



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 2, NO. 46

NEW YORK, N. Y., FRIDAY, SEPTEMBER 3, 1937

FIVE CENTS

# Chrysler Renews Bowes

## YODER MADE MANAGER OF NBC IN 'FRISCO

San Francisco—Lloyd E. Yoder, manager of NBC's western press division, has been appointed local manager in the San Francisco offices of NBC, with jurisdiction over stations KPO and KGO.

Announcement of Yoder's promotion was made by Don E. Gilman, vice president in charge of NBC's western division.

Yoder, Gilman said, would continue to supervise work of the western press division for the present.

Yoder was one of the first members of the NBC staff to join the

*(Continued on Page 2)*

## H. G. Little Elected V. P. Of Lord & Thomas Agency

Chicago—H. G. Little, manager of the Dayton office of Lord & Thomas, has been elected a vice president and will move shortly to Chicago where he will assist in the executive end of the business. Little has handled the Frigidaire account in Dayton and will continue to supervise this one when he comes here.

## FCC Assistant Counsel Killed In Auto Crash

*Washington Bureau, RADIO DAILY*

Washington—Elmer D. Hays, assistant general counsel for the FCC, was killed in an automobile accident yesterday morning, while driving this side of Baltimore. Hays, who was en route to Hanover, N. H., with his wife, his son Elmer and son's roommate, James Leach, crashed into a bus after a tire on his car blew out. All four occupants of the car were killed.

## Who Got Married?

Chicago—When Vera Della Chiesa, sister of NBC's lark, Vivian, suddenly took the leap with Logan Thompson, CBS engineer, Aug. 28, fans were convinced that it was Vivian, despite denials. Vivian, after a week-end of saying no, nearly fainted when she appeared for rehearsal Monday only to have the orchestra strike up Lohengrin's Wedding March.

## WGN Breaks Ice

Chicago—For the first time in its history WGN, the Chicago Tribune station, has sold a news program. Starting Sept. 8, Bathasweet Corp. (toiletries) will air a program of news and comment at 11:45 a.m. Mondays, Wednesdays and Fridays with Quin Ryan at the microphone. Station has aired sponsored news broadcasts through Mutual such as those of Gabriel Heatter but never has originated sponsored newscasts. H. M. Kiese-wetter, N. Y., is the agency.

## KYW ENGINEER STAFF IS SIGNED UP BY ACA

American Communications Association, formerly the ARTA, yesterday announced that the entire technical staff of KYW, Philadelphia, has signed an agreement recognizing the ACA as their sole bargaining agent. Union has already begun negotia-

*(Continued on Page 2)*

## Hudson Motors Buys "Hobby Lobby" for CBS

Hobby Lobby program, conceived by David Elman and broadcast as a weekly feature over a coast-to-coast Mutual network since May 18 last, was bought by Hudson Motors yesterday for CBS time.

The Hudson Motor Company was represented by Guy C. Smith of the Brooke, Smith & French Advertising

*(Continued on Page 2)*

## NBC August Revenue Up 15%; First Gain On July Since '33

### Segal Hearing Oct. 5 On Charges by FCC

*Washington Bureau, RADIO DAILY*  
Washington—The FCC hearing regarding charges of malpractice before commission of Paul M. Segal and Geo. S. Smith, Washington attorneys, has been postponed to Oct. 5 it was revealed here today. Defendants requested postponement on grounds that chief witness would be out of town during September.

## Gives Amateur Show Another Year of Life; Survey Shows Major Again on Top For Hour Shows

### IRNA COMMITTEES REPORT PROGRESS

Louisville—Meeting held here Wed. afternoon and evening of the Advisory Committee of the Independent Radio Network Affiliates, resulted in a general resume of progress made in the efforts of the organization to clear up the situation in connection with the AFM demands that more musicians be put back to work. No definite action in any one direction was reported as a result of the meet.

Those in attendance were Bill Hedges, of WLW, chairman of the

*(Continued on Page 2)*

### Don Lee New Outlets Will Join on Sept. 26

Los Angeles—Actual take-over of 14 additional stations by the Don Lee Broadcasting System has been set for Sept. 26, coincident with resumption of Standard Time in Eastern centers at present, operating under Daylight Saving.

Towns in which new Don Lee-Mutual outlets are located follow: Seattle, Spokane, Tacoma, Yakima, Aberdeen, Bellingham and Olympia, state capital, in Washington, Port-

*(Continued on Page 2)*

Major Bowes and his Amateur Hour is all set for another year's run on 90 CBS stations. Chrysler Corp. has signed for the time and will continue to air the show in the same spot, Thursdays, 9-10 p.m. This will make his second year under Chrysler's sponsorship.

A year ago the prediction was the end of the amateur cycle but the most recent popularity surveys show Bowes to be the top program on the air. "Charlie McCarthy" and company are still in place position. Bowes rates around 21 and "McCarthy" three points lower.

Renewal goes into effect on Sept. 16. Ruthrauff & Ryan will continue to handle the show.

## AFRA STARTS COAST DRIVE FOR MEMBERS

San Francisco—American Federation of Radio Artists headed by Eddie Cantor, is quietly digging in in San Francisco and Northern California.

The new radio artist union, slated for affiliation with the American Federation of Labor through the Associated Actors and Artistes of America and formed to forestall C.I.O. unionization of radio performers, has called a San Francisco meeting for Saturday evening.

Norman Field, second vice president of AFRA, familiar ether thespian of "Calling All Cars" and the Dr. Jim of "House Divided" will fly

*(Continued on Page 2)*

## Disk Pinch-Hitter

Baltimore—An inquiring reporter broadcast by electrical transcription is being put on by WFBR, Baltimore. The twice-a-week Tydol feature is handled by Henry Hickman, of the WFBR staff, usually from the lobby of the Lord Baltimore Hotel. Mr. Hickman is on vacation and the transcriptions were made to fill in while he is away.

NBC gross revenue for August, for the first time since 1933, showed a gain over the previous month, and totaled \$2,784,977. This represents an increase over August 1936 of 15 per cent and a gain over July of this year, of 2.9 per cent. Gross billing for August 1936 was \$2,422,431.

Cumulative total for the first eight months of 1937 is \$25,440,534, which compares to \$20,913,506, a year ago,

*(Continued on Page 2)*





Vol. 2, No. 46 Fri., Sept. 3, 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. Merse...

FINANCIAL (Thursday, Sept. 2)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Majestic, Nat. Union Radio, OVER THE COUNTER, Stromberg Carlson.

Yoder Is Made Head Of NBC in 'Frisco

(Continued from Page 1) company after its establishment in the west. The new KPO-KGO manager started his radio career as an NBC announcer, later becoming press representative and manager of the press division.

Foreign Product Seeks Spots Montecatini Sales (Medicines) will begin a spot radio campaign throughout the country to introduce their product which is manufactured in Italy.

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

KYW Engineer Staff Is Signed Up by ACA

(Continued from Page 1) tions with the station on behalf of its employees. The ACA announcement yesterday brought the total number of Philadelphia stations now under contract to the union to 2.

Yesterday's announcement proved to be of added interest in view of the fact that KYW, a 10 kw. station affiliated with NBC, is the first Westinghouse Electric owned station to become affiliated with the ACA.

Hudson Motors Buys "Hobby Lobby" for CBS

(Continued from page 1) Agency, and the WOR Artists Bureau acted for Elman. Sponsor will air Hobby Lobby as a weekly feature beginning Oct. 6 at 7:15-7:45 p.m. over WABC and a Columbia network with a repeat broadcast at 10:30-11 p.m. for WOR and the Midwest and Pacific networks of Columbia.

IRNA Committees Report Progress

(Continued from page 1) committee; L. B. Wilson, WCKY, head of finance committee; Mark Ethridge and Barry Bingham of WHAS, W. L. Poulson, Ed Craig of WSM, and George Norton of WAVE.

WSIX Loses Cisler Who Goes to KTHS

Nashville—Steve Cisler, director of WSIX since the Nashville station's inauguration last year, has resigned to take over the general management of KTHS, 10,000 watt NBC outlet in Hot Springs, Arkansas, owned by the local Chamber of Commerce.

Shuman and Cisler have also filed application to purchase control of WHBB, 100 watt in Selma, Alabama, from the Selma Broadcasting Company. Upon FCC approval the new purchasers plan a program of equipment improvement, new entertainment features, and new studio location for the Selma station.

J. M. Draughon, co-owner of WSIX, will assume managerial duties at the Nashville station.

"Big Sister" Renewed on CBS

Lever Bros. through Ruthrauff & Ryan has signed a 52 week renewal for the "Big Sister" series on 57 CBS stations, Mondays through Fridays, effective Sept. 13. Program has two airings one at 11:30-11:45 a.m. and repeat at 2 p.m.

NBC Aug. Biz Up 15%; Exceeds July Revenue

(Continued from Page 1) and represents an increase of 21.6 per cent.

Breakdown on the Blue and Red-NBC webs, shows the Red as contributing \$2,094,306, of the total August revenue and is up 34.8 per cent. The Blue did \$690,671 of the total, revealing a drop of 20.5 per cent.

AFRA Starts Coast Drive for Members

(Continued from Page 1) to San Francisco from Hollywood to address Saturday's meeting. Artist staffs of all San Francisco bay region radio stations are expected to take part.

Vic Connors, air drama scripter, is doing preliminary spade work in organization.

AFRA now claims 400 members in Los Angeles, 400 in New York, expects at least 100 in San Francisco. Organization, Connors says, is proceeding rapidly in Chicago and other key radio cities.

Don Lee New Outlets Will Join on Sept. 26

(Continued from Page 1) land, Salem, Eugene, Klamath Falls, Roseburg, all in Oregon; and Eureka, Cal. With the 11 California stations now in the chain, these added stations will give Don Lee a total of 25, and the distinction of being the largest regional net in the country.

Civil Service Exams For WNYC Positions

WNYC has just completed a series of Civil Service examinations to fill four vacancies in the announcing staff. 49 men took examinations with 11 surviving. Test given was composed of written and oral quizzes, and an investigation test is now under way to determine which four men shall land the jobs.

River Swim on NBC

Chicago—The Chicago River Swim, which is being revived by the Illinois Athletic Club, is to be broadcast in part by NBC on Sept. 11. Swim starts out in Lake and then into river which flows out of Lake finishing in front of Merchandise Mart where NBC has its studios.

Sun-Ban Considers Ether

Jay Lewis Associates yesterday was named to handle the account of Sun-Ban, a powdered ripe banana fruit powder which is manufactured in the Honduras. A national radio campaign is planned, but no details as yet have been revealed.

COMING and GOING

STAN ZUCKER, general manager of CRA, left yesterday to Dallas for a visit to the company's southwest branch offices.

EDWIN S. REYNOLDS, CBS copy writer, leaves today for a two-weeks vacation in the woods of Scotland, Conn.

W. C. IRWIN, WSOC, Charlotte, N. C., is a New York visitor.

LEONARD BRADDOCK, executive assistant to Wayne Randall, NBC director of publicity, sails today for the Rotterdam for Bermuda cruise.

F. TURNER COOKE, program director at WMAS, Springfield, Mass., has returned from a two-week vacation in Maine.

BOBBY BREEN left town yesterday for Chicago to appear at the Grant Park concert there.

CHARLES KULLMAN, Met Opera singer, arrives from Hollywood tomorrow morning after appearing in a Goldwyn picture.

JUNE ROBBINS and her mother are en route to New York from Memphis, Tenn.

GEORGE V. SULLIVAN of the Audak Co., is back in town after touring the east on a business and pleasure trip.

OSCAR BRADLEY leaves for Hollywood following his Sept. 26 broadcast.

BRAD BETHEL, director of the music division of program dept. of CBS, sails for Europe Oct. 4 aboard the Rex.

NAB Warning on Disk Infringement Action

Washington Bureau, RADIO DAILY Washington—The National Association of Broadcasters yesterday warned all member stations about a potential infringement suit contained in Brunswick record No. 7378. Recording in question features two numbers that are under an ASCAP license and one that is not.

Tele Man to Marry

E. Arthur Hungerford, NBC television staff, will be married to Helen Savery this Saturday at Hoosic Falls, N. Y.

BIRTHDAYS calendar grid showing dates 1 through 30 with days of the week.

Greetings from Radio Daily

- Sept. 3 Dave Rubinfo Annie Canova
September 4 Tom Galletly Charles Cantor
September 5 Harold Sanford
September 6 Paul Tremaine John Charles Thomas Bert B. Gottschalk



**NEW BUSINESS**  
Signed by Stations

**KSL, Salt Lake City**

Christiansen Furniture Store Chain, 15 minutes each week, starting Sept. 2; Alka Seltzer, three 15 min. per week, disks, begin Sept. 12; American Home Products, three disk shows per week, (Anacin), begins Sept. 27; Beneficial Life Insurance Co., 15 min. per week, through W. E. Featherstone, starts Sept. 2; Strevell-Patterson Hardware Co., 15 min. per week; Chevrolet, two quarter hour each week, (tenth renewal).

**WIND, Chicago**

Albert Dickinson Company, Live Stock market reports, three times a week, from Stock Yards by John L. Clark.

Henry C. Lytton & Sons, Clothiers. Announcements.

Middle West Distributing Company, Oil Burners. Using recordings.

**WJJD, Chicago**

Three Star Laundry, Recordings on Sunday mornings. 26 weeks.

**WGN, Chicago**

Whispering Jack Smith and orchestra for Ironized Yeast. 13 weeks starting Sept. 8. Electrical transcriptions. Through Ruthrauff & Ryan, New York.

**Curtis Institute Returning**

The Columbia Broadcasting System yesterday announced that arrangements have been completed whereby the Curtis Institute of Music and the Cincinnati Conservatory concerts will return to a coast-to-coast network this fall. The Curtis Institute will mark the beginning of its eighth consecutive year on CBS when a series of 30 weekly broadcasts will begin on Oct. 13. The Cincinnati Conservatory begins a series of 35 weekly broadcasts which will be heard at 11 a.m. on Oct. 9. Both programs will feature guests.

**Show to be Aired from Boat**

Chicago—Pillsbury's "Today's Children" is to originate from a 37-foot sailboat on Lake Michigan at 10:45, N. Y. time, Friday, Sept. 3. It came about this way. Bob Griffin, male lead, observed during a rehearsal, "It's too hot to work in these studios." "What would you suggest?" asked Irna Phillips, author and leading lady of the show. "How about broadcasting from my boat out on the lake?" "Fine," said Irna. The engineering experts were consulted. And so, weather permitting, the Friday episode will be wafted ashore by short-wave and rebroadcast.

**NEW PROGRAMS—IDEAS**

**Novel Quizz Program**

Out of the deluge of quizz type shows that recently have flooded the air, KCMO of Kansas City has managed to evolve an idea that not only appears as a novel quizz program, but affords the station and the sponsor, the Kelly-Williams Motor Co., an opportunity for some novel promotion stunts.

Logged as Judge Stetson's Night Court, the program opens with the bailiff delivering the commercial immediately after the familiar "Hear Ye! Hear Ye!". Following this introduction, the quizz assumes the usual form of such shows until a court recess is declared for tabulating the scores, after which the Judge announces a special sticker question after the jurors have returned their verdict as to the winners of the regular contest. A special five dollar prize is offered to the one answering this special question. If no one can supply the correct answer, however, the prize money goes into a pot which is held over until the next Monday night airing of the 30 minute show. The person who finally answers a sticker question receives the accumulated purse.

The first three broadcasts are for women only and questions confined to those having a timely or local interest. Participants are invited to appear on the program by the bailiff, who, dressed as a westerner in chaps and ten gallon hat, calls personally on the women selected and serves a summons for their appearance in

Judge Stetson's Night Court. Cow-boys are also used on the downtown streets to advertise the program, appearing each Monday during the noon hour and during the week at the theater hour in the evening. Prizes of three and a half dollars are given to weekly winners. A local lawyer takes the role of Judge Stetson, while Lee Roberts, KCMO program director, serves as bailiff.

**WSAR Inaugurates "Joneses"**

The program "Keeping Up With the Joneses" has recently been inaugurated by WSAR.

Full of human interest, the talks follow and reflect anew the spirit which is urging business and industry forward, and illustrates how the rapidly changing times are affecting the daily lives of the public. The talks are non-partisan, non-political, and free of commercial trade names.

Local speakers are used for the talks. These speakers, identified with the businesses and activities treated upon, lend local color and interest to the series, and because of this, and the introduction to the power and fascination of radio, frequently cause them to become buyers of radio time.

Talks are fifteen minutes in length, and take in a dozen fields of endeavor, treating the contemporary scene by highlights and dramatized episodes in the lives of the men and women who are most intimately connected with these fields of endeavor.

**MCA and KHJ Cook Up Another Fancy Show**

Hollywood—Music Corporation of America and KHJ have co-operated on another ambitious effort featuring Benny Rubin, with a cast including Loretta Lee, Carroll Tevis and Carl Hoff and his orchestra. Will be titled "Great Loves," frankly burlesquing great loves of history, and is being waxed for sponsor audition. Similar teamwork of MCA and Don Lee execs is responsible for the new Buddy Rogers show.

**RCA Moving and Expanding**

Chicago—RCA transcription division is moving from its Merchandise Mart headquarters about Dec. 15 to 589 Illinois Street at Lake Shore Drive where the rest of the RCA family (except NBC) is quartered. RCA, following the lead of World, will install a processing plant. Three new studios, all air-conditioned, will be constructed on the sixth floor. Ed Foreman is head of the Chicago

**Star Radio Adds Clients**

Star Radio Programs, Inc., has just added stations WORC and KRMC to its list of subscribers to the new edition of the "Good Morning Neighbor" program.

**Chandler Quits WPA For Pinkham Program**

Douglas Chandler, production manager of the Radio Division of the WPA, has been appointed announcer and assistant director for the forthcoming Voice of Experience program for Lydia Pinkham, on the WLW Line. New job becomes effective Sept. 13.

**WSPR Show to Tour**

Billy Fields and His Western Radio Show, currently ethering via WSPR, Springfield, Mass., will begin a tour of the Goldstein circuit of theaters in Western Massachusetts, on Sept. 10. They will do three shows a day and two day stands at each of the 17 Goldstein houses. They will feature Ernie Gumlaw, 14-year-old popular song star of Springfield.

**PROGRAM REVIEWS**

**"YOUR COMMUNITY"**

Sustaining

WMCA, Thursdays, 9:30-9:45 p.m.

**PROGRAM LACKS PUNCH AND HAS VERY LITTLE PROMISE AS FAR AS LISTENING AUDIENCE IS CONCERNED.**

Of the various sustaining broadcasts launched recently by WMCA, this one leaves the most to be desired by the listeners. Program gets off to a slow start with Sam Brown giving a lengthy history of the community in a supposedly brief manner. Then follows leaders in the community with facts and figures concerning their respective sections of greater New York. First broadcast last night featured the story of the Bronx, and James J. Lyons, Jr., Bronx chief executive, was on hand to extoll the merits of this worthy community, merits that it seems to this listener all dwellers in the Bronx are familiar with, and outsiders are bored listening to. Program definitely lacks punch, and has had predecessors that have told the stories far better.

**Glenna Strickland**

Miss Strickland continues to give her daily cooking hints to housewives every morning over WNEW at 11-11:30 a.m. and manages to give an instructive and pleasing program with unbelievable consistency. Aided by Begonia, a negress stooge, Miss Strickland offers many appetizing recipes on each show, and her southern accent lends authenticity to her fried chicken specials.



**JESSICA DRAGONETTE**

Palmolive

**BEAUTY BOX THEATRE**  
of the air

Every Wednesday Night, Nine - Thirty  
E.D.S.T.

W A B C — COLUMBIA NETWORK

**WEDNESDAY - SEPT. 8th**

**"BLUE PARADISE"**

**AL DONAHUE**

Now Appearing

**ROOSEVELT HOTEL,**  
New Orleans

Opens at the Rainbow Room Oct. 6th  
For Fall and Winter Season  
Fourth Return Engagement

**"Sure—WCOP is Boston's Finest!"**

for all day coverage

of the Boston area

National Representative

**WEED & CO.**

NEW YORK CHICAGO DETROIT





**B**OB HOPE will contribute his part of "Rippling Rhythms" from Hollywood the last three Sundays in September, following which the program discontinues to make way for the new Woodbury show with Tyrone Power.

Al Pearce will do his final Hollywood broadcast on September 7. En route East he will stop off at the Dallas Exposition for the September 14 airing, and will let the Ford dealers in Louisville "Watch the Fun Go By" on September 21, picking up regular schedule in New York the following week.

Chester La Roche, President of Young & Rubicam, is in town checking up on Packard and other fall shows handled by his agency.

Hedda Hopper is stepping out of her role as commentator for Mar-O-Oil on NBC Red and is auditioning for a new transcontinental. The program continues in the same spot, but will consist of novelty instrumental music.

Herbie Kay promises to introduce California to the "Big Apple", newest dance craze imported from the Carolinas and adjacent sources of new rhythms, when he opens at the Catalina Casino on September 1.

Miriam Guenther has been added to the staff of the George D. Lottman publicity office in Hollywood. Formerly associated with the Lottman office in N. Y.

Elaine Bennett, woman's page editor of the Portland, Ore., Shopping News, and commentator on KXL, is in town for a week of looking us over.

Fred C. Mertens, President of Mertens & Price, Inc., is leaving by auto this week to attend the annual convention of the National Cemetery Owners' Association in New York on Sept. 26. Firm has many accounts within the organization sponsoring their "Sunday Players". Following the convention, Mertens will spend several months in the South and Southeast visiting station accounts. Mrs. Mertens accompanies him on the trip.

"Way back in 1921 "wireless enthusiasts" in Santa Monica "could hear distinctly" programs from KFI. Yesterday a letter arrived at that station from a listener in South Africa stating that KFI is "heard with clarity" in that distant British possession.

Ev Meade, producer and writer for Young & Rubicam, is back from a Lake Tahoe vacation.

Beatrice Hagen, "Radio Baby Star of 1936", takes a guest spot on "New Horizons" over KNX Friday night.

Luella Ruth Cannan, WOW, Omaha, account executive handling "Singing Violins", "Merrymakers" and "Nightingale and Serenaders", is in town for a week or two. With her mother, Madame Emma Cannan, well-known concert singer, she is stopping at the Asbury.

Virginia Verrill will be guestar on George Jay's KEHE "Listen Ladies", September 10.



#### HOW IT ALL HAPPENED!

● ● ● We were sitting around minding our own business the other a.m. when Eddie (Buddy Clark) Wolpin came by and remarked that our facial pallor was under par!... Along came Addy Britt, Russ Morgan, Mack Millar, Mrs. Shep Fields and a few others to add their comment. In a few minutes we really were SICK!... The first to offer a remedy was Earle Ferris who suggested a stiff shot of whiskey which we never touch. ... From Harry Salter came the brilliant suggestion that we go home to bed while James Saphier recommended a drive through the park in the belief that the fresh air would help. ... But NBC talent scout Ernest Cutting quickly vetoed the recommendation saying that a cold might be contracted (without an agent?) but that hot lemonade would be much better. ... At this point Eddie De Lange of the Hudson-DeLange crew butted in and advised a sedative—which appeared unorthodox to us. ... Henry Spitzer wanted to know if we felt cold perspiration over the body—before offering some verbal assistance!

● ● ● By this time we felt that Campbell's Undertaking establishment should be notified when Charlie Ross comes by and suggests some hot broth but Art Shaw chimes in with some fresh fruit. ... Milton Pickman prescribes some tablets while Mickey Alpert wants to go FISHING! ... Vincent Travers suggests, of all things, a movie! ... Jay C. Flippen wants to feel our pulse—but can't locate his watch. ... Adele Purcell feels our brow and Ralph Wonders offers his bed!

● ● ● Of course Eddie Cantor has a remedy for everything but he's on the coast—so the suggestion might be to take a dose of Texaco gas! Or from Al Jolson would come the word to watch the horses—the neck straining would help, it appears! ... Permanent cures were offered by Milton Berle who recommended some arsenic and Del "Pretty-Boy" Casino with a stiletto! ... Don Lowe, NBCaster, had no suggestion—because he had just resigned his position. ... Bobby Feldman proffers a tour of the nite spots and Sid Schwartz goes brilliant with the thought of ice cream. ... Parkyarkarkas on the coast would suddenly discover a bad case of the chickenpox while Lester Harlow of KUOA, Siloam Springs, Ark., might diagnose the case as measles! ... Lester Lee after feeling our ticker screamed and said "Ohmigosh—You're Dead!"—but his hand was numb, anyway! ... Roy Wilson says to take some beans—because he has the Heinz account. ... Sam Lyons refuses to commit himself to the suggestion of any product—because his acts sell EVERYTHING. ... Major Bowes suggests a rest in the new seats at the Capitol but Audree Collins and Wini Shaw offer a drive to the beach. ... Belle Baker promises to sing us a lullaby if we go to bed instantly! ... Al Shayne wants us to take a cereal—because he auditions for the sponsor on the morrow. ... Jonie Taps says that watching the ball game couldn't excite us TOO much! ... Barry Wood offers to take us to a wedding where he's going to sing "Oh Promise Me!"

● ● ● Now the thing becomes silly—and our mental condition impaired. ... Word reaches Ted Collins and Kate Smith up at Lake Placid and he sends down some baking powder—to drink! ... Bob Hope recommends wrapping a left sock around the neck while Walter Cassel thinks if we have Martin Block play a Benny Goodman record—the blues would go. ... Walter O'Keefe would recommend his sponsor's product but can't know if he's going to return after the fall. ... CHARLIE McCarthy has a suggestion via Bergen—but can't recall the sponsor's name! ... Naturally—not one person suggested seeing a DOCTOR! ... Therefore, we're in bed today—with DOUBLE PNEUMONIA! (Your Editor hopes.)



**F**RED IBBETT has left Aubrey Moore and Wallace here to produce "Hollywood Hotel" for F. Wallis Armstrong. Ibbett has asked Willis Cooper, formerly continuity editor at NBC here, to write the "Hollywood Hotel" show and Cooper is seeking permission from 20th Century-Fox to do it.

Gene O'Connor, traffic manager for WGN, is back from a vacation in Denver.

Lynn Chalmers, former songstress with Dave Broekman on the Don Lee network, is now warbling with Harold Stokes and WGN dance orchestra.

Mark Love, WGN and WBBM basso, is back from several weeks in Alaska.

John Weigel is the new master of ceremonies for WCFL's nightly 10 to 12 Skyride broadcast.

That new top tenor with Fred Waring's orchestra is Gordon Goodman, former Salt Lake City truck driver. He replaced Gene Conklin who remained on the west coast when the troupe came to the Drake Hotel here.

Clyde McCoy is set to follow Waring at the Drake in four weeks.

Mildred Bailey and Red Norvo off to the coast for a guest shot on Benny Goodman Camel show next Tuesday and to open an engagement at Palomar in Los Angeles. They'll have shots on CBS at 11:30 p.m. Tuesdays and Thursdays, New York time.

Morrison Wood of WGN production staff is back from a fortnight in northwoods.

Joe Rudolph, manager of WCBD is vacationing in northern Wisconsin.

Songstress Helen Jane Behlke is out at NBC and is now free lancing. She was formerly heard on the Breakfast Club.

Judge Charles F. Dougherty is off WJJD's Safety Court broadcasts for a vacation in Europe.

Aunt Jemima show had plenty of tough luck day it bowed in here. Basil Loughrane, production director of show, smashed a couple of ribs in the morning and couldn't show for push off. And just before broadcast time the WMAQ transmitter folded. Thus premiere wasn't heard locally.

Edgar Guest, Frankie Masters band and the Masters' Voices have been signed for 13 weeks more, effective Sept. 28, by Household Finance for "It Can Be Done".

Bill Murray of William Morris' New York office is visiting local crew.

Ed Craney, owner of KGIR, Butte, Mont., has invited three Chicago kids, Bob, Tom and Jim Kelly, sons of the golf pro Tom Kelly, and their mother to visit him at Butte and make a special broadcast at his expense. Craney was charmed by the boys' story of their paper, Sunset Geset, as related on Jerry Belcher's "Our Neighbors" show last Sunday.



**ORCHESTRAS  
MUSIC**

**M**URALS depicting the history of swing music will be part of the decorative scheme at the Trianon ballroom in Cleveland, Charles Horvath, manager, announced yesterday. He has engaged Kallman Fayer, noted Hungarian artist, to redecorate the ballroom. The "swing" murals will include Original Dixieland Jazz Band, Paul Whiteman, Benny Goodman, Fletcher Henderson, Joe Venuti and Eddie Lang.

Mario Cozzi, NBC baritone, sings the role of Scarpia in the Hippodrome's presentation of "Tosca" on Sept. 10.

Ozzie Nelson, at the Astor Roof, will remain an extra week. Later in the month, he and Harriet Hilliard hop for a week's vaudeville engagement in Boston, and, about the 25th, will leave for Hollywood, where their fall commercial over the NBC-Blue network with Feg Murray commences Oct. 3.

Stan Austin and his orchestra, start tomorrow airing over WNEW, with music originating from Donahue's at Mountain View, N. J.

Les Brown and his Duke Blue Devils, currently heard over NBC from the Playland Casino, Rye, N. Y., will begin a one night stand tour for CRA, starting Sept. 15. The Devils will make six platters for Decca Records this week.

Glenn Miller and his music men follow Glen Gray into the Nicollet Hotel, Minneapolis on October 3, for four weeks with options. Miller is featuring Kathleen Lane as vocalist. Booking by Rockwell-O'Keefe.

**Chipso's New Serial**

Chicago—Procter & Gamble is adding a new serial to its long string starting Monday, Sept. 13 over the NBC-Blue in the morning and with a repeat in the afternoon on the Red. Show is titled "Road to Life" and it's written by Irna Phillips who also turns out the "Guiding Light" for P. & G. and "Today's Children" for Pillsbury's.

**GUEST-ING**

CORNELIUS VANDERBILT, JR., VINCENT RICHARDS, LARRY KENNEDY and MILDRED JOHNSON on "For Men Only" Sept. 6 (WHN, 8:30 p.m.).

LEON JANNEY on Jay Flippen's Amateur Hour, Tuesday (WHN, 7 p.m.).

AL JOLSON, on Ben Bernie's program, Sept. 14 (NBC-Blue, 9 p.m.).

BERT WHEELER, on Show Boat hour, Sept. 9 (NBC-Red, 9 p.m.).

IDA LUPINO, on Chase and Sanborn Hour, over (NBC-Red, Sept. 5, 8 p.m.).

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 65 of a Series

**WRAK—Williamsport, Pa.**

1370 K.C.—100 Watts Night, 250 Watts Day

**GEORGE E. JOY, General Manager**

**E**STABLISHED April 16, 1930, WRAK has grown to maturity with unbelievable rapidity. But there are reasons, and the 1,487,000 persons included in the primary and secondary coverage are all reasons combined. It has been through these listeners, spread through 19 counties, that WRAK has been able to grow, and because of its vast listening audience which covers America's major markets, WRAK boasts some of the most important radio advertisers utilizing independent stations on its daily schedules.

WRAK's primary area includes 393,000 persons and has annual retail sales amounting to \$60,614,000. Primary and secondary markets have annual retail sales totaling \$201,022,000. Industries included in areas include Oil, Coal, Leather, Airplanes, Furniture, Rayon, Silk, Wire, Railroads, Lumber, Dye, Dairy and Paper manufacturers. 1936 figures show a 100 per cent increase in local business over the previous year while national business was even better, showing a 200 per cent increase.

WRAK offers a well organized merchandising department devoted exclusively to the work of general advertising. Surveys are furnished and co-operation in general extended to further the interests of all advertisers. Boasting of a complete service in Central Pennsylvania, WRAK offers Transradio News on an 18-hour-a-day basis, RCA High-Fidelity equipment, Hammond Electric organ, Blaw-Knox vertical antenna, NBC Thesaurus programs exclusively in that territory, merchandising department, newspaper affiliation with the Sun-Gazette. Proof of the pull from these services lies in the fact that on one single broadcast, WRAK pulled 14,000 responses by mail from 36 Pennsylvania counties and one New York county.

Station is owned and operated by WRAK, Inc. Business offices and studios are located at 244 West Fourth Street and transmitter is situated at 1561 West Fourth Street, both in Williamsport.

**WCTU Considers Air For National Program**

Women's Christian Temperance Union will definitely take to the air within the next month, it was learned last night. At present stations are being asked to submit a "March of Time" type broadcast as the WCTU favors a weekly news show in dramatized form. Possibility of show going network is very remote at the present time as is the possibility of waxing the series. If present program is purchased, it will be heard locally in New York as a beginning, with other cities added at a later date.

Original idea was for WCTU to wax a dramatized news event each week, using actors and a commentator. However, the sponsor now desires a more timely program, and will go on the air with live talent.

**Air Aces Cover Races**

Cleveland—Larry Roller, director of public events and special features for WHK - WJAY, announced today that he has completed arrangements which provide for WHK's coverage of the Thompson Trophy Race of the National Air Races by Major Al Williams and Jimmy Doolittle.

Both aviators will work together on the broadcast, and will be assisted by Roller. It will be on the air in Cleveland from 4-5:30 p.m., Sept. 6, and CBS will pick up the finish—last half hour of the broadcast—for network listeners.

**PROMOTION**

**WPAY Helps Save a Life**

WPAY, Portsmouth, Ohio has come to the front in many emergencies, but last Friday, was the first time it ever had the opportunity to be directly responsible for assisting in saving a life! A woman, at the point of death was urgently in need of a blood transfusion. A rare type of blood was necessary! In desperation, a member of the family came to WPAY and asked if they would broadcast for a blood donor. Every five minutes, the call for help went out. In a very short time, WPAY was notified that a great number of people had responded and that the correct type of blood had been found. The transfusion was made immediately, and because of the speed that radio alone made possible, the patient is on the road to recovery!

**Ads for KCKN Account**

To open the publicity campaign on the C. P. MacGregor feature, "Talking Drums," KCKN used a half page in The Kansan, local daily newspaper, as the first "teaser" ad. This will be followed by several smaller teasers before the date and time of the first broadcast is actually announced.

**JOHN EBERSON**

**STUDIO ARCHITECT**



**ACOUSTIC CONSULTANT**

**1560 BROADWAY  
NEW YORK CITY**



STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Voice Visual on Screen

Actors picked for parts in Columbia Workshop dramas now "see" their voices on an illuminated screen while rehearsing so they may get exactly the right pitch, tone color, intonation and balance into their spoken lines.

The saucer-like screen is set in a small portable case. Beneath the screen, a pointer is set to any one of twelve marks denoting notes in one octave of the chromatic scale. When the pointer is turned to "A", for example, a streak of green light twists into a particular stationary pattern or "signature" representing this note. At the same time, a microphone attached to the device hums the note.

The turn of a control knob erases the pattern and sends the green light streaking in a single horizontal line from right to left on the screen. To bring back the original visual pattern for "A", the actor at the mike must hum the note. If the actor "sharps" the note, the pattern will reappear but will move to the right of the screen. If he "flats" the note, the note image will move to the left. When, however, he succeeds in getting the exact pitch, the image on the screen remains perfectly stationary. The octave below middle "C" is denoted by a single image; the middle octave produces a double image; the octave above middle "C" is denoted by a triple pattern—and so on up the scale.

This device is called the "resonoscope" and was developed by the Dumont Laboratories of New Jersey.

## KVI Dedicates Antenna

Amidst showers of congratulations, KVI dedicated its new broadcasting studio last week in the arcade of the Hotel Olympia, Seattle.

The \$20,000 Seattle studios embracing the most modern features in studio architecture mark the station's entry into the highly competitive Seattle field. KVI recently erected an expensive new transmitter on Vashon Island in Puget Sound. Programs broadcast in the new hotel studios of Seattle will go by direct wire to the transmitter located at Point Heyer on the island.

For the dedication program a large group of the finest talent in the Pacific Northwest was gathered.

## Station Improvements

New Orleans—WSMB has applied for license to cover CP as modified, for new transmitter and directional antenna and move transmitter.

Bound Brook, N. J.—W3XAL has applied for modification of license to add the frequencies of 11790, 15250 and 21460 ks., contingent on W1XAL application releasing these frequencies.

Jackson, Miss.—WJDX has applied for modification of CP for changes in equipment, new antenna and increase in power, further requesting changes in equipment and extension of commencement and completion dates.

San Francisco—KSFO has applied for license to cover CP as modified, for a new transmitter, vertical antenna and move of transmitter.

Kansas City, Mo.—KCMO has applied to the FCC for an ultra short wave transmitter permit. Lloyd Sigman, chief engineer, will construct

## WOR Adds Portable Equipment

Outside pickup facilities of station WOR with studios in New York City, have again been augmented by the addition of Western Electric 22A portable remote pickup equipments, 6 in number this time, according to J. R. Poppele, Chief Engineer. This makes a total of 9 such equipments placed in service by WOR during the summer of 1937, three having been acquired earlier in the season. The additional equipment was necessary to provide adequate service for the large number of remote programs currently handled.

The new speech input equipment is light and compact, combining portability with high program quality and the functional features of fixed studio speech input equipment. It is contained in two small carrying cases, one of which contains the amplifier unit and the other contains either an AC power unit or an independent battery power supply.

## Tele Receivers Costs Reduced

Berlin—The "Blockfernseher" or "block television receiver" which is just being offered to the trade here, is intended to materially lower the price of television sets by providing a pre-amplifier common power to 20 home television receivers.

the pack equipment which the station will use for special events.

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

Austin, Tex.—KNOW has applied for CP to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, also make changes in antenna.

Indianapolis—WIRE has applied for CP to install new transmitter and move same to new site.

Chattanooga—WAPO has applied for license to cover CP for changes in equipment, power boost, and change in hours of operation.

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

## KTHS New Control Room Set-Up

Hot Springs, Ark.—KTHS, NBC outlet, has just completed installation of complete new control room equipment by its engineering staff under the direction of Chief Engineer James Moran.

The set-up includes Western Electric 23-A control console; Western Electric 22-A remote amplifiers, microphones and RCA turntables.

A new Western Electric 110-A volume limiting amplifier has been installed at the transmitter. The work was done without program interruption.

## WQAM Storm Proof

WQAM, South Florida's mainstay in time of storm emergency has made further preparations to improve its service. Chief engineer Ralph Nulsen reports the completion of the emergency power plant. Should electric facilities fail due to high winds, the pressing of a button will put into operation the standby unit, whose capacity is more than enough to supply current for WQAM's entire equipment.

The transmitter buildings represent a rather unusual departure from the standard radio station design. To protect equipment and assure a minimum of interruption to service vital to residents of Southern Florida and nearby islands in time of storm, the buildings were mounted on six foot piers. The 235 foot vertical radiator antenna tower is also mounted above the surface on massive concrete blocks. This radiator is of special design to resist high wind velocities.

The peninsula station was the first among Miami stations to install a microphone in the Weather Bureau and bring into the listener's homes the official weather reports. WIEF, the Miami Broadcasting Company's short wave relay station will stand by at the Weather Bureau "just in case" something happens to the lines of WQAM's transmitter.

## Short Waves as Health Aid

London—The medical value of television, if any, is unknown, but the B.B.C. is compiling a few statistics to see what bearing short-wave transmission has on the health of the staff.

Members of the Alexandra Palace staff find that they are extraordinarily fit when at work, but easily catch cold when on holiday, suggesting that the short wave radiation gives immunity from the influenza germ, but only when the subject is close to the transmitters.

## 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

Longacre 5-4610

Founded 1889

MORRIS  
LIBERMAN

VALANCES, FLAGS AND BANNERS—RENTAL SERVICE  
FOR RADIO STATIONS

320 West 46th Street  
New York City



**NEW PATENTS**Radio and Television  
Compiled by

John B. Brady, Attorney

Washington, D. C.

2,091,258—Amplifier. John Evans, Riverside, N. J., assignor to RCA.  
 2,091,271—Receiver. James W. Conklin, Rocky Point, N. Y., assignor to RCA.  
 2,091,439—Multipactor Oscillator and Amplifier. Philo T. Farnsworth, San Francisco, Calif., assignor to Farnsworth Television Incorporated.  
 2,091,443—Shielded Electrode Tube. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd.  
 2,091,546—Short Wave Converter. Leo J. Hruska, Merchantsville, N. J., assignor to RCA.  
 2,091,554—Composite Refractory Body. Halam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories, Inc.  
 2,091,663—Ultra High Frequency Transmitter. Harry William Waterman Walden, London, England, assignor to RCA.  
 2,091,701—Transmitting Apparatus. Austin M. Cravath, Berkeley, Calif., assignor to The Union Switch & Signal Company.  
 2,091,855—Henry Hunerkopf, Bridgeport, Conn., assignor to General Electric Company.  
 2,091,862—Photoelectric Image Converter. Jacob Kessler, Richmond Hill, N. Y.  
 2,091,863—Process of Making Commutator Blocks for Cathode Ray Tubes. Jacob Kessler, Richmond Hill, N. Y.  
 2,091,915—Electric Discharge Device. Thomas A. Elder, Scotia, N. Y., assignor to General Electric Company.  
 2,091,944—Cathode. Harold Heins, Dorchester, Mass., assignor to Raytheon Production Corporation.

**WCMI Mobile Unit**

Ashland, Ky.—Chief Engineer E. D. Herider of WCMI recently completed the installation of WATA, the mobile unit for remote pick-ups. Unit consists of a Terraplane automobile with RCA 40-watt transmitter on 2150 kilocycles. Receiver is mounted for station check as well as cues.

The mobile unit has been in service on various occasions, the most recent being when placed at the courthouse in Catlettsburg, Ky., to relay the count of the recent election to WCMI, for airing to the tri-state area served by WCMI. Mobile Unit Terraplane has publicity signs on sides and back of car furthering the popularity of the station in obtaining more listeners.

**WHEC Short Wave Pack Problem**

Rochester, N. Y.—W8XPD, the short wave pack transmitter of WHEC went on a whirl the past week when Harry LeBrun and Charlotte Edwards took the outfit on the merry-go-round at a municipal park for a full half-hour. The spot provided plenty of fun for all, but the station members felt a bit on the punch-drunk side after 30 minutes of making the mistake of facing-in on the machine. After it was all over, they were informed that one should face out on the things to avoid becoming dizzy.

The problem now at hand is just what way to face when the pack transmitter is taken on the ferris-wheel this coming week at an American Legion Carnival.

**High Frequency Experiments**

Muncie, Ind.—Engineering department of WLBC under the direction of Donald Burton, owner, and Maurice Crain, chief engineer, is conducting a series of experiments with ultra high frequency receiving aerials.

☆ **F. C. C.** ☆  
**ACTIVITIES****EXAMINER'S RECOMMENDATIONS**

George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime, be denied.

WBNS, Columbus, Ohio. CP for increase of power to 1 KW., 5 KW. LS. be granted. 1430 kc., unlimited.

KGO, San Francisco, Cal. CP for increase in power to 50 KW. be granted. 790 kc., unlimited.

KFNF, Shenandoah, Ia. CP for increase in power to 1 KW., 5 KW. LS. be granted. 890 kc., share time.

**HEARINGS SCHEDULED**

Sept. 17: WCBA, Allentown, Pa. Vol. assignment of license to WSAN, Inc. 1440 kc., 500 watts, share time with WSAN.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Sept. 20: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Oct. 15: C. Bruce McConnell, Indianapolis, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

John P. Harris, Hutchinson, Kans. CP for new station. 710 kc., 1 KW., daytime.

**APPLICATIONS RECEIVED**

WAVE, Inc., Louisville, Ky. CP for new station. 880 kc., 500 watts, unlimited.

N. B. Egeland, Roland, Ia. CP for new station. 1500 kc., 100 watts, daytime.

KANS, Wichita, Kans. Auth. to transfer control of corp. from Charles C. Theis to Herbert Hollister and Don Searle.

**Lydia Pinkham Program Sets Station Schedule**

Complete network and spot schedule for Lydia Pinkham radio campaign calls for 57 outlets. Twenty-five stations will be hooked to the WLW Line. Program featuring the "Voice of Experience" will be fed to the net from WHN beginning Sept. 13, 1:30-1:45 p.m. on a Monday through Friday schedule.

Stations on the network are: New York, WHN, WMCA; Philadelphia, WFIL; Pittsburgh, KQV; Cincinnati, WLW; Chicago, WJJD; Detroit, WXYZ; Baltimore, WBAL; St. Louis, KWK; Boston, WAAB; Providence, WEAN; Bridgeport, WICC; Fall River, WSAR; Springfield, WSPR; Bangor, WLBZ; Manchester, WFEA; Hartford, WTHT; New Bedford, WNBH; Waterbury, WBRY; Lowell, WLLH; Laconia, WLNH; Augusta, WRDO; Springfield, WNBX; New London, WNLC.

Stations which will carry transcribed programs: Kansas City, WHB; Rochester, WHAM; Wheeling, WWVA; Charlotte, WBT; Atlanta, WGST; Jacksonville, WJAX; Birmingham, WAPI; New Orleans, WDSU; Little Rock, KLRA; Memphis, WMC; Nashville, WSM; Des Moines, KRNT; Milwaukee, WISN; Minneapolis-St. Paul, KSTP; Tulsa, KTUL; Oklahoma City, WKY; Dallas, WFAA; San Antonio, K TSA; Omaha, WOW; Denver, KLZ; Salt Lake City, KDYL; Los Angeles, KFVB; Portland, Ore., KOIN; Spokane, KFPY; San Francisco, KYA; Los Angeles, KEHE; Sacramento, KFBK; Fresno, KWJ; Stockton, KWG; Bakersfield, KERN; Cleveland, WGAR; Buffalo, WGR. Transamerican is making the recordings, Erwin, Wasey & Co. is the agency.

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

**NATIONAL BROADCASTING CO.**

San Francisco, Calif.

"... Needless to say, RADIO DAILY is becoming almost a Bible to me, and you may add my sincerest compliments on a grand paper."

*Jack Meakin***RAY PERKINS**

New York City

"... RADIO DAILY is a grand little sheet."

*Ray Perkins***THE McNAUGHT SYNDICATE, INC.**

Greenwich, Conn.

"... You are getting out a nice little paper and I have enjoyed reading it."

*Charles V. McAdam*

President

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



## NEW BOOKS

## Microphone Memoirs

New book to hit the stands on the subject of radio. Microphone Memoirs deals mainly with radio in its primitive stages. Compiled and written by Credo Fitch Harris, one of the real pioneers in the radio field, the book reeks with the romance and wild and wooly experiences that radio grew up with. The volume completely ignores the technical side of radio, the author giving the impression that he holds the wonders of broadcasting in awe—and so decides to leave that phase of the business to experts.

Book reads smoothly, and concerns itself with experiences and now strange happenings that were on the daily fare of every broadcast station in those early days. Each and every "first" broadcast that WHAS, Louisville, the locale of the book, endeavored, is brilliantly and clearly related. Incidents that today are hilarious, but were catastrophes 10 years ago, are all told. Result is a book of radio in its horse and buggy stages, and it will interest every reader that has any connection with radio, either from the listening or broadcasting end.

Published by Bobbs Merrill.

## "Junior Nurse Corps" Stations

Stations set for the Swift "Junior Nurse Corps" program which debuts over the NBC-Blue network Sept. 27 are KDKA, WHK, WXYZ and WLW for the 5-5:15 p.m. show and WENR-WLS and KWK for the repeat at 6 p.m. Contract is signed for 30 weeks through Stack-Goble, Chicago.

## Recommends KGO Power Boost

Washington Bureau, RADIO DAILY

Washington—KGO, San Francisco outlet of the National Broadcasting System, yesterday was awarded an examiner's recommendation to increase power from 7500 watts to 50,000 watts. Station operates on 790 kilocycles on an unlimited basis. Final decision on grant is expected shortly.

## ONE MINUTE INTERVIEW

JOHN G. PAINE

"The history of the American popular song is the history of the political, economic and industrial development of the nation, and if one should care to take the time to review it in detail, study it from the standpoint of its ballad form and its dance form, he would find that the current songs enjoyed in each era of our development were in complete and absolute harmony with the spirit, tempo and the emotionalism of their day."

## ★ Coast-to-Coast ★

WBAL Players have started their fall activities with the first of a new series under the general title of "Club Radio", written and directed by Brad Bradley, WBAL assistant program director. Programs will be dramatic cross-sections of night life in a big city. Fragments of conversation will be picked up from night club tables and there will be dance music and a floor show. Situations involving typical people who frequent the better type of night clubs will be enacted.

Betty Ruth Curtis, of Fort Worth, Texas, is replacing Joan Thompson as studio hostess and station secretary at KFRO, Longview, Texas, while Miss Thompson is taking her regular two weeks' vacation at Post, Texas.

KOBH, Rapid City, S. Dakota—In one of her infrequent air appearances Elsie Janis, "Sweetheart of the AEF," stressed a good neighbor policy in a special KOBH Air Show last Friday. Miss Janis was in Rapid City for a personal appearance in connection with a local charity... Recent interviewee of station's "man on the street" was Rollo Clarke who specializes in the consumption of glass, razor blades and fish hooks. Clarke was billed at a local theater and one of the features of the show was the consuming of a windshield from a 1937 popular low priced car. Event was aired over KOBH on a special broadcast from in front of the theater.

Plans are being made for a radio station to be built at Three Rivers, Quebec, and operated by "La Nouvelle-Liste," French newspaper.

The only station in Ohio outside of Columbus to give the State Fair consistent broadcasts was WHIO, Dayton, Ohio, when arrangements were made for rebroadcast from WHKC. The programs were arranged in keeping with the Dayton

station's policy of serving rural listeners.

Grand National Pictures has installed a department in Hollywood to handle radio exploitation. Bennie Bloom and Clarence Freed, representing G. Schirmer have arranged a number of coast to coast broadcasts of featured numbers in "Something to Sing About," starring James Cagney.

Central States Broadcasting Co., owner of KOIL in Omaha and KFAB-KFOR at Lincoln, will install a complete radio exhibit at the Nebraska state fair in Lincoln during the week of Sept. 5-10. Included will be a control room, air conditioned, 16 by 22-foot soundproof studio and a staff of engineers and announcers. A number of programs will be broadcast from this studio during the fair.

John McKay, KOIL commentator, interviewed Governor R. L. Cochran of Nebraska for the second of his series on "What Omaha Needs" Tuesday night. The interview with the governor was piped from the executive mansion at Lincoln.

WEBQ, Harrisburg, Ill., has just finished redecorating its studios, and the result is most breath-taking. Thousands of visitors have acclaimed the station as the most beautiful they have ever seen, which naturally, pleases the staff very much.

WPAY is beginning a new "Sunrise Special" on Aug. 31, from 7-8 a.m. It will be under the personal direction of Eddie Rhoden and will be a pleasant variation of the Musical Clock feature. Novelty selections, news items, birthday greetings, interviews with local personalities, variety talent, and numerous time signals will pour through "the air with the greatest of ease."

Frieda Etelson Balotin, Baltimore violinist who has made a big hit on WBAL's "Midsummer Moods" program, has been signed to appear on four more programs of the station.

## Magic Key from Chicago

Chicago—A portion of the Magic Key of RCA will emanate from Soldiers' Field here next Sunday where the first National Fire Fighters Tournament will be held that day. John B. Kennedy will describe such feats as scaling walls, water fights, fire alarm turnouts and life net jumps.

## Roger Phillips to KFJZ

Fort Worth, Texas—Roger Phillips, program and publicity director for Station KFJZ, Fort Worth, has gone to San Antonio where he is now production manager of Station KABC, San Antonio. KABC is under same ownership as KFJZ.

## New KOIL Transmitter

The new KOIL transmitter station, modernistic in style, is located two miles east of the new South Omaha bridge. The location is a radical departure from the former location of KOIL's twin towers on the highest hill in Council Bluffs, station officials heeding engineers' advice that moist bottom lands are superior to the old high elevations.

The single 310 foot tower is built of Truscon steel and grounded with nine miles of copper wiring.

The RCA transmitter is itself so new that the serial number is No. 1.

## BOSTON

Major General Charles H. Cole, Adjutant-General of Massachusetts is looking to NBC in Boston for assistance in putting over the Constitution Day celebration in Boston this month. General Cole was put in charge of the arrangements by Governor Hurley.

William Murphy has joined the staff of the Yankee network news service as a reporter. He was formerly with the Concord, N. H., Monitor-Patriot and with the Boston office of Transradio.

Roger Wheeler, editor of WEEI's Radio Almanac, back at his typewriter after a vacation motor trip through the Maritime Provinces with his family.

George and Juanita, popular Yankee network artists, will make a return engagement at the Palace Theater in Pennacook, N. H., on Sept. 14. They played there last month.

Gene Arend is the new secretary to Cleon B. White, manager of NBC Artist Service in Boston. Miss White replaces Dawn Kelley, who is resigning. Miss Kelley is to be married in October. She is one of the prettiest girls in Boston radio circles.

Joan Bennett paid an overnight visit to Boston with Walter Wanger, producer of Miss Bennett's new starring vehicle, "Vogues of 1938," which opens at the Keith Memorial on Sept. 17.

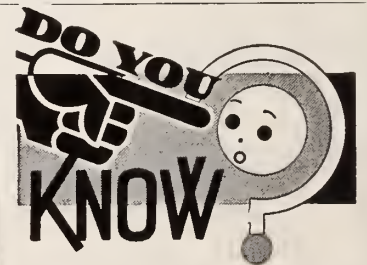
Frank Bowes, WBZ salesman, vacationing in the hills of New Hampshire.

The Zimble String Quartet, which has just returned from the Berkshire Music Festival, will resume their popular Beethoven Cycle on WNAC on Mondays, Wednesdays, and Fridays. Joseph Zimble, its director, is a cellist in the Boston Symphony Orchestra.

Grace Edmunds, NBC's head hostess in Boston who has been on a six weeks' leave of absence, has returned to the hostess desk. Miss Edmunds went on a motor trip through the South and West.

Jimmie and Dick, "The Novelty Boys," will resume their program for another three weeks on WEEI.

Norman Allen, who has been filling in as page boy during the past summer months at WBZ, has returned to Harrisburg, Pa. He is an instructor at the Harrisburg Academy.



Barry McKinley was a vaudeville hooper until three years ago, when he broke into radio vocalizing as a member of the Morin Sisters trio (he substituted for one of them who fell ill).