.

Pinky Tomlin, currently heard on the summer Texaco broadcasts, was signed yesterday as a regular member of that program, and will remain on the show when Eddie Cantor resumes his broadcasts in the fall.



Dave Rubinoff once fiddled behind the counter of 5 & 10 cent stores to help the sale of sheet music.

MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● "Community Sings," which becomes "Gillette's Summer Hotel" next week with Milton Berle starring—takes over the EIGHT O'clock CBS spot (now held by the Moore-Broderick show) starting July 4... Harry Horlick's band and Jane Froman are already set for a fall show... Belle Baker's songplugging brother, Murray, has set the wedding date with Muriel Morris for Aug. 1... Val Irving, formerly of Irving, Jackson and Reeves, has clicked on his audition for the Thompson agency, and will be a Vallee questar... Ginger Snaps has been signed by Sam Arnow at Republic Pictures... Carson Robison's "Buckaroos" returns to the air in Oct. for a medicinal account handled by the Erwin-Wasey agency... Deems Taylor's "Coronet" show fades tonight... Don Wilson will be off the air for the summer and devote his time to RKO on 12 sport shorts... Abe Lyman has cancelled all his one-nighters, etc., to go to the coast via the canal with Bob Goldstein to recuperate from his recent illness. They sail tomorrow... Herbert R. Ebenstein of Atlas Radio was rushed to N. Y. by plane yesterday from Chi because of an infected finger gotten via a Windy City manicure... Our Marvin Kirsch has a sprained hand from hand-shaking at the NAB fracas.

● ● ● "This program originates in the studios of WHIO; this is the WLW line to New York; this is WHN"... Many listeners in N. Y., Pittsburgh and Philly for the past week have been wondering to just what station they have their sets dialed, due to the fact that three different station breaks were made on one show... While the WLW stars were appearing at the RKO Colonial Theater in Dayton, Ohio, 27 different feeds were sent out in this manner—the programs originating within the studios of WHIO... Lee Chadwick of the WTAR staff in Norfolk, dreamed this station break announcement for the Granby Theater, for Father's Day to be used as a spot: "Today is Father's Day. Surprise dad by asking him to take the whole family to the Granby to see Jane Withers in her latest and funniest—'Angel's Holiday'."

● ● ● Fred Waring, after his July engagement at the Paramount and his baton-wielding duties at the Drake in Chi, returns to the air for Old Gold!... Shelia Barrett heads a half-hour variety show on NBC starting Sept. 26—for Gruen Watches... A full-hour variety show is being built on the west coast starring Leo Robin and Ralph Rainger, the tunersmiths... Johnny Green, the songplugger, now on vacation, won't return to his post—but will become professional manager for Select... Jack Miller will vacation for the summer and return with Kate Smith for General Foods... Judy Starr has been signed by the William Morris offices and goes to Chi with Henny Youngman at the Palace... Songwriter Nick Kenny told Joe Young, Teddy Powell and us that RADIO DAILY is Great!... Sonny Werblin of MCA is not married to Gloria Grafton as reported elsewhere, and asks us to deny the story... Dan Tuthill of the NBC Artists Service crashed the AFA convention at the Penn the other day by handing the girl at the door a ticket, which he thought was for the AFA, but on his way home found the ducat in his pocket. He investigated and learned he had given the ticket-taker a comedy pass from the "Dog-Walkers Association" which he had been carrying around as a gag!

● ● ● The entire baseball audience of WMT, Cedar Rapids, Ia., is talking about Bert Puckett's latest innovation in airing telegraphic play-by-play descriptions. They can't figure out whether it's coming from the ball park or really is telegraphed... Bert has worked out a method of taking the games which has the dialers stumped... Besides using a sound effects record, he has bought himself a small bat which hangs from a bracket and a sponge rubber pad... When the batter misses the ball, Bert smacks the pad giving the effect of the ball hitting the catcher's mitt. When a player connects with one, Bert hits the suspended bat with a mallet.

Chicago

WILLIAM HAZLETT UPSON's story "Writing for The Radio Is Easy" in current Satevepost is the story of Mr. Upson's experiences in authoring Mortimer Gootch, the Wrigley show which folded here some months ago. Under other names you meet Leslie Atlass and Bobby Brown, CBS officials here, and Arthur Meyerhoff of the Neiser-Meyerhoff agency here, in the Upson comic tale.

Sarie and Sallie, WSM, Nashville sister team, here for appearance on WLS National Barn Dance.

Florence George, Chicago NBC soprano, likes Hollywood so well that she has rented a house and expects to stay for the summer.

Milton Berle, here for the big fight, made a guest appearance on Eddie and Fannie Cavanaugh's Gossip program before slipping back to New York.

Lynn Brandt drew a tough assignment after the fight broadcast—setting up an NBC mike at Braddock's bedside. Braddock declined to talk.

Alice Hill, WGN actress, shopping for a boat.

Vivian Fridell, free lance actress, was severely burned in a bathroom fire in her mother's home in Milwaukee the other day. Shower curtain of cellophane caught fire from an electrical appliance. She is hobbling around on a cane.

Ed Allen, free lance announcer, is describing girls' baseball games over WCBD.

Joan Drake, free lance actress, back from Hollywood and a short or two. Plans to return to local studios.

Gale Page, NBC singing-actress, has dropped 21 pounds and is now exhibiting one of the sveltest figures hereabouts.

SEATTLE

Constance Stevenson, formerly of Seattle's KOL staff, plans to enter the radio field in California.

"Love's Gardens" by Charlie Love and Cecil Solly, has been placed on the air Sunday morning through KJR, demonstrating gardening in West Seattle for the Puget Mill Co., sponsors. Stan Harris, former announcer on KOMO-KJR staff, recently joined KRSC.

Margaret Emahiser has joined the publicity staff of KOL.

MILWAUKEE

"Moonlight and Shadows" is a new half-hour program presented at 9:30 p.m., Mondays through Fridays, over WTMJ, featuring Allen Timm, Carla Pestalozzi, Myrtle Spangenberg, Ed Pfister and other staff vocalists with a 10-piece musical combination of strings and wood-winds.

"Even As You and I," Mondays through Fridays, 11:30-11:45 a.m., over WISN, is being sponsored each Tuesday and Thursday by Milwaukee Western Fuel Co. Neil Searles is the announcer.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

GRETTA PALMER, whose sojourn at Doctors Hospital is drawing to a close, will return to the ether today in person, not a recording... May Singhi Breen and Peter De Rose patting themselves on their collective backs on account of they've discovered an amateur heavyweight dental mechanic, weight 212 pounds, who's never been in the ring, to carry their colors in the next Golden Gloves contest... They're completely sold on the toothmaking pug... Did you know that Jack and Loretta Clemens are members of the Mark Twain (actual name of Samuel Clemens) family? An insistent and neurotic femme out Kansas City way is bombarding Joey Nash with an unending succession of mash notes... Joey doesn't know how to put an end to the deluge of sentiment... N.B. Patricia Dunlap of "Bachelors Children" is just "different"... The Dunlap lass actually toots the sax to calm her nerves... but what about other people's?... The Kay Thompson gals have formed a club, complete with dues, fines, etc.

▼ ▼
Frankie Basch of WMCA will interview femme inventor Beulah Henry on Sunday... Miss Henry's a direct descendant of the "Liberty or Death" Henrys and has 52 patented gadgets to her credit, ranging from ideas to make your hair curl to a new lock stitch for recalcitrant sewing machines... The "Modern Cinderella" lads and lasses of the ensemble have gone British with mass tea drinking after the morning rehearsals... WQXR has added two femme musicians to the musical roster. Gertrude Bary, concert pianist, and Rae Muscanto, coloratura soprano who won last year's debut award of the New York Madrigal Society.

▼ ▼
More converts to the vacation idea... Helen Gugenheim of NBC News and Special Events Dept., West Indies-bound, and Bessie Feagin of Magazine Service Division, who takes that accent back to the homeland, first to attend a sorority convention in Virginia, then to Birmingham to see the folks... Russell Patterson's choice for his "typical American girl" series is 18-year-old Grace MacDonald of the team of Ray and Grace MacDonald... Ernest Cutting's first choice in his search of young talent for NBC was the Lucille and Lanny combination.



"Your Hit Parade"

Harry Salter's orchestra which took over "Your Hit Parade" last week on the NBC-Red Network on Wednesdays at 10-10:45 p.m., has added new sparkle to the program. The conductor held sway over this spot some time ago, but his return brought a new tinge to music heard too often on the air. "The Merry-Go-Round Broke Down," another "Music Goes Round" zany, was treated differently from previous renditions, as was Nick Kenny's overworked "Carelessly."

In the medley features, Salter bowed with old-timers, "Hot Time In The Old Town Tonight," "Old Grey Bonnet" and "Jolly Good Fellow," with tingling interludes that really made one want to dance.

Barry McKinley bowed in as male vocalist on this show and did a swell job. Gueststar on this show was Genevieve Tobin, actress, who was piped in from the coast. Why this swiny and entertaining program must resort to hiring gueststars who just talk a poor commercial and do nothing else to entertain is beyond us. Miss Tobin spoke allegedly about her career, winding up that Luckies were the ciggie that made her. Nonsense.

Not to be overlooked is Salter's arrangement of "Of Thee I Sing" mixed with a few bars of "Wintergreen for President" in a novel interpretation.

"Vanishing New Yorkers"

Final program in this WMCA series conducted by Frankie Basch on Wednesday nights brought to the mike 72-year-old Edward Boards, who was the first tenor in a barber shop quartet back in the nineties. Boards also was a dramatic actor for 15 years and he still has a good

voice and clear diction. As trimmings for the broadcast, the Kings of Song quartet sang a group of old-time numbers with organ accompaniment.

"Happiness Circle"

Speaking of entertaining commentators, Glenna Strickland who does the "Happiness Circle" over WMCA for Harry Jay Treu (furs) is in something of a class by herself when it comes to delightful discourse and imaginative resourcefulness. Yesterday morning at 9:15-9:30, for instance, she talked for nearly the full 15 minutes on the subject of buttons. In that little item, as it pertains to women, Miss Strickland discovered no end of interesting chatter. And, naturally, her remarks were designed along practical lines as well.

Eve Casanova

In a 10-minute program devoted to "secrets of charm," Eve Casanova, widow of Lou Tellegen and known as a beauty authority, made her bow over WMCA at 9:35-9:45 a.m. yesterday. Miss Casanova discoursed interestingly, aided by a gift of good speech as well as a refined sophistication. Program is strictly for the femmes, of course, and they will find it helpful in enhancing their attractiveness.

"Town Hall Tonight"

The appearance of Jack Norworth and Collins Driggs were among the choice bits of Wednesday's "Town Hall Tonight" piloted by Fred Allen over the NBC-Red network. Norworth, veteran of musical and variety stages, grand old trouper and songwriter, should be heard more often on the air. Driggs is a swing organist of no mean ability.

ORCHESTRAS - MUSIC

A NEW musical aggregation, under the baton of D'Artega, Spanish American theatrical conductor and arranger, will be introduced on the summer program commencing July 4, over the NBC-Red network, while Jack Benny and Mary Livingstone are vacationing. D'Artega has arranged for such maestri as Paul Whiteman, Al Goodman, Rubinoﬀ and others.

WELI has a program of summery luncheon dance music played by Lou Anthonis and his Pinehurst Orchestra, Tuesdays and Saturdays.

When the Woody Herman dance band of 14 pieces inaugurates its series of pick-up programs from the Willows tonight, via KDKA, listeners will hear the theme song, "Blue Prelude," which is the result of the

musical efforts of Joe Bishop, flugelhorn player in the orchestra. Herman's music will be fed via KDKA to the NBC-Blue network from 11-11:30 p.m. Saturdays and at half past midnight Wednesdays. It will be heard from KDKA at midnight the other four week-day evenings, with the network program Wednesday and at 11:15 p.m. Saturdays. Sharri Kaye, contralto, is featured vocalist.

Ted Malone and his "Between the Bookends" will be back on CBS network July 5. Fred Feibel at the organ.

Guitar Virtuoso Richard McDonough will be heard as guest star with Dr. John Brunner Meakin and the Bughouse Rhythm Ensemble during their broadcast today at 7:45-8 p.m.

PROMOTION

School to Use Radio Home Data

Homemaking bulletins sent out weekly by Mrs. Ida Bailey Allen to the WHN audience will be used exclusively as regular classroom work in the cooking classes at the Albert Leonard Junior High School in New Rochelle by Mrs. Mary Nicholas this summer. Mrs. Nicholas is the home economics teacher of adult students at the school.

KFYR Brochure

Titled "KFYR Service Review," KFYR of Bismarck, N. D., has just issued an attractive brochure on the station's coverage, cost of time, etc. A colored field strength map made by E. C. Page of Chicago is included in the booklet. An accompanying pocket-size folder gives basic rates, contract and other requirements, along with an area map.

over the NBC-Red network. McDonough will be featured in a concerto for guitar and orchestra, an American folk melody called "Sweet Sue." Dr. Meakin will baton the Bughouse Rhythm Ensemble in his latest musical effort, in bounce tempo, titled "Rubber Heels."

Thirteen broadcasts from the Robin Hood Dell Concerts in Fairmount Park, Philly, will be heard over the NBC networks. Orchestra will consist of 100 musicians, recruited from the Philadelphia Orchestra, with outstanding conductors and soloists. Series will be opened by two special programs on Saturday and Sunday nights over the NBC-Blue. They will be followed by a series of seven Saturday programs, July 3 through Aug. 14, and four Thursday programs, July 8 through July 29.

Ralph Richards, NBC pianist heard on Meredith Willson's and Ernest Gill's orchestra is saying good-bye to radio for about a year and a half, starting July 3; reason being he's won a scholarship with Rudolph Ganz, celebrated Chicago pianist. He starts his studies in September.

ONE MINUTE INTERVIEW

DAVID SARNOFF

"The youngest child in the family of RCA services is, of course television. This infant is not yet out of the nursery, but is now learning to walk and to talk. The progress we are making daily in the development of transmitting sight through space gives promise that by the time the World's Fair opens in 1939 television will be greatly advanced over its present-day position. Whatever its status may be at that time, we propose to demonstrate to the public at the World's Fair the workings and the possibilities of television."

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Multi-Microphone Method Used by BBC in Musicals

London — During the last three years the broadcasting by the BBC of big-scale musical shows has been the subject of a number of experiments in studio technique. Some of the complicated productions such as operettas and light and comic operas (mixtures of music, dialogue, noise effects, etc.), which, at one time, were broadcast from a number of isolated studios linked to a remote dramatic-control panel, are now handled in one large studio: in these operetta-type productions the 'multi-studio' method has been replaced by what is known as the 'multi-microphone technique.'

The studio used is actually a converted theater—St. George's Hall, the headquarters of the BBC's Variety Department, where music-hall and variety programmes are also performed before an audience. By means of collapsible rostrums, the stage space in St. George's Hall can be extended over the area occupied by the orchestral well, which means that the studio can be used for every type of show—from a light operatic performance, with a large chorus and augmented orchestra, to a small-scale revue with a dance-band combination, or an intimate cabaret act.

The 'multi-microphone' equipment consists of seven ribbon microphones and a six-table gramophone unit, which are controlled by the microphone technician, or balancer, by means of an eight-channel 'mixing' unit, housed in a glass-fronted listening cubicle perched high above floor level on the side of the stage. From this vantage point the balancer and the producer can see and hear cast, chorus, and orchestra throughout the course of the programme. In direct communication with the listening cubicle is a remote listening room, which is equipped with a microphone connected to a loud-speaker in the theater, thus enabling the producer, if he so desires, to direct rehearsals while listening to them under the conditions of the ordinary listener.

Additional reverberation can be obtained by means of a remote 'atmosphere' microphone, so placed that it cannot pick up direct sound. When a definite 'echo' effect is required, the 'atmosphere' microphone

BBC Television Opera a Success

London—A specially adapted television broadcast of John Gay's opera, "Polly", presented recently by the BBC, is considered to have been an unexpected success. Changes of scene were effected by fading in and out, thus eliminating the break of continuity which often detracts from the stage performance.

Decision of BBC to extend its "balanced cable" links will bring almost every important London sight-seeing spot, as well as a majority of amusement centers, into the range of television transmission. Ready by fall, this copper girdle network will enable BBC to televise every big London event from Trooping the Color to the Lord Mayor's Show and important theater and film premiers.

Four Engineers Added In NBC Chicago Studios

Chicago—L. E. Dutton, Thomas E. Gootee, A. D. Aldred and Homer Courchene have been added to NBC engineering staff. Dutton of WIOD, Miami, is new studio engineer; Gootee, from RCA, added to field staff; Aldred of WGES Chicago to WMAQ transmitter crew, and Courchene who came from KOY to WENR transmitter crew.

is placed in an adjacent cement-walled passage. When partial segregation of any scene or effect is necessary, rock-wool tents or mobile screens are used.

It has been found that apparent changes in acoustics, in perspective, and in quality can be obtained by microphone placing and mixing. In order to simplify the 'positioning' of artists, a non-absorbent canvas carpet, marked out in numbered spaces, is used, and on this carpet there are red lines indicating the axis of the microphone, and also the approximate limits within which artists must work. At rehearsals, therefore, artists may be given fixed positions.

Essentially, the system consists of using different microphones in such a way that the listener is helped to visualize the action as it would appear upon the stage. Changes of scene are denoted by altering the acoustical 'color'; dramatic effect can be heightened by changing over from one arrangement of microphones to another. The standard lay-out makes use of five microphones: one for the orchestra, three at varying heights and distances for the artists, and the 'atmosphere' microphone previously referred to. The three microphones for the artists are not used simultaneously, but any one of them can be selected to give the required effect. The 'atmosphere' microphone helps, when required, to give a strikingly realistic impression that the performance is taking place in a hall having acoustics quite different from those of St. George's Hall.

WSOC Portable Unit Gets Thorough Workout

Charlotte — All the facilities of WSOC's mobile unit were pressed into service for the station's "Did You Ever Wonder" broadcast from the Myers Park Country Club.

Three announcers and two engineers handled the feature, which commenced with a description of the club's pool and tennis courts by Dewey Drum who also interviewed the manager. This was accomplished through the facilities of the short-wave relay broadcast transmitter known as WAAK, which rebroadcasts to WSOC on 40 watts power and 2,058 kilocycles. A switch was made to Charlie Hicks, manning the little beer mug transmitter. Charlie picked a golfer coming on to the second tee and described his shot which was picked-up on the 3rd tee by Paul Norris with the regular 5-watt pack transmitter. As the player progressed along the course, Paul concluded his description and returned the broadcast to WAAK. WSOC's miniature pack, or beer mug transmitter, is very portable, and has worked out very successfully. It has a power of approximately one quarter of one watt, operating on 31,100 kilocycles. It will both receive and transmit, and is known as W4XER. The "mug" was designed and built by WSOC engineers.

New WSPD Control Operator

Toledo—George Caskey, 25, Muncie, Ind., has become a studio control operator at WSPD. He is new in broadcasting, although he has been an operator on the C. & B. boats on the Great Lakes.

Program Amplifier for WAAB

Boston — WAAB, Mutual outlet here, has acquired one of the new Western Electric program amplifiers, first installed by WOR, Mutual station in the Greater New York area.

Sound Effects Machine Converted to Recording

Pittsburgh—KDKA has received attachments for the turntables on the sound effects machine which will convert that equipment into record-making machines. These RCA attachments will be used in connection with regular sound equipment and will enable KDKA to pick up and make a record of any program on the air. The program may originate in the KDKA studios or at some outside point. Pre-grooved records are not needed as the new device cuts its own groove.

In the studios or control rooms, programs do not sound like they do out in the homes. The new equipment will make it possible for KDKA to not only make permanent copies of programs, but, by playing these records, the broadcast will be re-created just as it sounds in the homes of listeners. This facility will be of much value to sales, program and production departments. It will also enable the program department to study and improve new programs until they are perfect.

Build Special Facilities For WPTF Island Airings

Lack of wire-line facilities from Manteo, the business enter of Roanoke Island and Dare County, N. C., to Fort Raleigh, the scene of the 350th Anniversary of the Birth of the First White Child in America, necessitated the immediate construction of proper circuits for broadcasting purposes in connection with the 350th anniversary of the birth of the first white child in America, being celebrated starting July 4. Such construction gives WPTF virtually exclusive coverage of the event. All stations in North Carolina, several in Virginia, as well as NBC have been ordered their choice of all feature Celebration programs directly from WPTF's control board.

Convention Special

"Pick-Ups", the Western Electric Co. house organ edited by Will Whitmore, had an NAB convention special this week. The 44-page issue devoted a good deal of its space to pictures and write-ups of NAB officials and members. And of course there was no slighting of Western Electric's new Program Amplifier, microphones, P.A. systems, etc.

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NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,084,364—Television System. Vladimir K. Zworykin, Haddonfield, N. J., assignor, by mesne assignments, to RCA.
- 2,084,379—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.
- 2,084,443—Time Controlled Program Selector for Radio Sets. Lillian Y. Huffaker, Los Angeles.
- 2,084,475—High Frequency Amplifier. Renee A. Braden, Collingswood, N. J., assignor to RCA.
- 2,084,476—Electron Discharge Device and Circuit. Charles H. Brown, Brooklyn, assignor to RCA.
- 2,084,478—Electron Discharge Device. Richard U. Clark, Waltham, Mass.
- 2,084,586—Radio Tuning Arrangement. Alfred A. Linsell, London, England. Assignor to RCA.
- 2,084,647—Automatic Frequency Control. William A. McDonald, Little Neck, N. Y., assignor to Hazeltine Corp.
- 2,084,725—Gas-Filled Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieen-en-Apparaten Fabrieken "Meaf."
- 2,084,734—Electron Discharge Device. Walter L. Krahl, Swampscott, Mass., assignor to Hygrade Sylvania Corp.
- 2,084,740—Filter Circuit. Lewis J. McKesson, Port Jefferson, N. Y., assignor to RCA.
- 2,084,760—System for Radio Spectrography. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.
- 2,084,762—Transmitter Power Control. Werner Buschbeck, Hans Prost and Friedrich Boettcher, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,084,771—Automobile Radio Antenna. Paul L. Mann, Chicago, Ill., assignor to Consolidated Wire and Associated Corporations.
- 2,084,836—Alternating Current Meter. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,084,851—Means and Method for Turning Rotatable Objects to Predetermined Positions. Le Roy J. Leishman, Los Angeles.
- 2,084,858—Metal Radio Tube. George F. Metcalf, Schenectady, N. Y., assignor to General Electric Co.
- 2,084,865—Light Sensitive Electron Discharge Device. Franz M. Penning and Marten C. Teves, Eindhoven, Netherlands, assignors to N. V. Philips Gloeilampenfabrieken.
- 2,084,867—Magnetically Biased Electron Discharge Device. Dietrich Prinz and Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,084,913—Seal for Electron Discharge Devices. Alfons Kauffeldt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

Tomlinson Felicitated by Hull

Edward Tomlinson, noted NBC commentator on Latin-American affairs, has received felicitations from Secretary of State Cordell Hull on the start of his fifth season of descriptive-interpretative programs on South and Central America.

"Aunt Jenny" Time Change

Beginning July 8 "Aunt Jenny's Real Life Stories" takes over the spot formerly occupied by the Dr. Dafeo program, 11:45-12 noon, Monday through Friday, on CBS, instead of its original 1:45-2 p.m. spot.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS
 Waterloo Times-Tribune Publishing Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime, be denied.
 WPEN, Philadelphia. Mod. of license and transfer of control of corp. 920 kc., 1 Kw., share time with WRAX, be granted.
 WRAX, Philadelphia. Consent to transfer control of corp. and mod. of license. 920 kc., 1 KW., share time with WPEN, be granted.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
 No. 46 of a Series

KRBC—Abilene, Texas

1420 Kc.—250 Watts day, 100 Watts night

HOWARD BARRETT, Commercial Manager

KRBC, one of the younger stations in the country, having been established on Oct. 1, 1936, is owned and operated by the Reporter Broadcasting Co. Located in western Texas, KRBC services one of the wealthiest and most populated areas of the entire state. Because of its high standard of broadcasts, KRBC has already succeeded in proving to advertisers that the station is worthy of their business. Now, as KRBC approaches its 9th completed month of broadcasting, it is considered as an established station, and is recognized as a worthy competitor by its neighboring outlets.

The total coverage of KRBC includes 54 counties in which there are 105,870 radio homes and a population numbered at 755,419. In the primary coverage, which includes 23 counties, there are 53,900 radio homes and a population of 387,558. Secondary coverage, embracing 31 counties, includes 51,970 radio homes and a population numbered at 367,861. Total coverage includes territories within a 75-mile radius of Abilene. These areas comprise the most compact and populous radio market in West Texas. The total annual spendable income in the KRBC primary area is \$156,040,000. Principal sources of income in this area are manufacturing, ranching, farming and oil production. Cotton is the major farm crop.

Studios and transmitter are of the latest type. The studios and business offices are located in the Hilton Hotel, and the transmitter is at Ambler and Cottonwood Streets, Abilene. A 180-foot tower is situated right next to the transmitter building. Three colleges offer KRBC full co-operation in the building of quality shows. They are Hardin-Simmons, Abilene Christian and McMurray colleges. Artists heard regularly over the station include Ray Maddox and his orchestra, "The Country Maid," "A City Within Itself" orchestra and the famous Cowboy Band of the Hardin-Simmons University.

KRBC's exclusive representatives are Wilson-Dalton-Robertson of New York, Chicago and Kansas City.

Station Improvements

Weslaco, Tex.—KRGV has applied to the FCC for license to cover construction permit for changes in equipment and increase in power.

Urbana, Ill.—WILL is awaiting CP to make changes in transmitting equipment and boost power to 5 kw.

Laurel, Miss.—Changes in equipment and increase in power to 250 watts day are included in CP requested from the FCC by WAML here.

Detroit—CP to change frequency from 1500 kc. to 1510 kc., increase

power to 1 kw. day and night, install new equipment and move transmitter has been asked by WJBK from the FCC.

Mississippi City, Miss.—WGCM has applied for license to cover CP for a new transmitter.

Brady, Tex.—KNEL has requested CP to make changes in equipment and increase power.

Sacramento, Cal.—CP for installation of a new transmitter and increase in power to 10 kw. has been asked by KFBK.

Courboin Designing WFIL Organ

Dr. Charles Courboin, WOR organist who has been selected to play at the Roosevelt-du Pont wedding June 30, has been engaged to design an organ for WFIL, Mutual's Philadelphia affiliate. Dr. Courboin not only plays and composes, but has designed more than 150 organs in the United States, including the six-manual, 30,000-pipe instrument in Wanamaker Grand Court, Philadelphia, which is said to be the world's largest organ.

Van Nostrand Signed by Crosley

Atlanta—Crosley Radio Corp. of Cincinnati has executed annual agreements with the Van Nostrand Radio Engineering Service covering regular frequency measurement service for WLW and WSAI, the Crosley stations in that city.

Walter Van Nostrand recently published "Radio and How It Works," a booklet in layman language for radio listeners who want to know all about their radio sets and how to get better results from them.

New Presto Catalog

Presto Recording Corp. has issued a new catalog and price list on instantaneous sound recording equipment, including recorders, turntables, amplifiers, radio tuners, discs, and other equipment units and parts. Along with the catalog material, Presto is mailing a broadside of newspaper reprints showing how instantaneous recordings have figured in recent headline stories.

Salt Shaker Mikes for WICC

Bridgeport, Conn.—The latest type of "salt shaker" microphones are now part of the studio equipment at WICC.

Lightning Strikes WHB

Kansas City—WHB was knocked off the air for an hour and 50 minutes during a recent electrical storm when lightning struck their North Kansas City transmitter and blew a tube.

Coming Events

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

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

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.

Atmospheric Study In Bermuda

George A. Gerber, chief development engineer of export receivers for Zenith Radio Corp., Chicago, has sailed for Bermuda to make a first-hand study of the unusual atmospheric conditions on the island which make good radio reception difficult at times. Gerber, in addition to making extended tests of one of Zenith's recently constructed export receivers, will endeavor to perfect new methods for combating unfavorable conditions for the purpose of constructing a radio receiver superior to any now in use in Bermuda.

Zenith is especially interested in this development at it ships radios to 97 countries where all manner of reception conditions are encountered.

Senate Passes Tax Bill

Washington Bureau, RADIO DAILY

Washington—Senate yesterday passed original administration-sponsored Doughton bill extending nuisance taxes on theater admissions, radios, etc., for another two years beginning July 1.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily

to
 June 25
 Cliff Soubier Leo Cohen
 Martin Gosch Bettina Stienke
 June 26
 Octavus Roy Cohen Bob Nolan
 William Wirges
 June 27
 Milton Mabie

SAN FRANCISCO

KSFO scooped its contemporaries with hourly broadcasts throughout the night direct from Oakland airport in connection with the arrival of the Moscow-to-San Francisco Soviet fliers. Bob Dunn and Alan Sheppard were at the mikes for KSFO-CBS. The fliers and other notables were put on the air.

One of the sweetest buildups in radio history was NBC's carefully nurtured creation of a desire by the public to buy the song "The Dream in My Heart" heard on "One Man's Family." Music houses here are selling plenty and sold out completely Sunday night, June 13, when announcer told audience it could buy "Dream" on the stands "that very night." Author of piece, kept quiet these many months, was revealed as Edna Fischer, NBC pianist, who is also basking from promotion fruit.

Jeane Cowan, who was about to be written out of the "Hawthorne House" script because she moved to L.A., will definitely remain in the drama and plane back and forth.

Dick Newton, the "Singing Salesman", who's been playing and warbling Sundays for Hastings clothiers on KPO, fades July 4. The Thursday spot ends July 8. Sidney Garfinkel agency says it's for the summer.

John Nesbitt's "Passing Parade" show loses its Tuesday bracket, which is a coast-to-coaster, after the broadcast of July 27. Howard E. Williams agency says "summer change" but intimates "there'll be a complete story in about a week."

BOSTON

J. Raymond Minter has been appointed executive vice president of Ingalls-Advertising, according to an announcement by Arthur W. Ingalls, president. A graduate of Williams College, Minter entered advertising ten years ago.

Arthur F. Edes, program director of WEEI, back after a vacation trip which took him to Mexico and a stop-off at Havana.

Paul Curley, announcer at WMEX and son of former Gov. Curley of Mass., is laid up with a throat infection. His father insisted he go to the curley summer home at Osterville for a few weeks and recuperate.

From now until the conclusion of the 52nd season of Boston Pops Concerts, WCOP will broadcast a preview of the program announced for each night.

A "booth-by-booth" interview at Boston's Radio Trade Show will be broadcast by Jim Donovan of WCOP.

Nightly a half-hour of Jimmy McHale's music from the Westminster Roof is fed to the Intercity Network by WMEX.

ST. LOUIS

Larry Neville, continuity, and Grace Dockstader of the general office at KMOX will be married at some future date. And Harry W. Flannery, commentator, has revealed he plans to marry late in July.

Jane Porter, Magic Kitchen directress, will not take a vacation this year. "I just can't tear myself away from my kitchen," she explains.

★ Coast-to-Coast ★

WPG, Atlantic City, items: Stanley Meehan, former radio operator, who made his debut as singer over this station, has been booked for the summer at one of the popular night clubs here; also contracted to join Rudy Vallee's ork in the fall... "Sports Oddities", embracing rare happenings in world of sport, is being conducted by Jack Nuneville each Tuesday at 2:45 p.m... Four-year-old Nancy Dawn Simpson, appearing each Saturday with the Steel Pier Junior Entertainers, is one of radio's newest finds... Over 800 New Jersey milk producers are represented in the Tea Time Topics program sponsored by South Jersey Cooperative Milk Producers Ass'n.

Gene Buck, song writer and president of the American Society of Composers, Authors & Publishers, and Al Woods, producer will appear as guests on Chamberlain Brown's all-star revue over Station WMCA on Monday at 1:30-2:00 p.m., instead of 1:45-2:15 p.m., the previous time.

Sylvia Feldman and Jack Riley are saying au revoir to WELI, New Haven, for the summer.

Dorothy Lamour of the Chase & Sanborn Hour will be on the Broadway screen for another week, her Paramount film, "Last Train from Madrid", being held over at the Criterion.

Frank Craven's "Story of the Race Track," in which the leading role will be played by Al Jolson, will

be the dramatic feature of Jolson's concluding "Cafe Trocadero" program of the season over the CBS network on Tuesday, 8:30-9 p.m. Following this broadcast the "Mammy" singer and his cast of radio stars will vacation for nine weeks, to return to the network on Sept. 7.

Horace Heidt and his Brigadiers have put it to a vote to determine which members to use on their half hour broadcast of songs which have "grown mellow with age." The ditties will be presented over a WABC-Columbia network on Monday 8-8:30 p.m. Selections will include "Sweet Sue," "Oh Promise Me," "Oh Marie," "Put on Your Old Gray Bonnet," "Old Black Joe" and others of a similar vintage.

Albert W. Marlin, manager of WMAS, Springfield, Mass., is holding a series of discussions with city officials, seeking a location for a new aerial for the station.

Allan W. Mills, commercial representative of WSPR, Springfield, Mass., and Mary St. John of Indian Orchard, Mass., were married a few days ago.

Embryonic announcers will take charge of the "Junior Varieties" program over WBAL, Baltimore, today in connection with the station's plan to find the best juvenile announcers. Five 11 and 12-year-old youngsters will try out their spiling abilities.

Programs That Have Made Station History

No. 14—WOR's "Witch's Tale."

"WITCH'S TALE" had its sixth anniversary over WOR on May 27, making it perhaps the oldest serious dramatic series on the air.

When Alonzo Deen Cole, experienced actor and writer, proposed his series, there was some question whether a radio audience would tolerate anything akin to gruesomeness. Cole presented his first program, with Old Nancy, a witch, telling one of her supernatural stories to her big black cat Satan as audience, evolving then into a dramatization of the actual scenes. The public's appreciative response to the thrills and chills was immediate, and since May 28, 1931, the "Witch's Tale" has been one of radio's top-flight features.

Scripts already presented over WOR have been translated in Spanish, Portuguese and Italian for foreign broadcasting presentations. Electrical transcriptions of the "live" programs have been features on major

stations all over the country, in Birmingham, Atlanta, New Orleans, Jacksonville, Memphis, Duluth, Providence, Washington, San Francisco, Los Angeles and Portland.

Cole, who once was an actor associated with David Belasco, has written every one of the 281 scripts himself. An authority on the supernatural, his collection of books on superstitions, omens and witchcraft is considered the best in New York. He is the author of "Luck and Your Fortune," and until recently published a magazine called "The Witch's Tale."

The only member of the original cast who has been with Cole from the start is Marie O'Flynn, his co-star and wife, herself a former actress. Other members of the present cast, all of whom are experienced actors and have been with Cole for several years, are Mark Smith, Tom Hoyer, Alan Devitt, Ethel Intropidi and Miriam Wolff, she of the cackling

KANSAS CITY

Webb Witmer, WDAF announcer, leaves the end of the week for a vacation in St. Louis.

C. E. McBride left his Roi Tan Sports Chats in the care of WDAF's sports announcer, Fred Weingarh, while he spent six days in Chicago covering the Louis-Braddock fight.

Linwood Ice Cream Co., here which formerly used daily 50-word spots on WDAF, has contracted for three quarter-hour of transcribed music weekly for 13 weeks.

With the coming of summer, Gertrude Martin, who airs KXBY's daily Social Calendar, devotes most of her quarter-hour program to news of activities at nearby children's camps.

Jack Wolever, KCMO announcer, has returned to rep shows to play under canvas during the summer.

KMBC, with special events man Paul Henning at the mike, has been airing an unusual number of remote broadcasts during the last few weeks.

With the Saturday fading of the 13-week Homespun David series heard daily from KCKN under sponsorship of the Davidson Furniture Co., Ward Keith and Kay Gipson are planning a Hollywood jaunt. Kay Gipson, vocalist and dramatic artist in the Homespun David series, presented 172 different songs during the 13-week run of the daily show. She leaves Kansas City soon for Hollywood.

Karl Willis, KCKN program director is spending a week in his home town, Monett, Mo.

KCKN is featuring a Sunday evening quarter-hour program of interest to local scribes in which C. Clyde Myers, a local lawyer and writer, reads the stories and poems of Kansas City, Kas., writers.

Leon Goldstein to WMCA

Leon Goldstein, publicity director of WBNX, was announced yesterday as the successor to Larry Nixon, publicity and advertising director of WMCA. Goldstein will assume new duties on July 1. Frank Johnson will take over Goldstein's duties at WBNX.

wail who plays the part of Old Nancy, the witch.

The stories have had Italian, Irish, Indian, Scandinavian, African, and other backgrounds, and all of them, of course, have been based on the supernatural. Cole is an accomplished linguist, among other things, and almost every dialect except Japanese and Senegalese has been used in the series.

Cole's favorite story, which was repeated several times after numerous requests, was "The Madman," the tale of a great inventor, who, driven insane by the death of his wife, lured young couples to his house and tortured them with supernatural devices. Next in popularity, according to Cole, was "The Gypsy's Hand." This told of a doctor who was pursued by a human hand—the hand of a Gypsy violinist which he was forced to amputate.