



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 41

NEW YORK, N. Y., FRIDAY, AUGUST 27, 1937

FIVE CENTS

## AFM Strike Not to Include All

### VIRGINIA BROADCASTERS COMPLETE ORGANIZATION

Richmond — Organization of the Virginia Association of Broadcasters was perfected at a meeting in the studios of WRTD here, following a talk by James W. Baldwin, managing director of the NAB.

With one exception, every station in the state was represented at the meeting, and the membership of the association is expected to be 100 per cent.

Officers elected were C. T. Lucy, WRVA, Richmond, president; Edward A. Allen, WLVA, Lynchburg, vice-president, and Earl Sowers, (Continued on Page 3)

### KELO, Sioux Falls, S. D. Joining NBC on Sept. 5

KELO, Sioux Falls, S. D., joins the NBC network on Sept. 5 as a optional Red or Blue network outlet in the northwest territory. Station will only be sold to clients when KSOO in the same city is not on the air.

KELO is a new station owned by the Sioux Falls Broadcasting Ass'n, (Continued on Page 3)

### 25 Football Games Set By WHBQ in Memphis

Memphis—One of the most ambitious football schedules yet attempted by a southern station has been lined up by WHBQ, it is announced by Manager E. A. Alburty. Already 25 games have been definitely booked for broadcasting, including all of the home games of Memphis' own South- (Continued on Page 3)

### KTSM Celebrates 8th

El Paso, Tex.—KTSM is celebrating its eighth anniversary. Station is managed by Karl O. Wyler.

### Whole Clan on Radio

St. Paul—Arthur Peterson and wife, who work in dramatics on KSTP, have a son, Arthur J., and daughter-in-law, Norma Ransom, working in Chicago programs. Norma's brother, Glenn, also is a radio actor. A daughter of the elder Peterson, Margaret Peterson Imm, and her husband, Arthur, work at a Madison station.

### Fined and Wined

Chicago—Slips at the mike, no matter how slight, during presentation of NBC's "Dan Harding's Wife," cost the offender 25 cents.

The other day Production Director Clinton Stanley took a look at the kitty and found it had grown to sufficient size to pay for a party.

### 'WE, THE PEOPLE' ON CBS PLUGGING SANKA COFFEE

Young & Rubicam agency has completed arrangement for Phillips Lord's "We, the People" to return to the air Oct. 7, switching to a CBS network of 49 stations, to be heard Thursdays at 7:30-8 p.m., for Sanka Coffee. Sanka has been heard for the past two years over an NBC network with a dramatic series starring Helen Hayes.

### 77 Stations Will Carry Nat'l Biscuit Golf Shot

National Biscuit Co. (Ritz Crackers) has set a coast-to-coast network of 77 stations on CBS for its hour and a half broadcast Saturday afternoon of the finals of the National Amateur Golf tournament, emanating from Portland, Ore. Ted Husing will be at the mike. McCann-Erickson agency handles the account.

### Florida Citrus on CBS

Florida Citrus Commission, Lakeland, Fla., through Ruthrauff & Ryan, has signed Emily Post for a new series of daytime CBS programs to begin Oct. 12 and each Tuesday and Thursday thereafter. Clayton W. Cousens set the deal for Emily Post.

## 14 New Links, 10 Power Boosts Reflect CBS Expansion in 1937

### Ford "Universal Rhythm" Going Off Air Sept. 5

Ford Motor yesterday confirmed that its "Universal Rhythm" will fade from the air Sept. 5. Series is heard over a CBS network Sundays at 9 p.m. in the spot that will be taken over by the "Ford Sunday Evening (Continued on Page 3)

## Only Stations on "Unfair List" Are Likely to be Affected if Musicians' Union Calls Walkout

### CBS ENGINEERS PERFECT CONCEALED MIKE SYSTEM

West Coast Bureau, RADIO DAILY  
Los Angeles—Since the early days of radio, attempts have been made to broadcast operas and stage plays, with but partial success. Most producers of such projects have been unwilling to sacrifice any freedom of the artists for the sake of the broadcast.

Due to many inherent limitations of earlier broadcast equipment, especially microphones, such early attempts usually failed to hold the interest of the listener.

A revival of interest in stage broadcasts is being shown in the weekly (Continued on Page 7)

### Court Wants to Know How Transradio Will Air Fight

Supreme Court Justice Ferdinand Pecora reserved decision in the injunction proceedings brought by NBC et al against Transradio and gave the defendants until 4 p.m. this afternoon to inform the court just (Continued on Page 3)

### Jolson Back Sept. 7

Al Jolson, with Parkyakarkus (Harry Einstein), Martha Raye and Victor Young's orchestra, resumes Sept. 7 at 8:30-9 p.m. over CBS for Lifebuoy-Rinso. Program will be augmented by guest stars or dramatic skits.

That an AFM strike may be called and subsequently affect those stations only which have not signed an agreement with the Federation's nearest local union was indicated yesterday in the letter sent out by Independent Radio Network Affiliates, pointing out that, inasmuch as the transcription companies have tentatively agreed to the AFM's requirements, stations on the AFM "unfair list" will not be able to obtain transcription or record service.

In the meantime, Independent Radio Network Affiliates, through its Special Advisory Committee, yesterday followed through on its plans (Continued on Page 3)

## TEXACO TAKING LAYOFF BEFORE MAKING SWITCH

Texaco will vacation from the air for 17 days following the broadcast of Sept. 12. Program returns as a Wednesday night feature Sept. 29, stepping into the spot to be vacated by Campbell Tomato. New series will be heard at 8:30-9 p.m. with a repeat for the coast at 11:30 p.m. Cast will include Eddie Cantor, Jim- (Continued on Page 3)

### Pillsbury Considering Additional Programs

Chicago—Pillsbury has auditioned several items with a view of doing something additional on the air. "Today's Children," sponsored by the same firm, is contracted for through next June 15.

### Adopt Anthem

Boston—Following the recent request of the American Legion that radio stations sign off their day's broadcasting by playing the national anthem, WCOP here is doing so.

General Manager Gerard H. Slattery even has gone the request one better by also using the anthem to open the daily schedule.

With the exception of WHAS, Louisville, and KTSA, San Antonio, (Continued on Page 3)



Vol. 2, No. 41 Fri., Aug. 27, 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, 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, Aug. 26)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, North American, No. American, Pfd., RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio. Includes sub-tables for NEW YORK CURB EXCHANGE and OVER THE COUNTER.

P. & G. Disks in Canada

Procter & Gamble (White Naptha soap) on Monday will start a series of disks entitled "P. & G. Rangers" over 10 Canadian stations. Quarter-hour programs will be aired three times weekly. Stations are CFCN, Calgary; CJCA, Edmonton; CHNS, Halifax; CKCO, Ottawa; CKCK, Regina; CFQC, Saskatoon; CFRB, Toronto; CJOR, Vancouver; CJRC, Winnipeg, and CFCF, Montreal. Compton Advertising Inc. placed the account.

New Kass-Tohrner Setup

Arthur Kass and Sue Tohrner have dissolved their radio advertising service partnership and have announced that they will form a corporation to be known as Kass-Tohrner, Inc. Kass will act as president, William Isaac, vice-president, and Miss Tohrner, secretary. Firm is located in the RKO building.

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

New Amplifier Called Revolutionary Seattle—Andrew Jacobsen, student at University of Washington, has developed an "all angle" radio studio amplifier which may revolutionize broadcasting. The amplifier, created by a combination of additional tubes, checks volume after a certain point, and allows broadcaster to literally forget the mike. Speakers who turn their head away are still registering without fading, and excess volume is cut down so that transmitter is not overloaded.

Salvation Army Meet Put on Air by WCBS

Honors for broadcasting the first Salvation Army street meeting go to WCBS, Springfield, Ill., according to the Aug. 21 issue of The War Cry, official Salvation Army magazine. The issue is a "Special Radio Number," paying tribute to the "Army of the Airwaves." Program Director John J. Corrigan, Ruth Balch, Harold Dewing, C. J. Jeffery and "Spizz" Singer of WCBS come in for a writeup.

Sponsors Add Stations

The Texas Co. is adding WKBB, Dubuque, to its CBS program, making a total network of 89 stations. Liggett & Myers Tobacco Co., for its sports broadcasts, is adding KMBC, Kansas City, beginning Sept. 16.

Gene and Glenn Back on WTAM

Cleveland—WTAM's most popular all-time act, Gene and Glenn, return to the station's airwaves next month to ballyhoo the comedy team's appearance at the Great Lakes Exposition on Sept. 11-12.

Gone from WTAM for several years to appear on several midwest stations, including WCCO, Minneapolis, the famous song and patter team will make a bid for their former listeners beginning Sept. 1 in a series of radio shows. On Sept. 4 they will air a Gene and Glenn song shop marathon program over WTAM from 10 p.m. to 1 a.m.

They will ballyhoo an audience for their production of "Jake's Circus" at the Exposition's Radioland. The team will also barnstorm over northern Ohio to give radio shows in Erie, Akron, Canton, Youngstown, Toledo and Columbus.

Quiz from Department Store

Three times each week over WQAM, Miami, the Morris Brothers Department Store presents a 15-minute "How Smart Are You" program from the floor of their dining room. Three contestants, who are the guests of the house for luncheon, participate, and the questions are sent in by listeners. A merchandise credit for \$1 is awarded for each list used, and the two highest contestants are given a two-dollar merchandise credit slip.

Star Radio Signs Five

Star Radio Programs Inc. has added five new stations to its list of subscribers. WMIN and CFCT have signed for the "Scriptfolio," WJW for the "Star Commercials," CKOV for "The Morning Bulletin Board," and WORC for the new women's program, "Good Morning Neighbor."

Campbell Cereal Buys Show for Mutual Series

Campbell Cereal has bought the WGN-Rube Applebery show for its Mutual series which begins Sept. 27. Program will be a quarter-hour stint Mondays, Wednesdays and Fridays at (tentative) 7:45 p.m. Mitchell-Faust Advertising Co., Chicago, has the account.

Al Williamson Quits NBC

Chicago—Al Williamson, director of NBC press department here for nine years, has resigned effective in fortnight to become assistant to publisher Davis Merwin of The Minneapolis Star. Williamson formerly was associated with Merwin on Bloomington (Ill.) Pentagraph and was reporter on Chicago American. The Star, owned by the Cowles clan of Des Moines and Merwin, has largest circulation in Northwest.

WQXR Programs Changing Time

Five WQXR sustaining programs change their time on the September schedule. They are:

Clifford Herzer and Jascha Zayde, piano recitals, switch to 6:30-6:45 p.m. Tuesdays and Thursdays "Music at Twilight," a musical variety, under direction of William Strauss, will be heard at 7-8 p.m. Tuesdays; Norman Corwin will present his "Poetic License" at 9:45-10 p.m. Wednesdays; "The Speakers' Forum of the Air" will be presented at 6:45-7 p.m. Mondays through Fridays, and Press Radio News will change to 6:25 to 6:30 p.m. daily.

Renew NBC "Hit Parade"

American Tobacco Co., effective Sept. 29, will renew the "Lucky Strike Hit Parade" program on 76 NBC-Red network stations Wednesdays, 10-10:45 p.m., for another 13 week run. Program features guest dance bands. Lord & Thomas has the account.

Disking Newspaper Shorts

West Coast Bureau, RADIO DAILY Los Angeles—Earle Hampton is producing 26 short newspaper classics in a transcribed series called "Extra, Extra" for Sistex. Being handled by Radio Transcriptions of America, under supervision of Lindsay McHarrie.

Roy Winsauer Joins WCCO

Roy Winsauer, formerly with CBS in New York, has joined the production staff of WCCO, Minneapolis, under Hayle C. Cavanor. He is a Harvard alumnus and spent a year with Columbia.

COMING and GOING

JIMMY JEMAIL, WHN's inquiring reporter, is at Block Island for his vacation.

ROBERT TALLINGER has returned East after a week of super-activity in Hollywood.

LOU MINDLING of MCA arrived in town yesterday.

H. K. CARPENTER of WHK-WJAY, Cleveland, is in New York on business.

ROBERT BARRETT, WOR's Chicago representative, is in town.

STANLEY HUBBARD of KSTP, St. Paul, Minn., is visiting here.

HENRY SLAVICK from WMC, Memphis, is spending some time in New York on business.

JACK BENNY and MARY LIVINGSTONE arrive in New York on Monday aboard the Normandie.

JACK PEARL with his wife, WINI, are also due back from Europe on the Normandie.

CONWAY TEARLE arrives in New York from Hollywood today.

LOUELLA PARSONS, who arrived on the Europa from abroad Wednesday, is staying in town a few days prior to returning to the Coast.

ANN RICHARDSON, assistant to Charles E. Green, president of CRA, leaves today on a 10-day vacation trip to be spent at West Baden, Ind., and in Michigan.

MARY LITTLE, radio ed. of the Des Moines Register and Tribune, returned to her desk yesterday from a Coast visit, while her assistant GLADYS FARNUM, arrived in New York yesterday.

BILL MALONEY of WOR back yesterday from a vacation.

PAUL KESTEN, CBS vice-president, sailed yesterday for a European vacation, first stop being Sweden.

FRED ALLEN and PORTLAND HOFFA will arrive in New York from Maine over the weekend, and are scheduled to depart for Hollywood early next week.

FRED RIPLEY, program director of WSYR, Syracuse, was in and out of town yesterday.

EARL GLADE, KSL; A. K. REDMOND, WHP, and A. J. MOSBY, KGVO, arrived in town yesterday.

WBBM "Theater of Air" Admitting All Comers

Chicago—WBBM is throwing open doors to its "Theater of the Air" audience studio to all comers during the hours that CBS sustaining shows are originating here. Among programs open to anyone are "Sing and Swing," "Play Days," "Bon Voyage," "Do You Remember" and "The Chicagoans."

Novarro for BBC Disks

Ramon Novarro has been signed by British Broadcasting Corp. for a series of transcribed programs.

BIRTHDAYS grid showing dates 1-30 with numbers 1, 9, 3, 7 in the top row.

Greetings from Radio Daily

- August 27 Archie Presby Mack Parker Harry Neigher August 28 John Corrigan Dr. Ralph L. Power August 29 John Kane Arthur Anderson Mabel Jackson Julius Seebach

## STRIKE WOULD INCLUDE ONLY 'UNFAIR' STATIONS

(Continued from Page 1)

to acquaint the industry as a whole with the AFM situation and developments. Emile Gough of Hearst Radio, secretary of the IRNA sent the various letters and literature to the entire industry.

The NAB was asked to have its board of directors call a membership meeting in New York in joint session with the IRNA on Sept. 10. To the "Owners of Independent Stations Not Affiliated with the Networks", the following communication was sent:

"Attached is a copy of a letter that has gone to the owners of radio stations affiliated with networks. It is sent to you for your information. This committee has no authority to speak in your behalf, even to the point of submitting recommendations to you for settlement of the threatened musicians' strike, but it does feel that it is a situation of such seriousness and of such moment to yourself that it behooves you to become interested, either personally or through the association which represents you." This is signed by William S. Hedges as chairman of the IRNA special advisory committee.

In a different letter, to IRNA members, it is stated that whatever action the committee takes, "the most the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be optional with every station whether to adopt or reject a contract with its respective local, based on the formula. The committee hopes to be able to agree with the Federation on standard clauses for such contracts, making uniform the general outline for all stations and all locals, leaving, however, to further negotiations between stations and locals the detailed rates of pay and hours of employment for each man within the framework of the amount of money to be agreed upon for weekly or annual expenditure. The committee believes the Federation officials will be willing to make provision for the exceptional situations which may exist with individual stations.

"If such a formula can be arrived at, it will be up to the industry to decide whether it chooses to bear the cost and interruption of service caused by a strike, or accept the burden imposed by the agreement and avoid hostilities."

The letter to the IRNA further points out the transcription companies have already tentatively agreed to the terms required by the

A NEW STAR on the musical horizon . . . **MICKEY ALPERT** and his Riviera Orchestra . . . . .  
 Appearing Nightly at  
**BEN MARDEN'S**  
**RIVIERA**  
 Just Across the Geo. Washington Bridge

## NEW PROGRAMS—IDEAS

### Flowers for the Femmes

Something new in radio programs has been introduced by Burdine's, the leading department store in Florida, over WQAM, Miami. It is called "Bouquet for Today" and is a tribute to some woman outstanding in the community. Listeners are invited to submit to the management the names of women who are to be so complimented. The program opens with a brief store announcement, then a transcribed musical number, and finally the name of the woman who has been selected by her neighbors and friends to be given the bouquet. Immediately at the close of the program a messenger is at her door with a bouquet of flowers with Burdine's compliments.

### 25 Football Games Set By WHBQ in Memphis

(Continued from Page 1)

western University and as many of their road games as are available for radio broadcasting. For local interest, the foremost games of the Memphis high schools will also be carried, as will many outstanding games of the Southern and Southeastern Football Conferences where broadcasting is permitted. These games will all be handled by Bob Alburty, sports announcer, and will be under sponsorship of the Coca Cola Bottling Co.

### Virginia Broadcasters Complete Organization

(Continued from Page 1)

WRNL, Richmond (WPHR), secretary and treasurer.

Ovelton Maxey of WRTD was host to the meeting at lunch served in the studio.

Sowers is also president of the Virginia Broadcasting System.

### Ford "Universal Rhythm" Going off Air Sept. 5

(Continued from Page 1)

Hour" on Sept. 12. Network has a contract with Ford for three shows. Third program at present is the Al Pearce half-hour Tuesday nights.

"Universal Rhythm" had been heard in a Saturday evening spot, now bought by Pet Milk.

N. W. Ayer & Son is the agency.

AFM and if these are carried out no station will be able to receive further transcriptions or recording service unless it is on the Federation's fair list. Special request is made to quickly answer the NAB's questionnaire on the employment situation.

Business of gathering the first assessment of \$12,000 for expenses is being carried by L. B. Wilson of WCKY, head of the finance committee. It is believed a method will be worked out based on station's wattage as to how much each will be asked to contribute.

### "Cleveland Swing School"

"Professor" Guy Wallace, ace United Broadcasting Co. mickeman, will inaugurate shortly the "Cleveland Swing School" on the WJAY 12:45 p.m. spot. "Swing School" will bring to Cleveland lovers of this type of music the latest in recorded hits. Wallace will air the show Monday through Friday, commenting on bands and bandmen between disks, and take listeners on a tour of mythical swing spots. His knowledge of swing is practically all-encompassing (Guy knows personally most of the big men in the business), so his daily classes at Swing School are expected to have a heavy enrollment.

### Court Wants to Know How Transradio Will Air Fight

(Continued from Page 1)

how Transradio planned to send out its description of the Louis-Farr bout, which was postponed yesterday to Monday. Upon this information, Justice Pecora said, he will base his decision.

Attorney Bruce Bromley, for NBC, explained to the court about the Euick sponsorship through Arthur Kudner agency and that the blow-by-blow description from ringside was a property right bought for \$35,000. Bromley also explained that the fight tickets carried a legend that the ticket holder must not attempt to broadcast a description of the fight. He further argued that Transradio sent out bulletins stating it would cover the fight blow-by-blow for \$10 per subscriber. I. W. Digges, attorney for Transradio, offered a communication in evidence which he said Transradio sent out and it stated that the Transradio fight broadcast was not to be advertised as a blow-by-blow description but a running description. NBC contended that this communication was sent after it went to court yesterday.

### KELO, Sioux Falls, S. D. Joining NBC on Sept. 5

(Continued from Page 1)

and operates full-time on 1200 kcs. with 100 watts. Rate will be \$120 per evening hour. Joseph Henkin is the general manager of the station.

### WTAG Adds Sunday Newscast

Worcester—Three broadcasts of news bulletins will be heard Sundays over WTAG, with the addition of a 6:30 p.m. broadcast.

NOW AVAILABLE for FALL BOOKING

**MORTON BOWE**

SU 7-3348 or Billy Hiipott—NBC

## 14 STATION ADDITIONS REFLECT CBS EXPANSION

(Continued from Page 1)

the new card lists no increases in Columbia rates. Actual changes listed, however, include the 14 new outlets and increased powers. In addition, KNOW, Austin, Tex., is listed as a "bonus" station with KTSA. On Sept. 26, as already announced, WGAR replaces WHK in Cleveland.

Basic CBS web has a minimum of 24 cities, which gives the buyer at least three of five optional cities. Cost is \$8,525 for evening and \$4,267 for daytime, for full hour. Total of all cities listed (104) is priced at \$21,770 for evening rate and \$11,004 for daytime, full hour. Additional data on the new card lists typical CBS hook-ups and packages, and costs, also the usual discounts etc.

Rate cards being sent out by Hugh K. Boice, vice-president in charge of sales, are accompanied by a brochure in colors showing new map and the newcomers among the stations, also market and other data on the outlets that joined since the first of the year. The increased power stations and wattage are tabulated in the book and the 48 stations that improved their facilities are listed plus type of improvement made as to transmitter, antenna, or studio etc.

### Texaco Taking Layoff Before Making Switch

(Continued from Page 1)

my Wallington, Deanna Durbin, Pinky Tomlin, Helen Troy and Jacques Renard's orchestra.

### WNEW Football Schedule

WNEW will air three and a half hours of football reports each Saturday during the fall season, the most comprehensive schedule of its kind in the history of the station. All college football games in the U. S. will be reported starting Sept. 25.

### Lewis to Write on "Follies"

Mort Lewis, radio script writer, has been signed to work on the new "Ziegfeld Follies" show which goes on the boards this fall.

### IN ALL SINCERITY . . .

I believe the National Radio Register is the most efficient means yet created for solving the very necessary problem of quick casting of shows. Its concise listing of talent whereabouts saves valuable time, and assists greatly in selecting the right talent.

PAUL MUNROE  
 of Kay-Ted, Inc.

NATIONAL RADIO REGISTRY  
 415 Lexington Ave., at 43rd, N. Y.  
 VAnderbilt 3-8157

## PROMOTION

### Atlantic Radio Football Contest

Atlantic Refining Co., in connection with its 1937 intercollegiate football radio broadcast schedule, will spend \$50,000 in newspaper advertising announcing the program and in buying full page advertisements in the football programs of the contracting colleges.

Atlantic will also conduct eight weekly football contests with a graduated list of prizes going to the entrants who forecast most correctly the relative standings of the nation's leading elevens as shown on the Atlantic Football Forecast Sheet which will be posted each Wednesday in every Atlantic station. A year ago, six highly successful weekly contests, which attracted thousands of entrants, were conducted by the company, with an automobile as first prize. Although complete details of the 1937 program have not been announced as yet, it has been definitely established that the first contest will close on October 8.

For the third consecutive year, Atlantic's Football Forecast Sheet will service the nation's gridiron fans. It will give the probable winners of the principal games each week, the ratings of the national and sectional leaders and a list of the ranking national and Eastern teams. Based on Dick Dunkel's football forecasting figures, this system has predicted winners 80.2 per cent accurately, excluding tie games over a period of six years.

### House Organ Copies Life

WOAI's August house organ is a replica of Life magazine. Life's size, format, and some of its departments are partially imitated. This promotion piece presents complete information on latest productions and programs of WOAI showing several of the newest campaigns and a complete list of 1937 sponsors to date. The folder is very attractive in two colors with several photographs throughout illustrating many new programs.

### CIO Signs Globe Wireless

American Communication Ass'n, CIO unit, has signed up the 150 radio operators of the Globe Wireless Co., Ltd. on the Pacific Coast. Contract calls for union recognition, minimum wage of \$200 a month for point-to-point operators and \$185 a month for men in the marine coast stations, 40-hour week and other adjustments.

### Bulk Rates Not Approved

Longview, Tex. — So-called "bulk rates" are not favored by advertising agencies, it is revealed in replies received to the current contest being conducted by KFRO on "How to Improve KFRO Rate Card."

### "Methuselah" Postponed

Due to airing of the Louis-Farr fight Monday night, "Back to Methuselah" has been postponed to Sept. 30 on NBC-Blue at 8:30 p.m. Peggy Wood, Helen Claire, James Meighan and Louis Hector are in the cast.



### A REPORTER WITH A CONSCIENCE!

● ● ● We simply can't figure out why Phillips Lord, who created "We, the People" last year for NBC, won't be back this fall via the CBS airing. Gabriel Heatter, as reported, will conduct the series... Wonder why Myron Kirk keeps himself busy at the Riviera with pencil and paper—and listens so attentively to Mickey Alpert's crew?... This is the sort of thing we blush when hearing:... Joe Rines accosted us on the sidewalk and screamed at the top of his soprano voice "Fine thing! Not enough that I have five bucks in the kitty of RADIO DAILY'S till—but it costs me 10 cents per day extra! Every morning I phone down to the bellboy to bring up the paper to my room. I can't wait until after breakfast!"..

● ● ● New York, Hollywood, Chicago and other key cities have wordslingers whose every move is recorded (just like artists) during an airing, this desk is littered by "flashes" regarding this boner.... However, it is more important to us when something like this arrives in the morning mail:... "The other day one of the announcers at KIDO, Boise, Idaho, read a notice from the police department, which described a stolen car from Texas... Following this broadcast, this civic-minded young man left the studios and went out on the street, where he spotted the missing car, phoned the police who nabbed the thief"... Understand that KIDO has some sort of record for recovering or locating stolen cars... We hope the station will forward the announcer's tag!

● ● ● It's so nice to hear that a regular guy with plenty of talent is finally being noted by the powers-that-be... Rudy Vallee admired the chap's ability and when he came east to receive proper recognition he hit into the usual snag or "bum's rush"... Rudy came to the front and went to John Royal and said:... "Here is the greatest conductor of modern music. He is your next air sensation—even though he's an air veteran. Give him the right spot!"... Royal, no slouch himself when it comes to recognizing ability and originality—went to bat and gave the fellow full swing over a sustaining—radio's greatest musical show minus hokum—"Contrasting Melodies" starring Al Roth's distinctive music... Roth, who was aired with his "St. Louis Blues" from St. Louis knows what it's all about—but hasn't learned the correct method of stifling phonies and backslappers. He knows what he wants—music—and makes certain that he gets it... Five NBC shows to date, three agencies interested in hiring his crew—and now NBC pipes his music across the Atlantic for the enjoyment of the Europeans on Sept. 3... Betcha when a sponsor finally gets the show, some broken-down comic will be used for "relief"—something which this show definitely DOESN'T need!

● ● ● Wonder whatever became of the book Larry Nixon resigned from WMCA press dept. so that he might fulfill publisher's orders? Immediately after the resignation, Our Man Larry went to work for WNEW aiding Richard Brooks, radio's ablest commentator. ... Since last January, Zeke Manners, the New York hillbilly from Hollywood, has been slaving away doing 28 hours weekly on local stations (sponsored, of course), but his big desire was to go network... Besides a shot on the Al Pearce and Sunday's Gulf show, Zeke hasn't had his ambition fulfilled... Before returning to the locals he decided on a ten-day rest, so he left for an uncharted fishing trip to Canada... Wednesday NBC thought of him and wanted the hillbilly for a show and build-up—but Zeke isn't to be found anywhere!

## NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,090,820—Method of Modulating High Frequency Transmitters. Hans Wehrin, Berlin-Lichterfelde, and Leo Fungs, Brunswick, Germany; said Wehrin assignor to C. Lorenz Atkiengesellschaft.

2,090,922—Braun Tube for Producing Television Images Rich in Contrast. Manfred von Ardenne, Berlin, Germany.

2,090,951—Relaxation Oscillation Generator. Kurt Schlesinger, Berlin, Germany.

2,090,952—Braun Tube and Method of Operating this Tube. Kurt Schlesinger, Berlin, Germany.

2,091,031—Method of Manufacturing Phototubes. Jan Hendrik de Boer, Marten C. Teves, and Hendrik Lems, Eindhoven, Netherlands, assignors to RCA.

2,091,109—Apparatus for the Measurement of Tuned Circuit Components. Edward M. Shiepe, New York, N. Y.

2,091,134—Amplifier. George L. Beers, Wilkingsburg, Pa., assignor to Westinghouse Electric & Manufacturing Co.

2,091,047—Electrode Assembly. Alfons Kaufeldt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

## FORT WORTH

Leonard Coe of the KFJZ sales force has succeeded Gene Cagle as sales manager. Cagle goes to a San Antonio station.

Through an arrangement between WBAP and KTAT, Cy Leland, WBAP's chief sports announcer, will handle mike for the 22 high school football games in this district which KTAT will broadcast, along with his regular duties as announcer for all broadcasts by WBAP of collegiate football games.

Five daily newscasts are now being aired by KFJZ, serviced by UP.

Zack Hurt is handling the mike for KFJZ's new Vox Pop program at the baseball field before each home game of the Texas League. He also broadcasts the games.

## Ozzie Nelson on WNEW

Ozzie Nelson and his orchestra from the Hotel Astor will be heard on WNEW for a half-hour each Friday at 11 p.m. beginning today. George Hall's Hotel Taft orchestra is scheduled for 8-8:30 on Friday. Other orchestras heard on WNEW Friday night will include Mitchell Ayres from the Hollywood Restaurant.

## Silver Dust on WCKY

L. B. Wilson's WCKY will serve as the Cincinnati outlet for the Beatrice Fairfax-Silver Dust program which debuts over Mutual on Tuesday. Silver Dust agency, Batten, Barton, Durstine & Osborn, insisted on station being added to network if WLW was unavailable. MBS made a special arrangement with WLW-WSAI whereby WCKY was able to take the program.

## Locust Sisters on WMCA

Locust Sisters (Matilda, Mildred and Ada), recently back from Hollywood, make their debut Sunday in "Carnival of Music" at 6-6:30 p.m. on WMCA. Joe White is their arranger and accompanist. Harriet Brent, Ruth Karelle, Charlie Beale and Bill Grant also are in the show.



**WALTER JOHNSON**, formerly of Lord & Thomas and Young & Rubicam staffs, has been appointed continuity editor and producer at KHJ, and James Burton upped to the chief announcer's spot. Other additions to the staff include Floyd Mack and Frank Bingman as announcers, and Arthur Bryan as a writer. Mack has been with NBC in Washington and WLW in Cincinnati, with Bingman also recruited from WLW. Augmented personnel indicates increased fall activity for KHJ-Don Lee Coast Chain.

Dale Armstrong succeeds to the Times radio editorship vacated by Carroll Nye, who resigned to join the Earle Ferris Radio Feature Service.

Bill Haussler, staff photographer, and Burke Crotty, head of photographic division of NBC, are in town to shoot pix of personalities appearing on NBC fall programs originating in Hollywood.

KECA eliminates the dual rate card on Oct. 1. After that date national and local advertisers take the same basic rate.

L. D. Cully and S. C. Hobart transferred to NBC headquarters here from San Francisco.

Rush Hughes leaves his "Langendorf Pictorial" assignment on NBC Pacific Coast Red Sept. 25 to take on an NBC coast-to-coast program.

H. A. Schillinglaw, KFI-KECA assistant manager, deserts radio to go back to the automobile department of Earle C. Anthony, where he was active for 25 years before becoming interested in radio.

"The Experiences of a Million Men" resumes Sept. 6 with a new series over KFWB. An imposing cast of onetime pictures names has been signed by Manager Harry Maizlish, including Betty Compson, Pauline Garon, Kenneth Harlan, Jack Mulhall and Creighton Hale.

Werner Janssen has an original novelty number planned for next Sunday. Story in music of the feud between Bill Fields and Charlie McCarthy, and called, appropriately enough, "Knock-Turn."

Don Gilman, NBC vice-president in charge of Pacific Coast, has been elected chairman of the radio department of the Pacific Advertising Clubs. Gilman was active in club affairs in San Francisco and was appointed to hop-up things for the Clubs' convention here next June. Syd Dixon, also NBC, was made chairman of the ways and means committee.

#### Arthur Andrews as Contact

Arthur Andrews, executive vice-president of Young & Rubicam, has been placed in charge of all contact activities of the agency. This is in addition to his regular duties.

## RADIO PERSONALITIES

No. 62 in the Series of Who's Who in the Industry

**L**EWIS ALLEN WEISS, general manager of the Don Lee Broadcasting System, is known and recognized as one of the most gifted speakers among radio executives.

Assuming the general managership of the Don Lee network in January, 1937, the event also marked his return to the organization after an absence of four and a half years. For two years prior to 1932, Weiss had served as manager of KHJ, Los Angeles, key station of the Pacific Coast network.



Graduate of two colleges and a gifted talker . . .

Educated at the Kent College of Law, Chicago, and the University of Southern California, where he majored in economics, his business experience has encompassed practically every phase of advertising, merchandising and marketing, both as a buyer and seller. He entered radio via KHJ in 1930 after a productive record as director of the Mayers Company, Pacific Coast advertising agency. In 1932 he resigned his KHJ post to become business manager and assistant general manager of WJR, the "Good Will Station" in Detroit, but returned to the Don Lee organization in a berth of even greater responsibility at the turn of the current year, immediately following the affiliation of Mutual Broadcasting System with the Don Lee Broadcasting System.

## ORCHESTRAS - MUSIC

**T**HE music arranger, by whose skillful hand a simple tune may be dressed up to sound like a symphony, will be extolled when Mark Warnow adds "The Art of the Arranger" as a feature of his Tuesday "Blue Velvet Music" series, Aug. 31. The programs heard weekly over CBS at 8-8:30 p.m.

*Fritz Mahler, the noted Viennese conductor who made his first public appearance in America in a CBS broadcast, will be guest conductor of the Columbia Concert Orchestra in its program entitled "Fritz Mahler Takes the Baton" on Thursday, Sept. 2 at 8-9 p.m. over CBS.*

Nano Rodrigo brings his music makers back to New York on Sept. 20 after completing a 10-week engagement at the Traymore Hotel, Atlantic City.

*Woody Herman completes his Wildwood engagement first of next week and dashes to New York to make series of Decca records.*

Bob Stanley has assumed the conductorship of eight programs weekly over WOR-MBS, making him one of the busiest maestros on the air. Among his more important shows are the Sylvia Froos, Benny Davis, Ray Perkins and "Jazz Nocturne" broadcasts. In addition to his duties as conductor, Stanley manages to find time to act as first violinist for Alfred Wallenstein's "Strings" and "Sinfonietta."

*The Hudson-De Lange aggregation plays Richfield Springs, N. Y., on Sept. 5.*

CRA has a corner on the orchestra bookings at the Michigan State Fair,

Detroit, this year. Mr. and Mrs. Jesse Crawford and their orchestra, opening Sept. 3, will play at the Ford exhibit at the fair. Mike Reilly and his "Round and Round" music will be the state fair attraction at Eastwood Gardens, and Ina Ray Hutton for the Fair week at Westwood Gardens.

*Kay Kyser and his outfit are doing two weeks at the Lakeside Amusement park, Denver, and airing nightly over KLZ.*

Billy Swanson and his Hotel Edison Green Room orchestra will formally open the American Legion National Convention in New York next month with the playing of the National Anthem and the American Legion Marching Song.

*George Hall and orchestra and Dolly Dawn will make their first New Jersey appearance of the season Sept. 17 at the opening of the new Club Windsor, Irvington's first supper club.*

Rockwell-O'Keefe will book entire entertainment fare for the annual convention of the National Security Traders of America at the Traymore Hotel, Atlantic City, Sept. 8-11. Will Osborne's ork leads the band group, and featured artists headed by Henny Youngman and Helen Morgan.

*Rita Rio and her orchestra play "The Deck" at Worcester, Mass., on Sept. 11.*

Sammy Kaye and his orchestra will appear at the Bill Green Casino, Pittsburgh, on Sept. 19. New addition to the orchestra troupe is the



Ros Metzger, radio director of Ruthrauff & Ryan, back from a week's swing through Cincinnati, Detroit, Cleveland and Oshkosh, Wis.

Ann Sothorn has joined her husband, Roger Pryor at the Edgewater Beach where his orchestra is playing.

Sylvia Clark, NBC monologist, has turned out a tune, "Let's Sail Away Down Sweetheart Bay," which Norm Sherr will introduce on his NBC piano broadcast tonight.

Johnnie Johnston is pinchperforming for Clark Dennis on NBC Breakfast Club. Dennis is on a personal appearance tour.

Allan Grant, NBC pianist, and M. P. Wamboldt, NBC production director, have turned out a tune with the ponderous title "You're Wonderful, Beautiful, Gorgeous, I Know."

Walter Wade, head of the Wade agency, is the discoverer of a yodeling caddie who will be on Alka-Seltzer Barn Dance tomorrow.

Irna Phillips' new show, "The Woman in White," is being auditioned this week. Blair Walliser, WGN production director, has one called "White Angel" he is showing.

Tommy Ott and Henry Huston have formed a new piano duo at WJND.

Tommy Bartlett, femme quizzier on "Meet the Missus," back from Canadian north woods.

Bea Furbend, secretary to Frank Rand at CBS, vacationing in Bermuda.

Don Bolt, newscaster at NBC, winds up there this week.

Vivian della Chiesa, NBC lark, being flooded with wedding gifts, but it's her sister Vera who is to be married to Logan L. Thompson, CBS engineer on Sept. 11.

Sterling Beer Co. of Evansville, Ind., reported thinking about football. Ruthrauff & Ryan has the account.

Bess Johnson, Lord & Thomas radio exec, flew to New York for Louis-Farr bouts.

It's a girl at Announcer George Thorndyke's home.

Margaret Shanna of "Arnold Grimm's Daughter" streamlining to Omaha this weekend.

Announcer Don Hancock back from New York, where he did some sports announcing for CBS.

Westminister Choir. Band airs over MBS.

*Lou Breese, who together with his orchestra opens a twice-weekly NBC series from the French Casino on Aug. 31, is planning something different for a sustaining night club broadcast. The Breese broadcasts will take the form of a musical script series entitled "Breezing Along With Breese," featuring a woodwind section.*

Charlie Barnet and Dick Messner's orchestras will stage a battle of music at Grand Terrace ballroom, N. Y. Oct 6, for CRA.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Conduct Long Research For New WGY Antenna

Schenectady — Engineers who are supervising WGY's antenna construction spent many weeks to seek the best available location with respect to airways, the electric conductivity of soil and the site's relation to the key cities in the coverage area.

Having arrived at an approximate location, the engineers went down into the soil itself to determine whether or not it could bear a half million pounds of weight without settling.

A ground boring rig was set up and soil samples taken from the surface down to bed rock, 26 feet below the surface. To make sure that the bed rock surface was uniform and the selected site distant from a rock ledge, four other holes were made 350 ft. north, east, south and west of the tower site.

A pit ten feet square was dug, and in its bottom a platform two feet square was placed. Pig iron to the weight of 32,000 lbs. was piled on the platform, exerting a pressure of 8,000 pounds per sq. ft. The actual tower will exert only 3,000 lbs. per sq. ft. on the base.

WGY's ground system will extend out 600 ft. from the tower and will consist of fifteen miles of copper ribbon, buried six inches below the surface.

Aviation lights, controlled by photo electric tubes, and a 1,000-watt flashing beacon will be installed on the tower top.

## New KSO-KRNT Equipment

Des Moines — New equipment at KSO-KRNT includes a Fairchild Proctor recorder, cutting disks in aluminum or acetate, speech input and amplifiers.

W9XTB, new h.f. broadcasting station of the Iowa network, has been established in the KSO-KRNT studios and will soon be conducting experimental broadcasts on 26,550 kc, under the supervision of Paul Hunt-singer, IBS chief engineer.

The 100-watt transmitter, Collins Radio Co. product, has been installed in the station's master control room of the Register & Tribune Building and its antenna suspended from a 40 ft. pole at the top of the building.

## CHARLES ROSS, Inc.

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## Station Improvements

Chattanooga — WAPO has applied for license to cover construction permit for changes in equipment increase in power and change in hours of operation.

Richmond — WMBG has applied for CP to make changes in equipment and power increase from 500 watts to 500 watts night, 1 kw. day, using directional antenna.

Yuma, Ariz. — KUMA has applied for CP to install a vertical antenna and move transmitter to new site.

## New WSOC Mobile Unit

Charlotte, N. C.—Only a half-ton panel delivery truck, yet it contains enough broadcast equipment to broadcast anything from anywhere. That's the new WSOC mobile unit. Equipped with four separate short-wave transmitters, two complete remote control amplifiers and associated equipment, and a portable generator capable of producing 1,000 watts of 110 volt AC current, it is fully able to meet any broadcasting requirement. The transmitters can be operated either when the car is in motion or when it is at a stand-still.

Transmitter equipment for the mobile unit includes WAAK, the master 40-watt portable transmitter; W4XBT, the 10-watt "pack-set" which is used strapped on the announcer's shoulder somewhat in the manner of an Army pack; W4XER, the tiny 2-watt "beer-mug" transmitter, and W4XBZ, the master co-ordinating transmitter. The latter three transmitters all work on the same frequency, allowing three point simultaneous transmission.

## Notes from KNX

Harry Spears, back in Los Angeles from New York, is basking at Ocean-side to complete a month's vacation, while Charles Douglass handles the "Hollywood Hotel" . . . Hap Felch's radio experience goes back to war days when he was in charge of a naval radio school in the east . . . Birkenhead of the transmitter crew has launched his 20-ft. cabin sailboat . . . Senior Engineer Harper plans a vacation trip to Chicago and Davenport . . . Chief Transmitter Engineer Shepard and Engineer Pangborn have new cars . . . Maintenance Engineers French and Taschner are finishing, among other things, an interesting trick telephone-effect setup for studio use; consists of a French telephone set with a variable high-pass filter, to be plugged into the microphone wall-plug in the studio.

Alexandria, La.—KALB has applied for CP to install a new transmitter and increase power from 100 watts to 100 watts night, 250 watts day.

Idaho Falls—KID has applied for CP to make changes in equipment and increase power from 500 watts night, 1 kw. day to 500 watts night, 5 kw. day.

Tallahassee—WTAL has applied for CP to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day.

## Philco Telescopic Auto Aerial

Philco has added a new telescoping cowl aerial to its line of auto radio aerials. It is a high quality aerial, telescoping in three sections down to 24 inches. Two sections extended make 43 inches and additional third length reaches total of 62 inches. It is made of seamless rustproof metal, telescopes easily without binding and has great mechanical strength. It is easily installed and mounts on a car with small insulated mounting brackets.

In cities where stations are nearby, reception is satisfactory with aerial in collapsed position.

## Wholesale Radio in Boston

Wholesale Radio Service Co. of New York has added another link to its growing chain of establishments with the opening of display and sales-room at 110 Federal Street, Boston, with Michael Scott in charge.

## Bumpass Back from Camp

Longview, Tex.—Edward Bumpass, chief engineer of KFRO, has returned from the National Guard Camp held at Palacios, Tex. John Van Horn, acting relief engineer, has returned to Van Buren.

## Lighting Still Problem In Television Service

London—Success of their first year of outdoor transmissions, including the Coronation procession, Wimbledon tennis, etc., has made only further work for the BBC research experts. Transmission is still dependent on brilliant light, and intensive laboratory experiments are being conducted to produce a model with greater light sensitivity. When achieved, television will be practicable under cloudy skies and by normal indoor lighting.

Fourteen manufacturers are exhibiting as many different makes of television sets at Radiolympia here. Cheapest is \$280.

BBC will make more strenuous efforts shortly to enlist Government support for television. Ambitious plans to push the new entertainment into popularity are crippled by lack of funds.

## WSBT-WFAM Add Equipment

South Bend, Ind. — WSBT-WFAM engineers plan installation of the new W.E. "monitor" program amplifier at the transmitter, as well as a new pre-set type control panel in the main control room. The staff also is conducting test transmissions with the new mobile unit, WATD, and the relay pack transmitter, W-9XSB. Meanwhile, the program department is hatching ideas for special event broadcasts utilizing the new equipment.

## KSFO Transmitter Test

W. I. Dumm, head of KSFO, San Francisco, while in New York this week, said the new KSFO transmitter will go on the air tomorrow for a test program with local talent. Tests thus far have been very gratifying. The station is a 5,000-watter with Western Electric equipment and is right on the edge of the bay. It has a new ground system in the bay.

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FOR RADIO STATIONS

320 West 46th Street  
New York City

## CBS Engineers Perfect Concealed Mike System

(Continued from Page 1)

CBS show, "Your Witness", staged each Wednesday night at 10:15 PST. This particular show differs from previous productions in its adaptation to radio. All scripts are memorized, the actors do not stand before a visible microphone as in most broadcasts, and the audience is not conscious that the show is a broadcast.

Instead of the microphones being suspended or placed on stands in view of the audience, all mikes are concealed in strategic spots about the stage. Actors rehearse their lines and actions with these "spheres of sensitivity" in mind. When action carries them about the stage, lines are not spoken until within range of some particular mike, the pickup range of each mike being about four feet. The microphones are concealed under lampshades, in smoking stands, chandeliers, flowers, etc. By clever directing and acting the actors' movements seem natural and the lines unstilted.

However, the necessarily large number of microphones used place an unusual responsibility on the control-room engineer. He must not only turn on each mike individually as needed, (several mikes on at once make voices sound "boomy," as though speaking in a well), but must follow the action entirely by the script, since the control-room is obscured by scenery or curtains. Often the room is totally dark except for a small musician's lamp over the engineer's script. "Your Witness" is a murder mystery show, requiring a darkened stage for certain periods during the show. A lighted control-room would spoil the effect on the stage.

CBS Engineers Piersall and Campbell have worked out a method whereby they can see all microphones or their approximate locations during a broadcast. The scheme also allows more mikes to be used than could normally be handled from the control-room. Two complete broadcast line amplifiers and "mixers" are used, the output of one being fed

## Okays Havana Fund

Washington Bur., RADIO DAILY  
Washington — President Roosevelt has signed the bill authorizing \$15,000 for the American participation in the Inter-American radio conference at Havana this fall.

into a volume control position of the other, and the overall output sent to the lines which feed the entire Columbia Network.

One amplifier is a small portable unit normally used for outside pickups such as football games. It is located in the orchestra pit and operated by Campbell, who sees all the action and hears the program as it is broadcast in one of his two earphones. The other earphone is connected to a telephone breast-set worn by Piersall in the control-room. Campbell mixes the output of such microphones as cannot be seen from the control-room. All other mikes are handled by Piersall in the booth. He hears the entire program through a loud-speaker, just as it sounds in the home radio. During the broadcast telephonic communication is maintained between the two engineers to coordinate their actions, and afford a "smooth" mixing job.

Although other schemes have been tried for picking up the actors' voices from the wings of the stage, thus allowing the players a maximum of freedom, such methods were not so satisfactory. Two parabolic reflector type mikes were used, one being in the wings on either side of the stage, but with both turned on at once, distortion of voice quality resulted. When actors turned suddenly away from the reflectors, another case of distortion was noticeable.

A new directional mike based on an entirely different engineering principle, being developed by a well known manufacturer, was better, but is not yet entirely perfected, and to date the concealed mike, double-mixer arrangement has proved most successful, and the show is drawing capacity crowds every Wednesday night to attest the interest of the spectators and listeners.

## WJBY Modern Home

Gadsden, Ala. — WJBY will move into its new studio and transmitter building around Sept. 10. Structure is ultra-modern in design and will be equipped elaborately with expensive furnishings. New equipment has been added and the day power of the station has been increased to 250 watts, using a vertical radiator.

## Amplifier for KFAC

West Coast Bureau, RADIO DAILY  
Los Angeles — KFAC is installing the new Western Electric type 110-A amplifier similar to the equipment recently ordered for KHJ. Increases carrier power without added wattage and improves signals, in addition to eliminating practically all distortion and 3db of extraneous noise.

## New Exide Radio Batteries

Philadelphia—Electric Storage Battery Co. is about to put on the market two new 2-volt Exide Radio Batteries, Types 2R-160, 160 ampere-hour capacity at the RMA standard 100-hour rate, and 2R-105, 105 ampere-hour capacity at the standard rate.

## KOIL Studios Dedicated

Council Bluffs, Ia. — A dedicatory program is being planned by KOIL, member of the Central States Broadcasting System, for Sept. 13, when construction and installation of the new equipment will be completed, giving the station more power and an improved transmitter.

... Radio's own daily newspaper modestly presents a series of 100 unsolicited testimonials as to what Radioland thinks of RADIO DAILY.

# KGHL

Billings, Montana

"... We think you are doing a grand job in filling a need that has been long felt."

*E. M. Yocum.*

# ARTHUR BORAN

New York City

"... I think your publication is interesting and very informative."

*Arthur Boran.*

# WHO

Des Moines, Iowa

"... RADIO DAILY has become a very important source of information to us as to what is going on in the broadcasting industry and is, therefore, routed as rapidly as possible to department heads each day."

*J. O. Maland,*  
Vice-President

... RADIO DAILY is six months old. It is growing fast. It already has the confidence of a great progressive industry. Watch RADIO DAILY.

## ★ F. C. C. ★ ACTIVITIES

### EXAMINERS' RECOMMENDATIONS

KABR, Aberdeen, S. D. CP for change in frequency and power to 1390 kc., 500 watts, 1 KW. LS., unlimited, be granted.  
Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime, be denied.

### HEARINGS SCHEDULED

Sept. 15: Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

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

WDZ, Tuscola, Ill. CP to move transmitter and studios to Decatur, Ill. 1020 kc., 250 watts, daytime.

KYW, Philadelphia. CP to increase power to 50 KW. 1020 kc., unlimited.

West Va. Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Nov. 15: West Va. Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.

## BOSTON

There are two new control engineers at WBZ-WBZA. They are Robert L. Henderson, formerly with Ganewell Co., and Richard Bower, who has been with WCAE for ten years.

George Cairns, who has just completed a course at Emerson College conducted by Arthur F. Edes, program manager for WEEI, has been signed by WORC, Worcester.

WCOP is inaugurating a "Man in the Lobby" series from the Tremont Theater, with a tie-in. Jim Donovan will handle the daily show.

Archie Macdonald is pinch hitting for Jack Wright, WBZ production manager, who is on vacation.

Ed Herlihy, former WEEI announcer now with NBC, home for a vacation.

S. B. Gregory of the Westinghouse broadcast department at Chicopee Falls, Mass., visiting the WBZ studios on business.

### Two Join Taplinger

Robert Taplinger, who yesterday returned from Hollywood, announces that Jerry Farrar, publicity relations council, and vice-president of "Box Office Digest", has resigned from that publication to become associated with the Hollywood offices of Robert S. Taplinger, Inc.

Tommy White, merchandising and personality publicist, has also been added to the West Coast office, headed by Pauline Swanson.

## ONE MINUTE INTERVIEW

### ORSON WELLES

"Radio drama is the industry's greatest contribution to the arts. Music, of course, is the great good of radio, but that has meant merely a new method of distribution rather than a new art, while the drama of sound without sight is an entirely new contribution."

## ★ Coast-to-Coast ★

**H**ERSCHEL MAYALL, one of the featured players in "The Lone Ranger" which originates at WXYZ, Detroit, and goes over Mutual, has just completed 40 years of acting experience. He carried a spear in an Edwin Booth production back in 1897 and has appeared on Broadway and in Hollywood films as well as on radio.

*Gilbert Bayek, announcer at WDR, Hartford, Conn., marries Dorothy Collins of Bangor, Me., on Monday.*

Phelps Phelps, assemblyman from the Third District, starts a bi-weekly series titled "Editorial Speaking" over WBIL on Sunday at 4:15 p.m. He also will be heard on Wednesdays. Clergy League of America also is going on WBIL for a Saturday 7:15 p.m. series titled "News of the Churches."

*Sporting notes: Andy Kerr, head football coach at Colgate and coach for the Eastern All-Star, was guest of Dick Fishell on his "Sports Resume" over WMCA last night . . . Jocko Maxwell of WLTH will honor Mel Ott during his "Sports Parade" at 6 p.m. tomorrow.*

WPG, Atlantic City: Norman Reed, manager and formerly chief announcer, has been appointed emcee for all events in connection with selection of Miss America at the Showmen's Variety Jubilee. Sept. 7-11; George Foster and the staff will assist in airing the event Sept. 11 . . . Betty Phillips, 14-year-old song stylist, is scoring with Alex Bartha's orchestra on Steel Pier . . . Jack Moss, tenor, pinch-hitting for Vaughn Comfort, on "Down on the Farm," conducted by Amos Kirby and Ethel Rattay.

*Governor's Night at the Eastern States Exposition, Springfield, Mass., Sept. 19, will be originated and fed to the Colonial net by WSPR. The show will comprise the entrance of the governors or their representatives from ten Eastern States and an address by each. Howard S. Keefe, special events announcer, and Wayne Henry Latham will handle the show.*

Maybelle Hinton, head of continuity and director of programs at WBRY in Waterbury, Conn. will be married Oct. 15 to Stanley R. Osborne of Albany, N. Y.

"Love on Toast" is the title of the original radio play by Ted Bliss which will be a feature of WOR-Mutual's "Ecstasy" program tomorrow at 9:30-10 p.m. Frederick Stark's orchestra, the solos of Julietta Novis, soprano, and Paul Keast, baritone, round out this program, which originates in the studios of Mutual's Los Angeles affiliate KHJ.

Ralph Kirbery, the Dream Singer,

cuts his first transcription for the new Chevrolet series on Monday with Victor Arden's orchestra at the studios of World Broadcasting System in New York. Graham McNamee will be the announcer.

*WCAO, Baltimore: "Bill" O'Toole, head announcer, is summering down in Ole Virginy with his stooge "Snowball" . . . John Ademy, also of announcing staff, is basso profundo soloing to the accompaniment of a pipe organ on "Nocturne," a late evening daily feature . . . Miss "Ted" Fox has returned to her multitudinous duties after a visit to Ocean City, Md. . . Mae Clare Lamb is in New York for a turn at the big town's sights . . . Frances Little prolonged her vacation at Virginia Beach two days to get a glimpse of the mammoth sea serpent she heard was on its way from Nantucket . . . Miss "Jerry" Murrin is writing a book which will be made up largely of poems. Martin Jones, chief engineer, has returned from vacation. . . .*

KGVO, Missoula, Mont., recently celebrated a year's affiliation with CBS with an outstanding program reviewing the highlights of the year.

## GUEST-ING

ALFRED HITCHCOCK, Gaumont-British producer, on "Movie Club", tonight (WHN, 8 p.m.).

GEORGE HALL, DOLLY DAWN and Hall's orchestra, on Alan Courtney's "Joymakers", Aug. 30 (WNEW, 11:30 a.m.).

JULIA COBURN, formerly fashion editor of Ladies' Home Journal, on Glenna Strickland's "Kitchen Kapers", tomorrow (WHN, 11 a.m.).

BOBBY BREEN, on the Chicago Philharmonic - Grant Park program, Sept. 4. (MBS, 10:30 p.m.).

WAYNE MORRIS, Aug. 28; WENDY BARRIE, Sept. 4; MARY CARLISLE, Sept. 11; DOLORES DEL RIO, Sept. 18, all on George Fischer's "Hollywood Whispers" (MBS, 10:15 p.m.).

PAT O'MALLEY and MARTHA TILTON, on Benny Goodman Swing School, Aug. 31 (CBS, 9:30 p.m.).

CARL HUBBELL, STANLEY WALKER, LORETTA CLEMENS and FRANK BLOCK, on "For Men Only", Monday (WHN, 8:30 p.m.).

### WINS Inspirational Program

"The Church of Everyday Living", inspirational program, starts Sunday at 10-10:30 a.m. over WINS and the N. Y. Broadcasting System. Dr. Ivan L. deBray is the director, and program is non-denominational.

# JOHN EBERSON

## STUDIO ARCHITECT



## ACOUSTIC CONSULTANT

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NEW YORK CITY