



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 2

NEW YORK, N. Y., FRIDAY, JULY 2, 1937

FIVE CENTS

CIO Moves Dent Radio Biz

JESSEL AND TALMADGE FOR REGIONAL SPONSORS

West Coast Bureau, *RADIO DAILY*
Los Angeles—One-year contract signed by George Jessel and Norma Talmadge with the Mutual network calls for a series of regionally-sponsored Sunday afternoon shows, probably starting on Sept. 5, with the 2:30-3 p.m. time tentatively penciled in by KHJ here.

In making the announcement, General Manager Lewis Allen Weiss of the Don Lee chain also revealed another important deal, whereby Nat Carr and Alexander Carr are being

(Continued on Page 2)

"Watch Tower" Disks Offered for Home Use

Judge Rutherford, whose "Watch Tower" broadcasts are now being aired over 27 stations, has made a series of recordings titled "Exposed," which will be played free of charge in the home of any listener who writes to the "Watch Tower" headquarters and requests a hearing. The regular broadcast disks are now also being short-waved to Station EAQ, Spain, and are being cut in Spanish.

Other stations carrying the record-

(Continued on Page 3)

Elmer Davis Replacing Kaltenborn in CBS Spot

Elmer Davis, noted author and newspaperman, has been signed by the Columbia Broadcasting System to replace H. V. Kaltenborn on July 15. Kaltenborn will leave for an extended trip to Europe following his broadcast of July 8 and Davis, who has just returned from Europe, will do the weekly Thursday 7:30-7:45 p.m. broadcasts until Kaltenborn returns.

"Ranger" for Pix

"The Lone Ranger," Mutual network serial heard three times weekly, to be filmed also as a 15-episode serial by Republic Pictures, will be released in its pix version in the 1938-39 movie season, Vice-President J. J. Milstein of Republic announces. Show has been on the air more than four and a half years.

Escape

A station airing quite a few programs in foreign languages reports that these shows are becoming popular even with a lot of folks who know only English. Explanation, the station manager confides, seems to be that the listeners are not annoyed by over-lengthy or too high pressure commercials — because they can't understand them.

6 NBC STATIONS FORM BLUE SOUTHERN NETWORK

Six of the 10 stations which NBC announced yesterday as joining the Blue network will form a group to be known as the Blue Southern. They are WNBR, Memphis; WSGN, Birmingham; WAGA, Atlanta; WDSU, New Orleans; WJBO, Baton Rouge; KXYZ, Houston. Group will sell for \$960.

The other four WROL, Knoxville; KFDM, Beaumont; KRIS, Corpus

(Continued on Page 3)

Copyright Bill Action Unlikely This Session

Washington Bureau, *RADIO DAILY*
Washington — With no hearings scheduled before the middle of July at least, possibility of any action on either the Duffy, Sheppard or Guffy copyright bills appeared very unlikely yesterday, according to a

(Continued on Page 3)

Five-Day Week Adopted By WGAR in Cleveland

Cleveland—John F. Patt, vice-president and general manager of Cleveland's WGAR announced that effective immediately the engineering and program departments of "The Friendly Station" will go on a five-day week. WGAR is the first Cleveland station to announce such a move.

The engineering department, headed by R. Morris Pierce, will be augmented by two new men who come to the station from New York. The

Networks in Complicated Situation Due to Strikes Affecting Sponsors' Activities

A. F. M.'S ET MEETING DELAYED TO JULY 20

American Federation of Musicians executive board, which is to take up the matter of adjusting the electrical transcription and radio situation as per vote at the recent AFM Convention in Louisville, will not convene before July 20. It was expected that the question would be taken up within the 30-day period set at the Convention the week of June 14.

AFM president Joseph N. Weber will not return until after the July 4 holiday and he will then correspond with the individual members of the executive board to learn what date will suit all concerned. It was definitely stated, however, by an AFM official that no meeting will be held before July 20.

Possibility that the board may

(Continued on Page 3)

New WDAF Transmitter Is Placed in Operation

Kansas City—Besides a new Blaw-Knox, 420-foot vertical radiator and a ground system composed of ten miles of copper ribbon laid 8 inches under ground and fanning out radially from the base of the tower with radiants

(Continued on Page 7)

With the CIO laying the groundwork for a national radio campaign in the fall, and the ARTA attempting to sign up the technical branches of radio, the three major networks are now finding themselves involved in a complicated situation. Within the past six weeks the CIO, due to strikes called in the automotive sectors, has been directly responsible for three national advertisers cancelling radio activities. At present it is doubtful whether these companies plan to curtail radio activities in the fall or resume their regular schedules. Should

(Continued on Page 3)

ROBERT KAUFMAN HEADS NEW WLS DEPARTMENT

Chicago—Appointment of Robert L. Kaufman as head of a new advertising-promotion-merchandising department at WLS was announced yesterday by Glenn Snyder, manager.

Kaufman just resigned as commercial manager of Earl May's KMA, Shenandoah, Ia. He formerly was

(Continued on Page 2)

Decision Is Reserved In Wash'n Ascap Case

Tacoma—As expected, the hearing in the test suit brought by Ascap to argue the constitutionality of the Washington anti-Ascap state law has resulted in the three Federal judges reserving decision and asking that additional briefs be filed. Ascap

(Continued on Page 3)

Producer-Attorney

Cleveland—Carl George, WGAR production manager, has just been informed of his acceptance to practice before the FCC in Washington. George was graduated last winter from the School of Law of Western Reserve University here. Before that he was graduated from Muskingum College. The new attorney-producer has been in radio for the past five years.

(Continued on Page 3)



Vol. 2, No. 2 Fri., July 2, 1937 Price 5 Cts.

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

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

FINANCIAL

(Thursday, July 1)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA 5% Pfd. B, Stewart Warner, Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include CBS A, CBS B, Stromberg Carlson.

Lohr Host to Staff

Lenox R. Lohr, NBC president, has invited the entire NBC staff to a picnic and fireworks display at his Tarrytown estate next Monday evening. If the staff so desires, they can come in the afternoon with their box lunches and stay all day.

Socony Program on WHEC

Socony-Vacuum Oil Co. on Monday will begin a new series of "Socony Sports Reporter" programs over WHEC, Rochester, Mondays through Saturdays, 6:30-6:45 p.m. Lowell MacMillan will be at the microphone. J. Stirling Getchell Inc. placed the account.

New CBS Blues Series

A new musical program, headed by Raymond Scott, titled "True Blues", will be heard over WABC and the Columbia network on Mondays at 12-12:15 noon, effective July 5. Scott's idea is to return to blues of the traditional variety, in place of the currently popular swing.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

10 TO 11 A. M. 6 TO 7:30 P. M.

New Chapter in Shakespeare War

The Shakespeare war between NBC and CBS still rages. Last week NBC announced that Elaine Barrie Barrymore would play opposite her husband in one of the series to be aired on that network. CBS yesterday announced that Margaret Perry, well-known actress and wife of Burgess Meredith, would portray the role of Ophelia opposite her husband's Hamlet on July 12. Mr. and Mrs. Barrymore also to play Caliban and Ariel in "The Tempest" on Monday after next.

Jessel and Talmadge For Regional Sponsors

(Continued from Page 1)

teamed as a comedy duo and being set for a nightly spot beginning in September. Weiss reports that several national agencies and advertisers are interested in the new program because of a transcription which he took back to the recent NAB convention.

NBC Execs in Honorary Posts

Two NBC executives, Margaret Cuthbert, in charge of women's activities, and Charles A. Wall, assistant to Mark Woods, network's treasurer, have been appointed to honorary posts. Cuthbert will be vice-chairman of the 1939 biennial committee of the National Federation of Business and Professional Women's Clubs during the World's Fair here. Wall will be assistant to the chief of staff of the 1st army division during the plans and training period maneuvers at Fort Devens.

"Professional Hour" Moves

The "Professional Hour," formerly broadcast over WMCA from the stage of the Paramount Theater in Brooklyn will be presented from the stage of the Fox-Fabian Theater in Brooklyn every Friday night 9:30-10 p.m., starting tonight. Don Kerr continues to be emcee, with Ben Nelson supplying the musical background.

The Fox Theater also presents the "Amateur Hour" broadcast over WMCA every Monday night.

Phil Cook to Recess

The Morning Almanac, featuring Phil Cook and heard over WABC on Monday through Saturday at 8-9 p.m., will recess for one month following the July 3 broadcast. Program will have completed 78 broadcasts on that date. No replacement has as yet been scheduled for the period during the four-week lay-off.

Publishing Heatter Essays

Modern Industrial Bank, sponsors of Gabriel Heatter, has gathered a group of essays written by the commentator and is having them published in book form. Essays, which are shorter than the radio program, are not devoted to news, but rather to topics of general interest. Title assigned to the book is "Faith".

Sheldon Hickox to Wed

Sheldon B. Hickox Jr., NBC station relations department, will be married to Evelyn Jackson on July 31. Honeymoon will be spent seeing Canada by auto.

Robert Kaufman Heads New Department at WLS

(Continued from Page 1)

CBS publicity chief here and later program director of WBBM. Serving under Kaufman will be Virginia Seeds, publicity; David Wilburn, trade paper advertising and promotion, and Bob McElvaine, research.

Amos 'n' Andy Deal Near

Deal whereby Amos 'n' Andy will be sponsored by Campbell's Soup Company (soup and tomato juice) was reported yesterday on the verge of being closed. Freeman Gosden and Charles Correll (Amos 'n' Andy) are understood to be sold on the deal provided they can retain the same 7-7:15 p.m. spot which they now have. Their Pepsodent contract expires Jan. 1, and the blackface team recently decided on a change of sponsor. Lord & Thomas is their exclusive agent.

Campbell's now has two CBS network shows, Ken Murray on Wednesday nights and "Hollywood Hotel" on Fridays.

Johnson Succeeds Goldstein

Frank Johnson, studio director at WBNX, has been appointed director of publicity to replace Leon Goldstein, who resigned to become publicity and news editor of WMCA. Goldstein took up his new duties at WMCA yesterday.

Goldstein, associated with WBNX for the past three years has been identified with newspaper and publicity work for over ten years. He was formerly connected with McKeon Publicity Associates and with the Bronx Board of Trade as director of public relations.

Rudy Bundy Held Over

Rudy Bundy and his band, now appearing at Asbury Park, will be held over an additional week beginning Monday and will have their Mutual broadcasting schedule increased to five spots throughout the week. Bundy is the first band to remain at the resort more than one day during the current season.

Joins CBS Publicity Dept.

Cecil B. Brown, formerly with the defunct N. Y. American, has been added to the night shift of the CBS publicity department, in place of George McMurray, who has left that organization to take charge of publicity for Horace Heidt.

COMING and GOING

DR. JOHN BRUNKER MEAKIN and his "Bughouse Rhythm Ensemble" return to San Francisco from New York after tonight's broadcast from Radio City. They have been on an eastern trip for the past few weeks.

JUNE AULICK of the CBS press department leaves today for his summer vacation.

CHARLES ROSS of Popular Music also leaves for his vacation today.

NOEL GERSON of the WGN, Chicago, continuity staff, is spending a six-week vacation in Europe.

JERRY BELCHER will be in Hartford, Conn., on Sunday to air his NBC-Blue "Our Neighbors" show from there.

FRANK BURKE of Consolidated Radio Artists leaves tomorrow for a two-week trip. The first week is to be spent with his family and the second between the Chicago and Cleveland offices of CRA.

ARTHUR NEWMAN of Sound Apparatus left yesterday for two weeks of relaxation in the Catskills.

DORIS DOE of the Metropolitan Opera Co. arrives today from Europe.

FORD BILLINGS, who directs the Hearst radio operations on the West Coast, has returned to California after visiting WCAE, Pittsburgh.

LESTER LINDOW of the sales force of WCAE, Pittsburgh, leaves for the west coast to start his vacation.

ED HARVEY of WCAE, Pittsburgh, has been vacationing in New York.

FRITZ REINER, who will conduct the Philharmonic orchestra at the Lewisohn Stadium for three weeks starting July 9, arrives from London today aboard the Berengaria with his entire orchestra.

FREDERIC WILLIS, assistant to William S. Paley, president of CBS, is back from his European trek.

E. C. MILLS, head of the administrative committee for Ascap, is headed for Los Angeles after a visit to Tacoma, Wash., and Portland, Ore.

VICTOR BAY leaves for Hollywood today.

BENAY VENUTA left Chicago for Hollywood yesterday.

Foreign Market Data

Data on European radio markets, programs, and practices of special interest to American advertisers and producers will be published in the "European Section" of the Script Library's "Trends and Opinions" handbook. The information about European broadcasting is being gathered by Marjorie Mueller, Radio Events' foreign representative, currently on the continent to investigate the entire situation. First section on "European Radio" will appear in the July 15 issue of "Trends and Opinions."

BARRY MCKINLEY

Griffin "ALL-Wite" Tie Toc Review

Management NBC Artists' Service Personal Representative James L. Saphier

CIO MOVES AFFECTING ACCOUNTS USING RADIO

(Continued from Page 1)

the CIO succeed in garnering itself time on the national hook-ups, it is certain that these advertisers will cancel radio and concentrate on newspapers.

The latest radio advertiser to cancel, Willys-Overland motors, is at present completely tied-up. All production has come to a standstill, and it will be some months before work will be restored to average rate. The sponsor had not been quoted as admitting that it would stay on the air indefinitely, but RADIO DAILY had learned that this was to be the case.

Statements issued during the past month have hinted that although the CIO radio plans are now worked out in detail, John Lewis has not as yet given his o.k. However, the CIO is understood to have definite plans as far as radio is concerned, and may, through the ARTA, be able to force stations to sell time.

"Watch Tower" Disks Offered for Home Use

(Continued from Page 1)

ings are: WNBC, WRDO, WLBZ, WAGM, WCOP, WHDH, WMEX, WLNH, WCAP, WHBI, WBBR, WGR, WKBW, WGBB, WFAS, WSN, WEST, WHJB, WKBO, WTEL, KQV, WWSW, WBRE, WRAK, WORK and WSYB.

Programs, although of a religious nature, appeal to all denominations, and the listening audience is numbered at 2,630,000.

Copyright Bill Action Unlikely This Session

(Continued from Page 1)

spokesman for the Senate Commerce Committee. The Patents Committee is over-burdened with work on the court of patent appeals bill, it was stated.

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

BIRTHDAYS

Greetings from Radio Daily to

July 2
Jack Hylton Jane Courtland
Sid Schwartz

July 3
John McMillin Jerry Vogel

July 4
George M. Cohan Irving Caesar
John F. Royal Alec Templeton
Julia Mahoney Adelaide Klein

July 5
Milton Biow Don Dunphy
Tim Ryan

NEW PROGRAMS—IDEAS

Selling America

A new weekly feature heard over Fort Wayne's WOWO is "Answer Me This" heard every Tuesday evening at 8:30 p.m. and is conducted by two young high school graduates, Jimmy Jackson and Stanley Needham.

The basic idea of the show is to sell America to Americans. The information, which is supplied by the U. S. Government, is in question and answer form, and deals with points of interest in the United States.

Since its inauguration the mail response has been beyond expectations—listeners upon request are sent the questions and answers heard on the program. "Answer Me This" is fitting at this time of the year because it ties up with vacations, and offers listeners an opportunity to learn about the many interesting places to be found in this country.

"Behind the Eight Ball"

An interesting new program is being aired over WDRG, Hartford, Conn., by Gilbert Bayek, announcer, under the title of "Behind the Eight Ball." It's on the air every Saturday at 1-1:15 p.m., and Bayek discusses radio programs and personalities, both local and network (WDRG is the CBS outlet). Gossip about the station's own personnel is proving of particular interest to the local fans. Answers also are given to questions sent in by listeners.

Little Known Local Facts

WWJ, Detroit, has a new commercial show titled, "Did You Know." Program is run by E. A. McFaul, of University of Detroit's public speaking department, who relates little known and unusual facts about Detroit. McFaul writes the show in addition to putting it on. Sponsor is Industrial Morris Plan Bank. Show runs five days a week.

WMT Signs Young Newcomer

Cedar Rapids—Jean Fahrney, 13,

has just been added to the WMT talent staff and will be heard on the new "Smooth Sailing" program being aired daily at 1:45 p.m., featuring 20 fingers of harmony and the young and talented Miss Fahrney as soloist. Peggy Fuller, staff pianist and Frank Voelker, radio's blind organist, furnish the accompaniment. Doug Grant, program director for WMT, heard Miss Fahrney singing with some of the country's leading name bands appearing in Cedar Rapids and immediately signed her to appear on the station daily.

"Let's Play Games"

"Let's Play Games", is the title of a new sustaining which will start July 9 on WOR at 8:45-9 p.m., to be heard weekly thereafter. Program will be under the direction of Jane Martin, actress and singer well known for her "game" proclivities. Cash prizes will be awarded to the winners and the games may run from "Postoffice" to "True and False", "What sports begin with the letter H?", etc.

Big Oddities In Little News

Allan McKee, WMT (Cedar Rapids) announcer, has written, produces and announces a new program which has recently been purchased by a WMT sponsor. Mac has titled his contribution to the Iowa airwaves, "Did You Know?" which presents little known odd facts and news oddities which appear in newspapers daily, but have been obscured by headlines and news hot off the presses.

Even Bugs Have Their Day

WXYZ, Detroit, and the Michigan net have a new weekly program going on late Saturday afternoons featuring insects. Speaker is Brayton Eddy, scientist-director of the new Michigan Insect Zoo at Detroit. He tells interesting and unique facts about insects, but doesn't attempt to introduce sound effects.

A.F.M.'s ET Meeting Is Delayed to July 20

(Continued from Page 1)

eventually ask electrical transcription manufacturers and broadcasters to sit in on at least one meeting in an effort to bring about an amicable adjustment which will result in more musicians being put to work, yet not place undue burdens on radio nor harm the ET industry.

Executive Board of the AFM consists of the executive committee, plus the AFM officers. The committee comprises: C. A. Weaver, Des Moines; A. C. Hayden, Washington; J. W. Parks, Dallas; James C. Petrillo, Chicago, and Walter M. Murdoch, Toronto. Officers are: Jos. N. Weber, president; C. L. Bagley, vice-president, Los Angeles; Fred W. Birnbach, Newark, and Harry E. Brenton, Boston. These nine men will decide the ET matter.

Decision Is Reserved In Wash'n Ascaph Case

(Continued from Page 1)

counsel is now preparing the briefs to be filed within 10 days. Local attorney of record for Ascaph is William H. Vandever, and Louis D. Frolich and Herman Finkelstein of New York. E. C. Mills, head of the Ascaph administrative committee, left for Portland, Ore., and is then scheduled to leave for Los Angeles.

Rogers Joins Donahue & Coe

John L. Rogers, formerly associated with H. W. Kastor & Sons, has joined the Donahue & Coe advertising agency.

Girl for Bertram Lebhar

Bertram Lebhar Jr., sales director of WMCA, will have another mouth to feed now. Mrs. Lebhar presented him with a girl yesterday morning. He already has two boys.

5-DAY WEEK ADOPTED BY WGAR, CLEVELAND

(Continued from Page 1)

and producers. Two additional men will be placed on the staff. No selections have as yet been announced due to the large number of applicants in waiting.

The announcement came as a bombshell to local radio inasmuch as few local stations in the nation had actually placed the five-day week in effect. Network executives have made public their plans but individual stations have generally held back, awaiting actual operations. Patt, in announcing the plan to staff members, stated that "I like a game of golf as well as the next one. Consequently, I want those of you who previously have not had time for much outside activity, to get back into circulation. You're valuable to the station for your work here, but, just as important is your role of goodwill ambassador from the 'Friendly Station of Cleveland' to those listeners who, by their support of the station and its sponsors, keep us all in radio. Hereafter, take as much time as you can to be personal salesmen of WGAR."

Further arrangements will be made as soon as possible to put other station workers on the same basis.

6 NBC Stations Form Blue Southern Network

(Continued from Page 1)

Christi; KRGV, Westlaco, will be Blue southern supplements.

Individual networks rates for the stations will be \$200 for KXYZ; \$180 for WAGA, WDSU; \$160 for WNBR; \$120 for WJBO, WSGN, WROL, KFDM, KRIS and KRGV.

Washington NBC Studios Move to New Quarters

Washington Bureau, RADIO DAILY

Washington—NBC's two big capital stations, WRC and WMAL, were moving yesterday into new quarters in new Translux building at Fourteenth St. and New York Ave. All of the Washington facilities will be moved from the National Press Building location, general capital offices and WRC studio, into the Translux building.

LINDA CARLON says:

"I would have lost several shows had it not been for the Telephone-Secretary. This has more than paid for the service for a number of months."

NATIONAL RADIO REGISTRY

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



KFWB's studio theater, dedicated with pomp and ceremony a brief three months ago, is being doubled in capacity to accommodate the needs of the new "Show Boat" program, which will broadcast from this model theater over NBC. Manager Harry Maizlish also reports that other studio improvements are to be made immediately to take care of KFWB's fast increasing programs.

Matt Moore of the one-time famous Moore triumvirate—Matt, Owen and Tom—has been signed by KEHE for a series beginning in early Fall. Matt will reminisce a bit, interview old time stars, contrast movie modes and manners of two decades ago with those of today and should find a ready made audience when he makes his radio debut.

John Blair and Co. replaces the William G. Rambeau firm as national station representatives for the Don Lee chain on Jan. 1.

Hal Kemp arrived in Hollywood the other day to make ready for the new Alice Faye series over CBS.

Mary Martin, featured songstress with Buddy Rogers' band on the Victor Moore-Helen Broderick National Biscuit show is improving her time during radio vacation period by taking a test at Universal studio this week. The little Texas gal, in addition to a voice, has the these, them and those necessary to click in pictures, and is being tested for the lead in the forthcoming B. G. De Sylvia musical.

William Farnum will play Macduff with John Barrymore and Elaine Barrie in "Macbeth", which NBC will air Monday night. Also in the cast will be Henry Hunter, Vinton Haworth, Pedro DeCordoba, Mary Forbes, Hans Conried, Fred Shields and John Deering. Will Prior's orchestra will provide musical background.

"The Tempest", which will be presented the following Monday at the same time as the CBS Shakespeare series makes its debut, is getting much publicity because of the roles of Ariel and Caliban to be played by Elaine and John.

Edgar Bergen's Charley McCarthy dips an impish paw into the CBS-NBC Shakespeare festival, is going to "do" Shakespeare on an early Chase & Sanborn hour, 'tis planned. . . .Bergen toying with two ideas. . . . One—To play Charley in the role of "great lover". . . .Two—To line up Elaine Barrie, with Charley as Caliban.

The names sound much alike, but they're spelled differently. It's Robert Armbruster (music on the Coronet and Swarthout shows) who takes the Werner Janssen spot on Chase & Sanborn. And it's Cecil Armbrister who's still on the Raymond Morgan production staff.



● ● ● If Milton Berle's "Gillette Summer Hotel" doesn't "take" in its new time spot (opposite W. C. Fields, etc.) don't be the least bit surprised to hear the show aired on WEDNESDAYS! . . .Bertram Lehtar Jr. (he's sales director for Inter-City Net), who pappy-ed a girl yesterday afternoon, is flipping coins to decide between tagging the child "Joan Carol" or "Barbara" . . .Joseph Gedeon is reported booked for a guesstar shot on Russ Morgan's show Saturday . . .Benny Ross and Maxine Stone audition for Young & Rubicam . . .Gloria Rich, who subbed for Helen Morgan in "Scandals" has been signed by Republic Pictures . . .Gabriel Heatter has gone out and gotten himself a press agent (he was one—once!) . . .Harry Savoy goes into Loew's State next week and is being offered to agencies by Curtis & Allen . . .Within six weeks after organizing, Bunny Berigan aired a show to BBC—a feat only accomplished by three other "swing" bands . . .Now that "New Faces" opened at Radio City, members of the Berle clan "stagger" their appearance there—so that at least someone will be present to "start off" the applause!

● ● ● A stray dog that became the official watchdog of the WPA built Kansas City Community Rose Garden and thus merited a feature story with art in the local newspaper, is now definitely in the Hall of Fame after an interview on the KCKN Pet Club show! . . .Dick Mason and Dick Shafto from the "Carolina Combination" (WIS-WPTF) have money to give away . . .No kiddin'—Mason hands out half dollars recently issued to commemorate the birth of Virginia Dare, first white child born in America, at Roanoke Island, N. C., 350 years ago . . .Shafto passes out wooden nickels to friends. These were printed in observance of the sesquicentennial of the founding of Columbia, S. C.

● ● ● Jack Dempsey and Hannah Williams Dempsey have been signed for a fall commercial . . .Stuart Allen returned to "Hit Parade" the other nite and will remain indefinitely on the show . . .Betcha Nat Brusiloff replaces Carl Fenton as musical director of WMCA! . . .Kathryn Rand opens at the "500 Club" tomorrow . . .Irene Beasley goes into the Riviera on Tuesday . . .The Gordon and Revel score in "You Can't Have Everything" is their best—to be published by a Robbins firm . . .Jerry Cooper has switched from canary yellow sweaters to chrome yellow . . .Allen Prescott will christen a 64-foot sloop Sunday after his air show "Wifesaver" . . .Mark Warnow sent the Duke of Windsor a record of Edward's own composition as a wedding gift last week . . .Dick Ballou, who faded for Knox Gelatin last week, returns Aug. 30 for the sponsor in a nite spot . . .Art Shaw is looking for a femme vocalist—particularly Sue Mitchel . . .Josephine Huston follows Bert Frohman into the Surfside on Thursday . . .Columnist Leonard Lyons is booked on the Gulf show . . .Mal Hallett goes into the Paramount on July 21 . . .Max Baer arrives from Europe today and will be smuggled off the boat.

● ● ● Chief One Bull, a full-blooded Sioux and one of the leaders of Indians defending their property from the invasion of General Custer and the U. S. army 61 years ago, was interviewed in the studios of KOBH, Rapid City, S. D., last Friday . . .Frank Crilly conducted this pow-wow, which gave the Indian's side of the question on the invasion . . .Universal Service is still being back-slapped for beating competitors on the Robert Irwin confession when it took the confessed slayer into custody and flew him from Chi to New York—all the way bumping the side-lights on the three murders. The U. S. story had a copyright and others had to give this association credit . . .Lester Lindow of Pittsburgh's WCAE sales force has just received his commission as first lieutenant in the Reserve Officers Corps.



BILL STERN, NBC sports announcer, paused here en route to Milwaukee to cover National A.A.U. Track meet. Joined here by Ken Fry, NBC special events chief, and transmitter crew consisting of E. A. McCornack, Harold Royston and Tom Gootee. Russ Winnie, WTMJ sports announcer, Milwaukee, also lending a hand.

Marion Claire, who has just finished making "Make a Wish" with Bobby Breen in Hollywood, is expected to rejoin husband, Henry Weber, WGN musical director, and young son here next week for a summer's rest.

Tom Gootee, new NBC engineer here, was drafted by General Francisco Franco as radio aide last year in Tangier and served for many months in Spain.

Noel Gerson of WGN continuity staff vacationing for six weeks in Europe.

Whythe Walker, with WBBM for many years, has joined the sales staff of WIND, Gary.

Willard Waterman of "Girl Alone," "Don Winslow" and other NBC shows, married Mary Ann Theleen at Kenosha, Wis., on Wednesday. Dan Suuter, school chum and radio actor here, was best man, and Dave Gothard, radio leading man, and Hugh Rowlands among the ushers.

Roy Shield, NBC musical director, off for three-week vacation in Oregon.

Arch Scott, NBC production man, back from St. Louis where he attended father's funeral.

Ilka Diehl is doubling as a man and woman in the Adventures of Dari Dan on NBC.

Announcer Pierre Andre has moved his family to Long Beach, Mich., in the duneland country.

GUEST-ING

FRANCHOT TONE, MARY BOLAND, JOSEPHINE TUMMINIA and THE FOURSOME, male quartet, on Kraft Music Hall summer show featuring Bob Burns, July 8 (NBC-Red, 10 p.m.).

BENNY DAVIS, FRANK BROCK, swindle detective; WILLIAM LeVAN, explorer, and PAUL SULLIVAN, news commentator, with Ray Sinatra and Joey Nash on "For Men Only", July 5 (WHN, 8:30 p.m.).

ALBERT SPALDING and ALFRED WALLENSTEIN, soloists on first of two concerts in Philadelphia's Fairmount Park by Robin Hood Dell Orchestra to be conducted by Jose Iturbi, July 8 (NBC-Blue, 8:30 p.m.).

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

THE Peg Santry, J. P. McEvoy radio-fering for fall will be an etherization of McEvoy's "Father Meets Son," featured serially in Sat. Eve. Post, with a "Mother Meets Daughter" angle thrown in... Roger White will be at the producing end... Lady Mary, wife of Sir Charles Kingsford Smith, spent part of Wednesday evening applauding the mike efforts of Hendrik Willem Van Loon, as part of the studio audience... she stayed for the Fred Allen farewell... Major Pictures' Ernie Gann of talent-scouting fame has flown to Pittsburgh to see and hear Sharri Kaye, at the Willows, with a view to immortalizing her talents in celluloid... Portland Hoffa's sister goes Maine-ward for two weeks with Portland and brother-in-law Fred... She's the lass who types their scripts, then laughs loudly and spontaneously both at rehearsals and broadcasts... Irene will hostess a party in honor of Tim on July 4, when he celebrates a birthday... The program features a party, too, on that occasion... Another Independence Day birthday shindig will be thrown for Nic Huffer, fiddler-in-chief and arranger, by Woody Herman at the Willows.

Mercedes McCambridge of "The Guiding Light" and Loretta Poynton of "Dan Harding's Wife" had red faces but stiff upper lips t'other evening, the reason being the gals wore twin evening gowns at a recent studio show... Vivian Ray, stage and radio warbler, joins the Pago-Pago outfit at Leon & Eddie's at an early date... And now it seems Mario Chamlee prides himself on his cooking; George Frame Brown, on his ability to wield a paint-brush... Mrs. Pennyfeather reported in the throes of ptomaine poisoning on account of she ate lobster and ice cream Wednesday night out Sheepshead Bay-way...

"Aunt Susan" of "Sunday Morning at Aunt Susan's" getting an unselfish kick out of the fact that last Sunday's plugging of the "Send a Child to Camp" campaign has so far yielded \$153 in contributions, which she'll turn over to the proper organization... Carload of sub-sub-debs, ranging from 7-13, starts on a 16-day trip to the West Coast, the diminutive damsels being delegates to the Natl. Convention of the Sunbrite Jr. Nurse Corps, to be held in Los Angeles for four days, beginning July 8.



"Gang Busters"

Among the best stories presented by Phillips H. Lord in this CBS series was the tale of the Akron cop-killers presented in two installments the past fortnight. It was a dramatization of the clever sleuthing activities of Captain Michael Fiaschetti of the New York Homicide Squad who worked diligently until he solved the mysterious shooting down of one policeman after another by an underworld gang of cop-haters.

Plenty of action, suspense, thrills and general blood and thunder was packed into the two-part dramatization, and the presentation was additionally enhanced by first-rate acting of the various parts, especially the underworld characters.

M-G-M is understood to have made a deal with Phil Lord to use some of his "Gang Busters" material for a feature motion picture. Lord has aired enough unusual and dramatic cases to provide the basis of several good films, and the last one on the Akron police murders has enough in it to make a picture by itself, so Metro appears to have signed some swell stuff for mass appeal entertainment.

Elinor Sherry

Described by the announcer as a young singer from the western country, Elinor Sherry, caught yesterday at 1-1:15 p.m. over WOR, is a pleasing vocalist, equally at home among gay and frothy numbers like "You Do

the Darndest Things" and "I'm Bubbling Over" as among romantic bits like "Where Are You" or the new dramatic number she warbled yesterday titled "Strangers in the Dark." The girl has interesting potentialities. Louise Wilshire accompanied her at the keyboard.

Robert W. Horton

This new commentator, airing over CBS from Washington and telling about what's going on in the governmental and legislative headquarters of the nation, rates among the front line talkers of his type. When caught yesterday at 1:30-1:45, Washington correspondent Horton gave a highly interesting description of the morning's hearing by a congressional committee on the tax evasion roundup. Both his report of the proceedings and his sidelights were illuminating, occasionally amusing, and also thought-provoking. As a real public service program, it deserves a good mark.

Frank Parker

Stepping into the featured vocalist spot with the Andre Kostelanetz orchestra over WABC-CBS at 9-9:30 p.m. Wednesday night, Frank Parker did his usual good job of singing. Parker is taking the place of Lily Pons. With the backing of Kostelanetz's orchestra, which ought to make singing a pleasure for either a tenor or a soprano or any kind of a vocalist. Parker was unusually enjoyable.

ORCHESTRAS - MUSIC

HORACE HEIDT, who will air his orchestra and entertainers for a half-hour over the Mutual System starting 7:30 p.m. tomorrow from the roof of the Hotel Biltmore, plans to present one of the most ambitious remote pickups ever made from a hotel. About the end of the month, Heidt will go to the Drake Hotel, Chicago, where he continues airing over Mutual, as will Fred Waring when he enters that spot on Aug. 27.

Mills Artists Bureau, Inc., has put out a nifty illustrated brochure on the Hudson-DeLange Orchestra which is placed in your hands to familiarize the trade with the attraction and to aid in answering any questions about the band, which currently is broadcasting twice weekly via WEA and the NBC-Red network, Tuesdays at 11-11:30 and Saturdays at 12-12:30.

Maestro Red Norvo and the band will take over the Atlantic City Steel Pier on July 3, to be aired via CBS at 11:30-12 midnight, Mondays and Thursdays.

Jan Garber and ork will make music at the St. Catherine Hotel, Catalina Island, to be aired via the Columbia network on Sundays 12:30-1 a.m. and Wednesdays, 12 midnight to 12:30 a.m., effective July 4.

Ted Lewis and his boys take musical command of the Hotel Astor on July 9, to be heard Mondays 11-11:30 p.m. and Saturdays 7-7:30 p.m. over the CBS network.

Batoneer Bunny Berigan and the band go into the Pavilion Royal, Valley Stream, Long Island, July 10, to be aired Tuesdays and Saturdays 11-11:30 p.m. Spot has a CBS wire.

Maestro Charlie Gaylord and his musical aggregation will make merry at the Baltimore Hotel, Dayton, O., beginning July 11, to be aired via Columbia on Sundays, 11:30-12 midnight.

Latin batonist Xavier Cugat takes his orchestra and its torrid rhythms to Atlantic City's Steel Pier on July

★ F. C. C. ★ ACTIVITIES

FINAL ORDERS
WARD, Brooklyn. CP to move transmitter, renewal of license and voluntary assignment of license, denied.

WBBC, Brooklyn. Mod. of license to request facilities of WARD, WVFW and WLTH granted in part, in so far as its request for facilities of WARD and WLTH, and denied facilities of WVFW, renewal of license and renewal of aux. transmitter license also granted.

WLTH, Brooklyn. Denied app. for renewal of license and vol. assignment of license.

WVFW, Brooklyn. Granted renewal of license and CP for changes in equipment.

Brooklyn Daily Eagle Broadcasting Co., Brooklyn. Denied CP for new station.

WEVD, New York. App. for mod. of license denied.

APPLICATIONS RECEIVED
Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

KGKY, Scottsbluff, Neb. Authority to transfer control of corp. to L. L. Hilliard, 42 shares common stock.

APPLICATION RETURNED
Louis P. Thornton, Gresham, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS DENIED
State Capital Broadcasting Assn., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATION
WSMB, New Orleans. CP for increase in power to 1 KW., 5 KW. LS., be granted. 1320 kc., unlimited.

4 Join NBC Technical Staff

Three engineers and one sound effect man have been added to the NBC personnel. Engineers are Carlos Clark, Donald Ewert and T. Danielson. Clark, formerly with WNEW and RCA-Victor, joins the maintenance staff; Ewert, formerly chief engineer of WMFJ, will be a studio engineer; Danielson comes from WOR and will be stationed at the WJZ transmitter, Bound Brook, N. J.

The sound effects man is Frederic Slade, who comes to NBC from the CBC.

Ben Bernie Renewal

American Can Co. (Keg-Lined cans) on July 27 will renew the Ben Bernie NBC-Blue network program for 13 weeks. Show is broadcast Tuesdays, 9-9:30 p.m., over 62 stations from coast to coast. Fuller & Smith & Ross Inc. has the account.

Caesar to Write for Jolson

West Coast Bureau, RADIO DAILY
Los Angeles—Arthur Caesar will write material for the Al Jolson program which will be resumed Sept. 8. Negotiations are pending whereby Caesar may also write material for the Chase & Sanborn program.

13, to be aired via CBS Tuesdays and Thursdays, 11:30-12 midnight.

Mike Riley and the "Round and Rounders" have been re-booked through CRA to play the New Penn Club, Pittsburgh, for a month's engagement starting July 17. They'll air via KDKA and the NBC network from the New Penn.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NBC Studio Expansion Under Way in Key Spots

NBC has embarked on a comprehensive nationwide program of standardization of its broadcasting facilities—both from studios and from remote control points — to establish uniform standards of excellence throughout the country equal to those of the Radio City studios.

The improvement of remote control programs has been achieved by the replacement of all field apparatus. New equipment, developed after painstaking research, includes amplifiers, microphones, and high-frequency transmitters. Seventy field amplifiers of a newly developed type—built to NBC specifications by RCA Manufacturing Company at a cost of about \$35,000 — were distributed among NBC's eight divisions all over the country. With them went 200 of the latest type microphones and 100 microphone stands.

In order fully to modernize short-wave facilities used in Special Events programs, four new types of high frequency transmitters with receivers and other field pieces—designed in NBC laboratories under the direction of R. M. Morris, development engineer — have been delivered to NBC offices at New York, Washington, Cleveland, Chicago, Denver and San Francisco.

The new amplifiers are field equivalents of the studio control room, according to O. B. Hanson, NBC chief engineer. When used in combination with new microphones, they will put remote control programs on a parity with studio broadcasts. They are several years in advance of any now in use, and are, says Hanson, the only ones "capable of transmitting without distortion every sound audible to the human ear—from the highest harmonics of the violin to the deepest of bass tones."

Perfect shielding from the common interferences that beset remote control broadcasting is obtained in the new amplifier by use of shell-type transformer cores and a special lightweight alloy case. NBC engineers have thus been enabled to obtain perfect fidelity of the entire audio range from 30 to 15,000 cycles, and at the same time increase the amplification factor of the instrument to 100 decibels, a voltage gain of 100,-

Station Improvements

Newburgh, N. Y.—WGNV has applied to FCC for construction permit to make equipment changes and increase power to 250 watts day.

Greenville, S. C.—Installation of directional antenna for night use and increase in power to 5 kw. day and night are included in CP being sought by WFBC.

Jefferson City, Mo.—KWOS is seeking authority to install automatic frequency control.

Rochester, Minn. — KROC plans changes in equipment and increase in power.

Wenatchee, Wash. — KPQ has applied for license covering CP for move of transmitter and new antenna.

Berkeley, Cal. — KRE is awaiting FCC license covering CP for new transmitter and antenna and move of transmitter.

Brooklyn—WVFW has been granted FCC authority to make changes in equipment.

Johnstown, Pa.—Authority to install automatic frequency control apparatus is sought by WJAC.

St. Augustine, Fla. — WFOY has applied for CP to make changes in equipment and increase power to 250 watts day.

Kilgore, Tex.—CP for changes in

equipment and increase in day power to 250 watts has been granted to KOCA.

Tuscaloosa, Ala.—New equipment and increase in day power to 250 watts have been authorized for WJRD.

Valley City, N. D. — Changes in equipment and boost to 250 watts day power have been okayed for KOVC.

Hammond, Ind. — WHIP has been granted mod. of CP for approval of transmitter site, new equipment and changes in directional antenna.

Meridian, Miss.—Mod. of CP to move station locally, install new antenna system and boost night power to 1 kw. has been granted WCOG.

El Paso, Tex. — WDAH has been granted mod. of license to move transmitter to location of KTSM's transmitter, increase day power to 250 watts and use KTSM's transmitter.

San Francisco—KJBS has been given permission to install new automatic frequency control equipment.

Albuquerque, N. M.—Authority to install new automatic frequency control equipment has been granted KGCM.

house Electric and Manufacturing Company's outlet of the NBC-Red Network, will be situated, is of the most modern type of construction.

WIP Antenna Completed

Philadelphia — One of the major units of WIP's new \$60,000 technical expansion program, a new vertical radiator antenna, has been completed at a central city site near the station. It will be in operation on July 20. The tower is all steel, 320 feet high and painted in colors purposely to serve as an aviation marker. The tower is the latest self-supporting type, manufactured by Blaw-Knox. Entire construction of this massive structure was under the direct supervision of Clifford C. Harris, WIP's technical supervisor.

KFBI Studio Remodeling

Salina, Kas.—Studio space is practically doubled as a result of remodeling plans for the local studios of KFBI. There also will be enlargement of the staff, which already included L. V. Butcher, manager, Paul Aurandt, Ralph Lewis, Frank McIntyre, Larry Sexsmith, Warren Burkholder, Jack Shumard and Fern Butcher.

Studios of New WRTD Ready Within 2 Weeks

Richmond, Va.—While the newly inaugurated station WRTD operates from temporary studios in the State-Planters Bank Bldg., work on the permanent penthouse quarters in the same building is being rushed for occupancy by July 15. New studios will occupy the entire 15th floor of the building.

Both the studios and offices will be constructed and furnished in a manner which will mark WRTD as one of the most modern and best equipped stations in the country. Completely air conditioned, the station will be a model of efficiency and working conditions.

Two studios, separated by an announcer's booth and the control room, will be constructed entirely of accoustone material, designed to eliminate sound from any source. The studios will be without outside windows; artificial lighting and air conditioning supplant these. Audition rooms will present the greatest of informality to their users, so as to relieve any possible strain on artists or listeners.

Each department will be separate, the manager or director of each occupying his own private office. The entrance lobby will open onto the roof, where WRTD's penthouse terrace will be located. Furnished with chairs and gliders, the terrace will present a means of relaxation for staff officials and visitors alike.

Entrance to the studios will be made through a lobby in which will be placed the desk of the hostess, Margaret Hickerson. Immediately within the lobby will be the entrance to three offices, which will be occupied, in order, by Bernard Dabney Jr., continuity director; Mrs. F. Cleveland Thomas, program manager.

(Continued on Page 7)

No 1937 Television

There will be no commercial television this year, James M. Skinner, president of Philadelphia Storage Battery Co., makers of the Philco radios, told dealers and others attending the recent conclaves of Philco distributors.

Philco factories are geared to turn out 2,000,000 home and auto sets this year, an increase of 200,000 over 1936.

New Philco line contains 67 models in 18 cabinet types, of which 11 are floor models, six table models and two chairside types.

CHARLES ROSS, Inc.

Formerly 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. Circle 6-5470-1

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,085,008—Phase and Amplitude Modulated Wave Receiving Means. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,085,011—Modulated Carrier Wave Signaling System. William Theodore Ditcham, Chelmsford, England, assignor to RCA.

2,085,022—Method of Tuning Receivers Operating on Potential Resonance. Hans Erich Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,068—Volume Control System for Amplifiers. George L. Beers, Merchantville, N. J., assignor to Westinghouse Electric & Manufacturing Co.

2,085,094—Gas-Filled Tube Circuits. William M. Goodall, Oakhurst, N. J., assignor to Bell Telephone Laboratories, Inc.

2,085,117—Radio Receiver. Howard Morrison, Morristown, Winfried E. Reichle, Maplewood, and Gordon N. Thayer, Glen Ridge, N. J., assignors to Bell Telephone Laboratories, Inc.

2,085,125—Radio Transmitter. Robert C. Shaw, Holmdel, N. J., assignor to Bell Telephone Laboratories, Inc.

2,085,196—Selectivity Control System. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,805,223—High Frequency Circuits. Frederick A. Kolster, New York, N. Y., assignor to Federal Telegraph Company, Newark, N. J.

2,085,226—Antenna System. Wilhelm Moser, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,231—Mechanical Mounting of Electrodes in Discharge Tubes. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,232—Resiliently Supported Electrode in Electron Discharge Devices. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H., Berlin, Germany.

2,085,402—Method of and Apparatus for Producing Electrical Waves. Arthur W. Vance, Philadelphia, assignor, by mesne assignments, to RCA.

2,085,403—Multirange Radio Receiver. Carel Jan van Loon and Herre Rinia, Eindhoven, Netherlands, assignors to Radio Corporation of America.

2,085,405—Detector-Oscillator Coupling System. Robert R. Welsh, Haddonfield, N. J., and John D. Reid, Ardmore, Pa., assignors, by mesne assignments, to RCA.

2,085,406—Electrical Device. Vladimir K. Zworykin, Philadelphia, Pa., assignor to RCA.

2,085,407—Amplifying Device. William Stoddard Barden, Grasmere, Staten Island, N. Y., assignor to RCA.

2,085,408—Diode Rectifier Circuit. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,085,409—Television System. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2,085,418—Variable Terminal Impedance Signaling System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,085,424—Synchronization System. De Witt Rugg Goddard, Riverhead, N. Y., assignor to RCA.

2,085,430—Radio Receiver. Poul F. G. Holst, Oaklyn, N. J., assignor to RCA.

2,085,434—Antenna System. Homer J. Loftis, Ironton, and Maurice F. McCarthy, Dayton, O., assignors, by mesne assignments to RCA.

2,085,444—Radio Apparatus. Laurence M. Perkins, Dayton, Ohio, assignor, by mesne assignments, to RCA.

2,085,448—Wireless Receiving Set. Theophile Elphege Ponsot, Roger Bataille, and Georges Kirsch, Suresnes, France.

2,085,488—Electrical System. Benjamin W. Woodward and John R. Hancock, Brooklyn, assignors to Walter C. Howey, New York.

2,085,576—Commutating Device. Allen B. DuMont, Upper Montclair, N. J., assignor to A'len B. DuMont Laboratories, Inc., Upper Montclair, N. J.

2,085,585—Emergency Antenna. Walter A. Hamilton, Kansas City, Mo., assignor to Transcontinental & Western Air, Inc., Kansas City.

2,085,595—Electric Valve Translating System. Orrin W. Livingston, Schenectady, assignor to General Electric Co.

2,085,601—Electron Discharge Device and Cooling Accessories Therefor. Otis W. Pike, Schenectady, assignor to General Electric Co.

2,085,605—Thermionic Cathode for Electric Discharge Devices. Henry Thomas Ramsay and

**New WDAF Transmitter
Is Placed in Operation**

(Continued from Page 1)

three degrees apart and 450 feet long, the new WDAF transmitter station recently completed in Johnson county, Kansas, is equipped throughout with the latest Western Electric transmission, power equipment and 110-A program amplifier. The new \$135,000 transmitter was put in operation Wednesday.

Joseph Flaherty, chief engineer of WDAF, actively supervised installation of equipment with the assistance of Alva Frashier, staff technician.

Joseph Allee, formerly of KVOR, Colorado Springs, has been added to the technical staff. H. Dean Fitzer is g.m. of WDAF.

**Studios of New WRTD
Ready Within 2 Weeks**

(Continued from Page 6)

ger, and Claude Taylor, production manager.

Further down the hall will be found the sales office and the audition-room, opposite which are located the ladies lounge; the office of Miss Mildred Williams, secretary to the manager; and Jack Maxey, station manager. Each office will be completely equipped for the work of the department occupying it.

KJBS Moves to New Site

San Francisco—After 12 years at 1380 Bush Street, Station KJBS recently pulled up stakes and went to a new site a block away, at 1470 Pine Street. New studios, a new 250-ft. vertical antenna and entirely new speech input equipment were put into operation between the hour of sign-off in the evening and 6 o'clock the following morning. Five studios are available on the ground floor of the building.

Erection of the new lay-out was under the direction of Ralph R. Brunton, general manager of KJBS-KQW, which comprises the Northern California Broadcasting System.

WIND's New Radiator Tower

Chicago—A third antenna tower has been added to WIND's Gary transmitter. With a 14-foot base, 8 feet underground, the new tower soaring 360 feet makes an equilateral triangle with the other two towers already in use. The three base system is said to effect a sharper and stronger signal. The Trucson steel tower is equipped with modernistic lighting and serves as an airplane beacon for traffic in and out of Chicago.

Al Mutter on Vacation

Long Beach, Cal.—Al Mutter, KFOX technician, has converted his "mixing" dials into reel handles and is pulling in trout at Big Bear Lake during his vacation.

Harold Percy Rooksby, Middlesex, England, assignors to General Electric Co.

2,085,672—Photoelectric Tube. Harvey Clayton Rentschler, East Orange, N. J., assignor, by mesne assignments, to Westinghouse Electric & Manufacturing Co.

2,085,696—Electric Weld Timer and Method. Donald V. Edwards, Montclair, N. J., assignor to Electrons, Inc. of Delaware.

RADIO DAILY

is happy to play its modest part in the progress of the dynamic Radio Industry.

Its circulation is growing by leaps and bounds.

It is Radio's own daily newspaper.

RADIO DAILY

has no outside connections nor political ambitions.

It delights in minding its own business, in turning out an efficient, effervescent and honest newspaper.

In favoring no one and certainly in fearing no one.

RADIO DAILY

has proven itself in a few short months.

It is a definite part of radio and its daily activities. You'll hear plenty more of Radio Daily.

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Golden Bros. Inc. (Kelvinator dealers), one hour weekly Kiddie Karnival; Ye Old Homestead (Picnic Grove), Scarsdale; and the following accounts placed through Associated Broadcast Advertising, New York; Reid Process Co. (clothes cleaners), Harold A. McGunagle (decorative lighting), Camp Achvah, Catskill Mountains; Mallory and Breheny Inc. (steamers to charter), Marcella Johnson School for Fashion Modeling; Post Dress Co.; J. Aug (bicycles and instruction); Merton Institute (vocational instruction); N. Y. School of the Theater.

WIS, Columbia, S. C.

Bulova Watch Co., continuing time announcements for 52 weeks, through Biow Co., New York; Carter's Liver Pills, 52 weeks, through Spot Broadcasting, New York; Monticello Party Line, 52 weeks over the "Carolina Combination" (WIS-WPTF), through Cramer-Krasselt Adv'g Agency, Milwaukee.

WDAF, Kansas City

Dodge Motor Co., Frank Morgan disks, twice weekly.

WMAQ, Chicago

Western Growers Protective Ass'n through J. Walter Thompson.

KTAR, Phoenix, Ariz.

Richfield Radio Reporter program emanating from Hollywood and released over the NBC-Red network.

KOA, Denver

Brown & Williamson Tobacco Co. 52 15-minute programs, through B.B.D.&O.; Montgomery, Ward & Co. 78 15-minute transcriptions.

KANSAS CITY

With the moving of WDAF's transmitter station to the new plant in Johnson County, Kas., the studio quarters in the Kansas City Star building will have more elbow room.

Karl Willis, KCKN program director, has returned from an Ozark vacation.

ONE MINUTE INTERVIEW

TIM RYAN

"Vaudeville comedians can thank radio for the fact that slapstick comedy has almost totally disappeared from the stage. Radio has created the demand for humor of a more subtle sort—and no longer do the long-suffering vaudeville comics throw each other around until they're black and blue, in order to elicit laughs from the audience."



Coast-to-Coast



ELDER LIGHTFOOT SOLOMON MICHAUX, the "Happy Am I" preacher of Washington, will propound an unusually interesting subject on his Mutual network broadcast next Monday night. Subject is: "It was the Gentiles and not the Jews who plaited and placed the crown of thorns on the head of Jesus Christ." Elder Michaux says it is generally thought, especially by those who are not Bible students, that it was the Jews who committed this act.

Lois Wilson, screen star, made her Connecticut radio station debut yesterday at WICC, Bridgeport. She is currently playing in a summer theater presentation at Milford.

Ted Maxwell, Eileen Piggott, Olive West, Bobbe Dean, Eddie Firestone Jr., Earl Lee, Lois Austin and Montgomery Mohn will be in the cast of the first episode of "Memory Lane" when it starts its revival Monday over the NBC-Blue Pacific Coast network, after being off the air several years.

Evan Fry, announcer at KCKN, Kansas City, Kas., has been doing a swell job and uncovering a lot of human interest angles in his handling of the "Job Wanted" program over that station. Fry has a knack of getting the job seekers to talk without shyness or reservation.

Earl H. Gammons, general manager of WCCO, Minneapolis, has been appointed to the Greater Northwest Committee of the Minneapolis Civic and Commerce Ass'n, according to H. J. Miller, president of the body. Naming of the committee was in response to many requests for prompt and official action by the association on matters affecting the near Northwest.

Having found a program that fitted their needs, the Kamm & Schellinger Co., brewers of Kamm's Export Beer, recently celebrated their thousandth anniversary of celebrating the 12:15 p.m. news broadcast heard daily over WOWO, Fort Wayne. Bob Wilson, WOWO's news commentator, handles the period, which is a daily feature.

The Vass family, NBC's Southern family of songsters, will be featured with Ben Bernie during the opening week at Manhattan Beach which will start tomorrow.

Ed Tacy, chief of announcing staff at WSPR, Springfield, Mass., will vacation in Maine for two weeks beginning Aug. 23.

O'Reilly's Irish Minstrels have returned to the air at WSPR, Springfield, Mass., after a long absence.

The first "Show Boat" excursion aboard the Mississippi River steamer Capitol operating from St. Paul was staged by the WCCO Artists Bureau

yesterday. A complete floor show plus deck entertainment was provided by the Bureau, according to Al Sheehan, director. Among the featured entertainers were the dance team of Johnson and Dean, recently of Connie's Inn, and many well-known WCCO radio personalities and Artists Bureau performers.

Marie Towle, continuity writer for WHBL, Sheboygan, Wis., for the past two years, was married last week to Richard E. Imig.

Conrad Rice, WISN's newest announcer, is pinch hitting for Neil Searles on "Man on the Street" while the latter is vacationing in Minneapolis.

"Rise and Shine," a new daily hour and one-half program, makes its bow July 4 over WTMJ, Milwaukee, with Doc Williams as announcer.

Franklin Tooke has been relieved from announcing duties at WOWO, Fort Wayne, and will confine his activities solely to producing broadcasts.

WDRG, Hartford, Conn., vacation lineup: Harvey Olson and Aurelia Divinere now away; Sterling V. Couch departs Sunday; Walter Haase starts July 18; Grace Legg and Bob Provan, Aug. 1; Gil Bayek, Aug. 29.

SAN FRANCISCO

Arthur Westlund, KRE station manager, being congratulated here on his being newly elected treasurer of the NAB.

Helene Peters, Berkeley Gazette radio ed., had appendix removed.

Johnny O'Brien's harmonica band just completed a week's engagement at the "Rancho San Pablo" in San Pablo, booked by Larry Allen of the NBC Artists' Service.

Carmen Dragon, NBC maestro, in Hollywood to work along with Meredith Willson on arrangements when Willson takes over the "Showboat" show.

Scott Paper Co. goes off the "Woman's Magazine of the Air" (NBC) July 21. They merely sponsored gab, no flesh.

Grace Cooper has the femme lead in "Pursuit of Happiness," at the Alcazar Theater.

Beryl Cameron, NBC blues singer, leaves tomorrow for Hollywood to let 20th-Century Fox film scouts give her the eye.

Lloyd Yoder, NBC Press Chief, his wife (Phoebe Clark on the air) and Mrs. Claude La Belle, wife of the dramatic critic of the "S. F. News," are in Hollywood for one of Lloyd's periodic visits of giving the southern city's press dep't the once-over.

San Francisco Light Opera Co. will air "Ruddigore" and "The Mikado" via KGO on July 8 and 13, respectively. John Ribbe will produce the

PROMOTION

WTMJ Birthday Stunt

WTMJ, Milwaukee, in preparation for its tenth anniversary celebration July 25, is staging a three-week "Birthday Contest" with numerous merchandise prizes for the winners. Contestants are required to unscramble three lists of approximately 75 WTMJ advertisers containing the names of the sponsors, names of programs and names of products.

Song Title Contest

A new contest, "What's Your Guess," presented by Lee Authier over WSPR, Springfield, Mass., and tied up with the Court Square Theater, is making a big hit. Authier plays five songs and listeners are asked to guess the names. Winners get two passes to the theater. In an initial, surprise presentation, 218 responses were received, setting an all time high for the station.

DETROIT

C. S. Yarnell is a new partner in the Charles A. Mason Advertising Agency. Yarnell was formerly a partner in Herr-Yarnell Advertising Agency, Minneapolis, and was exec. v. p. of Minnesota State Life Insurance Co.

Campbell-Ewald Co. has been named advertising and public relations counsel for Mackinac Island. Campaign will begin at once to promote the Island to summer visitors.

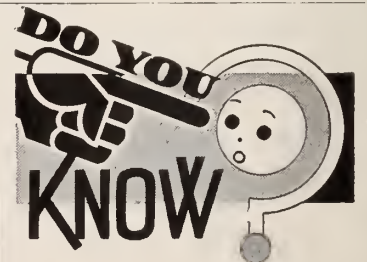
H. M. Hempstead is named advertising manager of Hupp Motor Car Corp., ready to go back into active operations after 18-month suspension. Hempstead comes to Hupp from General Motors.

shows and Warb Byron the continuity.

Janet Baird, of "Woman's Magazine," NBC, vacationing in H'wood. Kenneth Spencer, Negro basso, starts a series of quarter-hour shows on KPO and Pacific Red net Sunday.

When Charlie Runyon, NBC organist, takes his vacation the latter part of July, George Nyklicek, KYA organist, is slated to sub for him.

Mrs. Lucy Cuddy, KSFO dramatic production mgr., wrote and produced a pageant with 200 actors last Sunday at the San Juan Bautista mission. CBS, via KSFO lines, aired a full hour over the Pacific net.



Jerry Cooper, baritone star of "Hollywood Hotel", was once a slevedore in New Orleans.