



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 75

NEW YORK, N. Y., FRIDAY, OCTOBER 15, 1937

FIVE CENTS

FCC Merges 3 Divisions

WORLD SERIES LISTENERS WERE FEWER THIS YEAR

One out of every four radio homes reported listening each day to the World Series broadcasts of Wednesday, Oct. 6, to Saturday, Oct. 9, inclusive, according to the survey made by The Cooperative Analysis of Broadcasting.

The high, says the CAB, was for Wednesday and Saturday, with a figure of 27 per cent, while on Fri-

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ARTA Filing Charges In Oklahoma Campaign

Oklahoma City—The ARTA, which is engaged in an organizing campaign in this territory, is filing charges with the National Labor Relations Board charging KFXR has refused to negotiate, according to Joseph Harris, organizer for the labor group. Wage

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WOR Basic Daytime Rate Raised to \$1,100 an Hour

WOR has upped its rate card for the first time since Aug. 1, 1929, in so far as its basic daytime rate is concerned and the first increase in its evening tariff since May, 1935, when the outlet went to 50,000 watts.

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Godfrey's Good Deed

An hour after midnight tonight, Arthur Godfrey inaugurates eight continuous hours of broadcasting for the benefit of the Red Cross over WJSV, Washington. He will play recordings, sing, etc., and will answer requests from fans only when accompanied by a promise to join the Red Cross. He will be assisted by Johnny Salb at the organ.

Full Basket

Schenectady—"The Market Basket," presented by Martha Brooks over WGY, Monday through Saturday, is now running at an all time high with 26 of the 30 available weekly commercial periods being sponsored by 11 varied concerns. Oldest sponsor on the program is Rival Dog Foods with a continuous airing of two years.

Business for W. U.

Announcement made Wednesday evening by Martin Block on his "Make-Believe Ballroom" over WNEW, inviting listeners to telegraph their applications for tickets to "Sunday Swing Session", to be aired from the International Casino at 11:30 a.m. Sunday, caused a jam at Western Union. The station received about 1,300 wires in the single evening, according to the telegraph company.

NBC CONSUMMATES DEAL MAKING WHN AN OUTLET

The NBC-WHN pact, whereby the latter outlet will be made available to all NBC sponsors, yesterday was officially consummated with the signing of contracts by parties involved. Although both NBC and WHN have

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Polish Commercial Set On 11 Mutual Stations

Catro-Lek Laboratories, through Chambers & Wiswell, Boston, on Sunday will start a new series of Polish musical programs on 11 Mutual stations (WGN, WOR, WAAB, CKLW,

(Continued on Page 3)

Elliott Roosevelt on Coast

Washington Bureau, RADIO DAILY
Washington—Elliott Roosevelt, general manager of Hearst stations in Texas, is here for conferences with Ford Billings, who holds a similar rank in the Hearst west coast setup. Roosevelt will be in town several days, but denies that any particular significance is attached to his visit.

McNinch Announces a Board of Six and Himself Will Supplant Broadcast, Telephone and Telegraph Units

ANA ANNUAL CONVENTION MOSTLY A CLOSED AFFAIR

Twenty-eighth annual meeting of the Association of National Advertisers, to be held at The Homestead, Hot Springs, Va., Oct. 27-30, will devote its first day wholly to closed meetings to which only members of the ANA will be admitted. This applies to both morning and afternoon sessions. The afternoon gatherings will be divided into groups by industries, including grocery

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Butcher Leaves NBC To Rejoin Own Concern

Jesse Butcher, who left his own radio production and managerial firm to join NBC station relations department some time ago, has resigned to rejoin his former partner Bruce Chapman of Chapman-Butcher Inc. In addition to radio shows on the air handled by the concern, several

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Waxing 30 "Kay White"

West Coast Bureau, RADIO DAILY
Los Angeles—Associated Cinema Studios is waxing 30 five-minute disks of the Los Angeles Soap Co.'s "Kay White" for the Barnes-Chase Co. Produced by Art Fulton, the series is a continuation of earlier sequences for use on a number of Midwestern stations.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—Taking the first definite step in reorganization program of the FCC, newly appointed Chairman Frank R. McNinch exploded a bombshell at his press conference yesterday when he disclosed that by unanimous vote of the commission it had been decided to abolish the three division plan—broadcast, telegraph and telephone—in favor of a single board of six besides himself, effective Nov. 15. With abolishment of these divisions, the FCC also loses three directors, R. T. Bartley, tele-

(Continued on Page 3)

BROADCASTERS PLEASED WITH NAB STAND ON AFM

Majority of the broadcasters who attended the NAB Special Meeting, voiced the opinion before leaving town that the resolution adopted by the NAB board of directors in regard to an AFM stand was an excellent idea and much more important, with two possible exceptions, than the business transacted at the open ses-

(Continued on Page 2)

CBS Workshop Starting Regional Unit on WCAO

Columbia Workshop yesterday announced the establishment of a new unit, to be heard on a 13-week trial basis over WCAO, Baltimore. The building of additional units locally

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Television on 3x4' Screen Is Demonstrated by RCA

50 Episodes Completed In May Robson Series

West Coast Bureau, RADIO DAILY
Los Angeles—More than 50 episodes already have been recorded at Associated Cinema Studios in May Robson's "Lady of Millions" for Bauer & Black, according to Frank Purkett,

(Continued on Page 2)

First demonstration of the RCA projection tube in the reception of a broadcast television program took place last night on the tower of the Empire State Building with the sending of a program received from the NBC studios back to the RCA Building.

An enlarged picture, approximately 3x 4 feet, was thrown on the screen

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Nutty News

Miami, Fla.—Under the title of "The News Distorter," news of the day is being given a more or less odd twist in a new series over WIOD. Program airs at 6:40 p.m. daily with "dizzy news from a daffy world" in a light and satirical vein. Dialers find it a relief from the calamitous and other serious news.



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FINANCIAL

(Thursday, Oct. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 1/2	151 1/2	151 1/2	- 2 3/8
CBS A	22	20	20	- 1
CBS B	21 1/2	21 1/2	21 1/2	- 7/8
Crosley Radio	10	9 1/2	9 1/2	- 1/2
Gen. Electric	41 3/8	39 5/8	39 7/8	- 1/8
North American	18 5/8	18	18 1/8	...
RCA Common	8 3/8	7 7/8	7 3/4	- 1/2
Stewart Warner	12 1/4	11 1/2	11 3/4	- 1/4
Zenith Radio	25 1/4	23 1/2	23 1/2	- 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	2	1 3/4
Nat. Union Radio	1	1

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	8	9 1/2

Zion Tabernacle on WJJD

Detroit—Zion Gospel Tabernacle of Zion, Ill., inaugurates a series of weekly half-hours at 2-2:30 p.m. Thursdays over WJJD, with the Rev. G. K. Neal in charge of the program. Malcolm-Howard Agency of Chicago is placing the schedule.

English Lessons on WOV

"The Elementary School of the Air," designed to teach English to Italian listeners, will be resumed over WOV at 11:15 a.m. tomorrow on a weekly basis.

NBC Spelling Bee Returning

The NBC Spelling Bee, old-fashioned spelling match, with Paul Wing at the helm, returns Sunday at 1:30 p.m. over NBC-Blue.

Joyce Howard Signed by CBS

Joyce Howard, radio and night club singer, yesterday was signed under the exclusive management of Columbia Artists Inc. She will be placed on her own sustaining series in the near future.

Petrillo After NBC and Mutual

Chicago—James C. Petrillo, having attached CBS production men, sound effects and announcers as affiliates of the local Musicians' Union, is tackling NBC and Mutual before leaving for New York tomorrow to renew the fight to bring radio stations to terms with the AFM. He has appointments with Niles Trammell of NBC and W. E. MacFarlane of Mutual.

50 Episodes Completed In May Robson Series

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v.p. and g.m. of the studio. George Godfrey is directing, and Dorothy Farrar, Cliff Carpenter, Alton Phillips and Charles Girard are recent cast additions. The series starts airing Monday night over KNX and a nationwide group of CBS stations.

New Pepsodent Program Being Announced Shortly

With two and a half months remaining before Amos 'n' Andy are scheduled to switch sponsors, Pepsodent is understood to be announcing its new show within the next two weeks. After numerous auditions, sponsor is now weeding out scripts submitted, and has revealed that a selection will be made shortly. Present set-up has been on the air for sponsor since 1928, and on NBC since 1929. Amos 'n' Andy begin airing for Campbell Soup on Jan. 1. Lord & Thomas is the agency.

WOR Basic Daytime Rate Raised to \$1,100 an Hour

(Continued from Page 1)
New rates are effective Nov. 14, with the usual protection to present advertisers for 52 weeks from that date. New rates (Card No. 12) call for \$1,100 per hour between hours of 6 p.m. and 11:15 p.m., \$660 for half-hour and \$440 for 15 minutes. Rate (daily except Sunday) for 8 a.m. to 6 p.m. is \$600 per hour, \$360 for a half and \$240 for a quarter-hour. Sunday noon to 6 p.m. is \$825 per hour, \$495 a half and \$330 for quarter-hour. Rebates and discounts remain the same. Current WOR Card (No. 11) calls for \$925 per hour for evening hours and \$500 for daytime, with Sunday, noon to 6 p.m. \$667 per hour.

"March of Time" Party

In celebration of the switch of "March of Time" from CBS to NBC-Blue at 8:30 last night, Time Inc. gave a cocktail party on the 64th floor of the RCA Building following the broadcast.

Cast for Chrysler Show

Complete talent was set yesterday by CBS for the new Chrysler Corp. show which starts today over WABC and will be heard weekly at 7:15-7:30 p.m. Program, entitled "Chrysler Sports Parade," will feature Frank G. Menke, John Reed King and Ann Leaf, organist. Columbia Artists Inc. set deal with Lee Anderson Adv., Detroit.

Broadcasters Pleased With NAB Stand on AFM

(Continued from Page 1)
sions Tuesday and Wednesday. Consensus of opinion is that President John Elmer's method of presiding was far better than if he had taken a strict parliamentary position, inasmuch as the broadcasters came there to express their views and if held down would have regarded the proceedings with suspicion and distrust. Elmer's tolerant and patient handling of the gavel is considered to have offered full opportunity to all who wished to talk, with the result that about all of the radio men checked out feeling better, according to several NAB officials who sought to feel out the members as they left. While differences of opinion still prevail as to whether the NAB should have taken action sooner on the AFM, it is held that the NAB knowing that to a certain extent it was incapable of handling the matter to suit all factions and groups, did the right thing by letting each group with the same interests decide for itself what it wanted to do. Independent station men have gone back home to take up a policy of "watching and waiting" as to the AFM. As stated in these columns yesterday, some of them are taking means to be ready to negotiate if they have to, but most of them will wait to be called upon by the nearest AFM local union officials and will do nothing until they absolutely have to.

Emily Earl Joins WOR

Emily Earl, actress and soloist, has been signed by WOR and will appear regularly on the Pat Barnes series beginning Oct. 22. Program is heard at 9:30-10 p.m.

KFRO Gets Sound Truck

Longview, Tex.—KFRO has added a Chevrolet truck to be used as short-wave relay and sound truck. It will be equipped with RCA ACT-120 shortwave transmitter, and will be ready Nov. 1 under call letters KTVL.

O'Dea Named Commissioner

Richard E. O'Dea, vice-president of WNEW, has been appointed Commissioner of Finance of Paterson, N. J.

Ruth Barry Joins BBDO

Ruth Barry of Kenyon & Eckhardt resigns from the agency today to join the publicity staff of Batten, Barton, Durstine & Osborn as assistant to Oliver P. Newman. Mary Watson formerly of the BBDO press staff has been made a copywriter.

COMING and GOING

W. BIGGIE LEVIN, Chicago talent manager, arrives in New York today on business. He goes to Philadelphia on Monday for the premiere of the American Banks program with the Philadelphia Orchestra over NBC.

W. E. PLUMMER of the firm of Glenn D. Gillett has arrived on the Pacific Coast from Washington, via the Panama Canal, on an extended trip for the purpose of contracting radio engineering work.

WILLIAM R. BAKER JR. has arrived in Hollywood to supervise the radio activities of Benton & Bowles.

JIM ROGERS, Lord & Thomas account executive on Lucky Strikes, is on the Coast for huddles with Tom McAvity and Jack Runyon on the new Warner show for his account.

GRACE MOORE leaves Hollywood tomorrow, bound for New York. She will fill concert engagements on the Chicago Opera and General Motors radio programs. Due back on the Coast for a new Columbia picture the first of the year.

DEWEY LONG, WBT sales manager, has returned to Charlotte from a two-day business trip to Atlanta, where he was working on two special campaigns.

BOAKE CARTER will go to Boston to speak in Symphony Hall on Tuesday evening.

BOB RIPLEY is due to stop off in Chicago next Monday and Tuesday on his way to Coast.

RAY VENTURA, French band leader, music publisher and night club operator, sails from New York today on the Normandie.

LAWRENCE GILLIAN, feature and drama producer for British Broadcasting Corp., is being sent from England to the Canadian Broadcasting Corp. He follows the recent visit of Felix Green, North American representative of BBC.

Copyright Bill to Try

Washington Bureau, RADIO DAILY
Washington—Senator Duffy will try to obtain hearings on the controversial copyright bill when the special session opens Nov. 15, it is learned at his office here.

Educational Series on NBC

Dr. Florence Hale, nationally known educator and radio chairman of the National Education Assn., will be heard in a new series of weekly programs, which she will conduct in the manner of a radio column on matters of educational interest, beginning tomorrow at 11-11:15 a.m., over NBC-Red.

Discussing problems in modern education as they relate to the teacher, the parent and the pupil, Dr. Hale will base her weekly column on questions brought up by the listening audience through the medium of fan mail.

Maypole Announcing on WCFL

Chicago—Roy Maypole Jr., young writer-producer, is now on the announcing staff of WCFL, the voice of labor.

BARRY MCKINLEY

IN
"CHEVROLET
MUSICAL MOMENTS"
SUNDAY 6:30-7 P.M. EST
WABC-CBS Network

★
GRIFFIN
"TIME TO SHINE"
MONDAY 7-7:30 P.M. EST
WEAF-NBC Network

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.
10 TO 11 A. M. 6 TO 7:30 P. M.

FCC MERGES DIVISIONS INTO A BOARD OF SIX

(Continued from Page 1)

graph; A. G. Patterson, telephone, and John T. Killeen, broadcast division, all of whom were highly recommended by the chairman.

"Some of reasons underlying this fundamental change in organization policy are that experience has shown that to subdivide small commission has a divisive effect and tends away from cooperation and mutual understanding," said McNinch. "Assignment of such important work as has heretofore been handled by divisions theoretically composed of three commissioners, but in fact functioning with two commissioners because of impracticability of chairman's keeping himself currently informed and attending meetings, has resulted in two members of the Commission carrying an unnecessary load of responsibility and exercising an undesirably large portion of power and functions of the Commission, while at same time denying other commissioners any practical opportunity to participate in decisions."

McNinch made it clear that action was not merely taken because of his own suggestion, but was decided upon after many hours of debate on part of all concerned.

"A commission functioning as such," McNinch added, "has benefit of free discussion and exchange of views. It learns better to cooperate, Commissioners gain a better understanding of each other, and they influence and share in every important responsibility."

Asked if he would support proposal of Senator Wheeler to divorce newspapers from radio stations, Chairman McNinch declared that although he was interested in all legislation pertaining to radio, matter at present time was one which in his opinion Senate should decide.

McNinch stated there would be no other changes in personnel for the present and that, if anything, it was his impression the Commission was understaffed.

Beside the new chairman, those acting upon the reorganized commission will include T. A. M. Craven, George Henry Payne, Eugene O. Sykes, Thad H. Brown, Paul A. Walker, former Governor Norman S. Case and T. J. Slowie, secretary.

Alberta Hunter With Sears

Alberta Hunter, Negro torch singer, will be featured in a weekly series with Jerry Sears and his Orchestra starting today at 6:35-6:45 p.m. over NBC-Red.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COI. 5-7366-7

PHOTOPHONE SOUND SYSTEM

New Television Tube Demonstrated by RCA

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by the projection tube. Recent advances made in black and white television picture transmission and reception also were shown by RCA. The NBC television transmitter recently was equipped with a new antenna system which is expected to materially improve the field test transmissions.

Demonstration was held in connection with the convention of the Society of Motion Picture Engineers, and President David Sarnoff of RCA addressed the group.

The New RCA cathode-ray tube of intense brilliance enabled the projection of moving images in black and white on the 3x4-ft. screen, marking the first demonstration of a broadcast television program on such a screen.

Addressing the engineers, Sarnoff pointed out that although television progress seems slow at times, and "television today is an unfinished product," the size of the screen has been increased from approximately 5x8 inches to 7x10, and in addition important progress has been made in projecting pictures 3x4 feet on a screen.

Television programs will cost much more than present radio shows, Sarnoff stated, and this constituted a tele problem as formidable as the technical problems yet to be solved. A program technique also must be worked out, and advertisers must be provided with assurance that the more costly medium will be worth the expense, he added.

Both film and live talent were used for the demonstration. Show included two dramatic sketches written for television, harp solos by Margaret Brill, a comedy skit by Herman and Banta and a newsreel. The show was picked up by iconoscope cameras in the NBC studios at Radio City, relayed by coaxial cable to the Empire State Tower transmitter, and broadcast from there back to the RCA Building.

World Series Listeners Were Fewer This Year

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day the audience dropped to 20 per cent.

In the 1935 Detroit-Chicago World Series (sponsored by Ford) the average size of the audience for four week-days was approximately 32 per cent.

ARTA Filing Charges In Oklahoma Campaign

(Continued from Page 1)

increases and other demands are wanted by ARTA. Union has made contact with KOMA, lining up entire announcing, engineering and continuity staffs. Station management is awaiting advice from New York.

ANA Annual Convention Mostly A Closed Affair

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products, drugs, petroleum, distilled liquor, insurance, industrial advertisers et al. Evening session of the first day will be devoted to business of the association, including election of officers.

Thursday (Oct. 28) will see an innovation in ANA meetings, with the session on that day closed to all but ANA members and their invited agency representatives. Speakers scheduled include John Benson, president of American Association of Advertising Agencies; Donald S. Shaw, McCann-Erickson Inc.; Gordon E. Cole, Cannon Mills Inc.; E. C. Duffy, BBD&O Inc., and M. H. Leister, Sun Oil Co. Thursday afternoon discussion will include radio by the same group, also newspapers and other media. There will be no speakers at this session.

Broadcasting executives and representatives of other media will be among the invited guests on Friday (Oct. 29), when the meeting will be an open one, but admission will be by invitation only for the above and to advertisers and their agencies. Several speakers are set for the Friday session, including Dr. Alexander Dye, chief of the Bureau of Foreign and Domestic Commerce; Dean Donham, of the Harvard Graduate School of Business; Arthur Kudner of Arthur Kudner Inc.; Lewis Brown, president of Johns-Manville Corp., and Mrs. W. D. Sporborg, chairman of the Legislative Committee of the General Federation of Women's Clubs. Luncheon speaker will be Frank Kent, Washington correspondent.

Officials of the ANA are highly enthusiastic about the speakers and their subjects, and are of the opinion that the meeting will prove one of the most interesting and helpful to date.

Butcher Leaves NBC To Rejoin Own Concern

(Continued from Page 1)

new political time contracts have recently been signed.

Butcher said that the most cordial relationship exists between himself and NBC officials, but since it appeared that the network expansion plans were being curtailed as a matter of policy, for the time being at least, he felt it would be a good opportunity for him to go back into business on his own. Butcher was formerly press department head for CBS.

NBC CONSUMMATES DEAL MAKING WHN AN OUTLET

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not as yet issued an official confirmation, it was learned by RADIO DAILY that Herbert Petty, who has handled negotiations for WHN, will issue a statement within the next two days regarding the deal. Only word to come from station was that deal does not make WHN an affiliated station of NBC, but is only a pact whereby NBC may offer sponsors an extra outlet in New York.

Exact starting date for new set-up is not as yet known, but it is understood that several national sponsors have already included WHN in station lists. There is a possibility that WHN will make bow on NBC next Tuesday carrying the Packard Mardi Gras.

It has also been learned that NBC pact will in no way affect the WLW wire affiliation which WHN now has.

CBS Workshop Starting Regional Unit on WCAO

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throughout the country now depends on the results achieved on WCAO. Irving Reis, director of the CBS show, will be general supervisor of the new units, and Sidney Paul has been named to direct the Baltimore venture.

Polish Commercial Set On 11 Mutual Stations

(Continued from Page 1)

WFIL, WCLE, WEAN, WICC, WSPR, WCAE and WKBW), 12:15-12:30 p.m. Program, originating from Boston, will plug Catro Balsam.



JESSICA DRAGONETTE

Now

on

Concert Tour

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

★ F. C. C. ★ ACTIVITIES

APPLICATIONS DISMISSED
WLAP, Lexington, Ky. CP to increase power to 500 watts, 1 KW. LS. 610 kc., unlimited.

APPLICATIONS DENIED
Richland Broadcasting Co., Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime.

WCOP, Boston. Temp. auth. to operate from local sunset on special dates for election purposes.

HEARINGS SCHEDULED
Oct. 28: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

KFPL, Dublin, Tex. Vol. assignment of license to WFTX, Inc., and change frequency to 1500 kc. 100 watts, 250 watts LS., unlimited.

Chase S. Osborne, Jr., Fresno, Cal. CP for new station. 1400 kc., 500 watts, unlimited.

Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Waterloo Times-Tribune Pub. Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime.

WREN, Lawrence, Kan. Auth. to transfer control of Corp. 1220 kc., 1 KW., 5 KW. LS., share time.

NEW CALL LETTERS
KWLK, Twin City Broadcasting Corp. Long View, Wash.
WGRM (formerly WMFN), P. K. Ewing, Grenada, Miss.

PITTSBURGH

Leonard Kapner, WCAE general manager, will trot the aisle of matrimony with Dorothy Yellig.

Art Lewis, former Pittsburgh radio man, doing a swell job on the sales staff at WOC, Davenport.

Elsie Lichtensul, Pittsburgh's first lady of Radio doing a one a week "News Digest" for Rhea's Bakery over WCAE on Sundays.

Charles Roe, former announcer on WCAE, has been made a member of the station's production staff of which Cliff Daniels is head.

"Romance Backstage," WCAE commercial, now has Bob Sherwood handling the tenor spot. Also Nancy Martin and John Mitchell besides regular dramatic staff. Show is produced by Dave Olsen and written by Frank Seidel.



● ● ● Despite the general belief (and printed reports, too) that Walt Disney's "Mickey Mouse" air show will go to a Ruthrauff & Ryan account (possibly Rinso or Lifebuoy), rest assured that it will be sponsored by Pepsodent... Theater Guild is negotiating for an air show a la Lux—using their stories and stars... Abbey Theater Players are also being offered for guestar shots on variety shows... Don Bestor was in town for a few hours to wax an audition at NBC... Ben Bernie's next air sponsor will be a cigar firm—if the terms submitted are agreed upon... Jean Sablon gets another spot on NBC... Igor Gorin has been signed as permanent feature on the MGM show beginning Nov. 4... Mrs. Peter Van Steeden rushed to Bermuda 12 hours ago to recover from a pneumonia attack... Fletcher Henderson left the bandstand of Roseland to attend the funeral of his mother in Ga... Starting with next week's Walter O'Keefe show, Lucille and Lanny are set there... Irving Brecher won't go to the Jack Benny writers' staff—but to Jolson's... Raymond Paige has been signed to write the music and appear in Bobby Breen's next flicker, "Lucky Star"... Al Shayne is slated for a shot on "Hammerstein Music Hall" late this month... Louis Sobol has been asked to place his "john hancock" on a contract calling for two 15-minute coast-to-coast appearances weekly... Ed Sullivan and Leonard Lyons are two other columnists in the throes of prospective aircasting.

● ● ● Nadine Conner will go from "Show Boat" to the new Maxwell House show... Menasha Skulnick, one of the funniest comics on the Jewish stage has been signed for the "Rise of the Goldbergs" show... Though the NAB meet broke up Wednesday afternoon, many remained in town and visited the Hollywood where they danced the "Big Apple" with the chorines to Leon Navara's and Rita Rio's bands... How to interview Silent Rattan, a deaf and dumb wrestler, was a problem faced by Francis "Jake" Higgins, WLBC sports announcer in Muncie... Undaunted, Higgins prepared a number of queries which could be answered by a nod of the head and movement of hands... "Jake's" only mistake was when he asked the wrestler his favorite hold—and Rattan gave a demonstration by tying the announcer into a knot!... Frank Lewis has been engaged to handle the publicity and campaign arrangements for the Broadway division of the non-partisan League sponsoring the re-election of Mayor LaGuardia and election of Thomas E. Dewey.

● ● ● Jane Wyatt is scheduled to succeed Rosalind Russell on the Silver Theater show... Mickey Aldrich and Jack Henderson resign from Rockwell-O'Keefe tomorrow... Gregory Coleman and Al Jacobs will go into the music publishing business... "We, The People" will be converted into short subjects and produced independently... Gladys Swarthout goes on Hollywood "Mardi Gras" Nov. 2—with Amos 'n' Andy set for the next show and Fred Allen in between... Arthur Mundorff, former engineer for CBS, has been shifted to production... Mack Green is with Remick now... Teddy Bergman is in charge of radio for Sound Masters Inc... Leo Reisman will use Ed Smalle's choir on his Lucky audition... Adele Allershand has joined Columbia Pictures... Mack Millar is suing Ray Noble on the coast for 700 bucks... Jerry Wald is now producer-writer for Warners... "Mr. Ripple Goes to Town" will introduce Shep Fields on the screen... Andre Kostelanetz is in the hospital for a minor op and signed in under the tag of "King"... Rose Blaine and Tiny Wolf replaced Frances Faye at the Yacht Club... Eddie Elkins gets an MBS wire from there... Mrs. Joe Rines wears a Bulova wrist watch... her husband is star of the Gruen show... Incidentally, show will be split in three hereafter with Sheila Barrett and Joe Rines supplying drama and comedy and Graham McNamee reading the plugs only.

GUEST-ING

WEBER and FIELDS, on George Jessel's "30 Minutes in Hollywood," Oct. 17 (Mutual, 6 p.m.).

HELEN JEPSON and DONALD DICKSON, soloists on General Motors Concert, Oct. 17 (NBC-Blue, 8 p.m.).

FRANCES FAYE, and GORDON AND REVEL on Benny Davis "Stardust Revue," Oct. 17 (Mutual, 8 p.m.).

TOMMY DORSEY and EDITH WRIGHT, on "Sunday Swing Concert," Oct. 17 (WNEW, 11:30 a.m.).

HENRY FONDA, on "Movie Club," tonight (WHN, 8 p.m.).

CLARK GABLE, on Chase & Sanborn Hour, Oct. 17 (NBC-Red, 8 p.m.).

SPENCER TRACY, in radio version of "Arrowsmith," on Lux Theater, Oct. 25 (CBS, 9 p.m.).

JAMES KIRKWOOD, VIOLA PHILCO and ADELE ROWLAND, on "Hammerstein Musical Hall," Oct. 22 (CBS, 8 p.m.).

ELIZABETH RETHBERG, on Chesterfield program, Oct. 20 (CBS, 9 p.m.).

Women's Club Airing

All the women's clubs of Western Montana participate in a new weekly airing over KGVO, Missoula, Montana. Show deals with matters of interest to mothers, and large feminine audience is reported, despite short time of program on airwaves.

All-Jewish Interviews

WLTH last night aired for the first time an all-Jewish man-on-the-street program. Victor Packer, in charge of Jewish programs, conducted the show, which will be heard weekly at 6:45-7 p.m. Samuel Gellard, president of the station, made the introductory remarks on the opener.

Robinson Recording Moves

Philadelphia—Robinson Recording Laboratories have moved into new center-city quarters in the WIP studio building. New spot will boast \$12,000 in latest equipment.

10 for Uncle Don

Uncle Don (Don Carney) of WOR next month celebrates his tenth year in radio. Several schools will observe "Uncle Don Day," while a giant children's show will be staged at the New Amsterdam Roof, as part of the anniversary schedule which will run through November. A "celebration committee" has been formed by Bill Treadwell, writer and commentator, Uncle Don to date has made more than 4,500 consecutive broadcasts.

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

Greetings from Radio Daily

October 15

Bob Trout Vivian Fridell
Joseph Koestner Don Bigelow
Maurice Harbater
Ransom M. Sherman

October 16

Willfred Lytell

October 17

Irene Noblette Helen Choat
Jack Owens Roger Kinne
Stevens Field



NEW PROGRAMS—IDEAS

THE "Carefree Carnival," which moves from San Francisco to Hollywood permanently on Sunday, has had Lois January and Zarova, vocalists, added to the regular cast by NBC, and Ben Alexander set as emcee.

KMTR has a new 45-minute variety show handled by Frank Robinson Brown set on a Tuesday through Saturday schedule at 11:45 to midnight. Airing from the Hollywood Knickerbocker, and welcomes all comers on a catch-as-catch-can pattern.

The final episode of Kay Van Riper's current series of "English Coronets" will be heard over KHJ-Mutual on Sunday night. Every member of Miss Van Riper's original supporting cast will be on the program. Among these are Duane Thompson, Ted Osborne, Fred McKaye, Johnny Gibson, Fred Harrington, Gale Gordon and Charles Carroll.

Gino Severi, KFAC musical director, will present Gilbert Fraser, Atwater Kent medalist who has been singing and studying abroad for the past four years, in his first Los Angeles appearance over KFAC Saturday night at 7:15-7:30.

The Edward G. Robinson broadcasts will be from the Wilshire Ebell Theater. Phil Ohman is reported set for the musical end of the dramatic half-hour which is coupled with Al Jolson's half hour for Rinso-Lifebuoy.

Back from personal appearances in the Northwest, the Morgan Family troupe is again functioning on KNX every morning except Sunday.

Charlotte Murrie is a new blues singer heard on KFAC regularly, and the same station presents other new voices in a trio called "The Melodiers," with Frieda Stoll, soprano, Catherine Toomay, contralto, and Robert Ballagh, young lyric tenor.

"Preview Tonight" is back on KECA after a month's absence due to complicated schedules. Beatrice Benaderat and Hanly Stafford have the leading roles in the series written by John Boylan and produced by Don Clark.

NBC is closing a short term lease on the El Capitan Theater. Current congestion inspires the addition of the Hollywood Boulevard legit house to NBC present facilities until the new studios remedy the situation. Theater has been operated by Henry Duffy under a policy of Coast production of Broadway successes.

Bert Kalmar and Harry Ruby, tunesmiths, will appear with Ted FioRito in his "Hollywood Melody Shop" at the Beverly Wilshire on Sunday night. Heard over KNX and CBS Pacific Coast at 10:15 p.m.

The Howard W. Wilson Company has been named station representative for KMPC in New York, Chicago and Kansas City territory.

Home Classes By Radio

A full week of high school radio lessons were broadcast recently by WQBC, Vicksburg, Miss., in cooperation with the faculty of St. Aloysius High School. Students, listening in at home, were instructed to bring in written radio assignments at end of week. Ninety per cent responded, the remainder lacking either interest or radios. Pupils were reported to have enjoyed the experiment, while parents said that as result they had better understanding of teaching methods, were thus better able to help their children. Faculty enjoyed absence of pupils' questions, found medium effective.

Scavenger Hunt

The "Scavenger Hunt," popular party stunt in which players are expected to corral certain articles within stated time limit, has been streamlined for radio by WBAL, Baltimore. Chief Huntsman Garry Morfit reads list of articles into microphone—for instance, a street car transfer, some hard-to-get picture, perhaps a dog of peculiar ancestry. Enterprising dialers are given one hour in which to report in person at the studio with the objects. Cash award to first in with all articles.

"Deserving of Credit"

Persons "Deserving of Credit" for acts of heroism or other major achievement are asked to tell their stories in a new program over WAAF, Chicago, sponsored by the Newart Company. John L. Sullivan, radio production manager of the Malcolm - Howard Advertising Agency, produces the show and acts as emcee. Persons interviewed get award from sponsor.

WTAR's "Stork Club"

Newest WTAR, Norfolk, feature is the "Stork Club", heard Tuesday evenings at 7:15 and no relation to swing music. Although planned to start some weeks ago, idea was just okayed by Norfolk General Hospital, from the maternity ward of which the programs originate.

Announcers Jeff Baker and John Carl Morgan have been interviewing the new mammas, and, whenever possible, the new papas. The mothers seem to take to the broadcast as a lot of fun, but to date the fathers have been rather mike-shy. Only difficulty so far is that the young 'uns have been asleep when shows have been aired, so local color is rather hard to get across.

New "Down Beat" Program

Those who enjoy modern music and want facts on ork leaders and name bands find it all on the new "Down Beat" program, airing over KCKN, Kansas City, Kan., under the direction of Ruth Royal. Miss Royal interviews visiting musical celebrities, gives lowdown on local musicians, and for the actual songs uses local talent and transcriptions, in addition to playing the piano herself, or "swinging it" on Hammond Electric organ.

The Three B(ee)s Contest

A spelling bee, a pronunciation bee, and a word marathon bee are coordinated in a new contest feature over KLZ, Denver, under title "The Three B's." Contestants are judged on point basis, with proportionate credit given for score in each bee. Wes Battersea conducts show in Sunday afternoon spot.

New Network Shows

SATURDAY, OCT. 16
Carborundum Co. program, CBS, 7:30-8.

SUNDAY, OCT. 17
Modern Food Process program, NBC-Blue, 4:45-5 p.m.

Sealtest Inc., "Rising Musical Stars," with Alexander Smallens, NBC-Red, 10-10:30 p.m.

Raymonds Inc. (cosmetics), Lloyd Pantages, CBS, 1:45-2 p.m.

NBC Spelling Bee (sustaining), returns to NBC-Blue, 1:30 p.m.

MONDAY, OCT. 18
Wm. R. Warner Co. (Sloan's Liniment), Warden Lewis E. Lawes, "Behind Prison Bars," NBC-Blue, 10-10:30 p.m.
American School of the Air, (sustaining), CBS, 2:30-3 p.m.
American Banks program, with Philadelphia Orchestra, NBC-Blue, 9-10 p.m.

TUESDAY, OCT. 19
"Story of Industry" (sustaining), in cooperation with Dept. of Commerce, CBS, 4:30-5 p.m.
Lever Bros., "Today," with Edward G. Robinson, CBS, 8-8:30 p.m.

F. & F. Laboratories (Cough Drops), "Jenny Peabody," CBS, 3:30-3:45 p.m.

THURSDAY, OCT. 21
Elgin Watch Co., CBS, 7:15 p.m.
Florida Citrus Commission, Emily Post,

"How to Get the Most Out of Life," CBS, Tues. and Thur., 10:30-10:45 a.m.

General Federation of Women's Clubs, "Education for Living" (sustaining), NBC-Blue, 4:30-5 p.m.

SUNDAY, OCT. 24
Radio Newsreel, Cummer Products, NBC-Red, 3-3:30 p.m.
Lutheran Hour, Mutual, 4:30-5 p.m.

FRIDAY, OCT. 29
Barbasol, Mary Jane Walsh and orchestra, Mutual, 8-8:15 p.m.

MONDAY, NOV. 1
Bowey's Inc., (Dari-Rich drink), "Terry and the Pirates," NBC-Red, Mon., Tue., Wed., 5:15-5:30 p.m.
"Brave New World" (sustaining), in cooperation with U. S. Office of Education, 10:30-11 p.m.

THURSDAY, NOV. 4
General Foods' Maxwell House Coffee show, produced by Metro-Goldwyn-Mayer under direction of Bill Bacher, NBC-Red, 9-10 p.m.

FRIDAY, NOV. 5
Dr. Karl Reiland, talks, Pepperell Mfg. Co., NBC-Blue, 7:15-7:30 p.m.

WEDNESDAY, NOV. 17
Fred Allen, returns for Bristol-Myers, NBC-Red, 9-10 p.m. (date tentative).



GRACIE BARRIE who is singing at the Chez Paree is doing sustainers over NBC to the accompaniment of Maurie Stein's orchestra.

Joan Kay, headliner of "Kitty Keene Inc.," and Norbert E. Bibon, Evanston banker, are to be married Saturday. She will continue her radio work.

Bess Johnson, back from a hop to New York, reports that she goes to work for new Colgate-Palmolive-Peet daytime show, through Benton & Bowles, in New York Nov. 1.

Marge Kerr, Tom Fizdale's first aide here, not getting along so well after appendicitis operation and still confined at home.

Sheila Graham, Hollywood commentator, now is flying here each Monday for her appearance on the Campana Vanity Fair show. She hops right back to coast the same night.

Harold Stokes, WGN dance orchestra director, has sold his motor yacht. Plans to try farming.

Ros Metzger, radio director of Ruthrauff & Ryan also looking around at farms.

Joe Novy, WBBM engineer, back from Cleveland, where he attended father's funeral.

Roger Doolens opened an office here for Earle Ferris in St. Clair Hotel Monday. Fizdale, on way home from coast, met him here and then went on for Procter & Gamble conference in Cincinnati.

Carroll Mountjoy, formerly of Stack-Goble agency, has joined WBBM public affairs staff, handling contacts with women's clubs, parent teacher groups and such.

Broadcasts from Traffic Court over WIND will be resumed this fall.

Harvey & Howe Inc., home economics consultant concern, will launch an hour's cooking school on WBBM, tomorrow. Program is expected to attract participating food sponsors. Eleanor Howe will be the conductor.

Patricia Ann Manners debuts as a movie commentator on WBBM, Sunday.

ST. LOUIS

Robert T. Convey of KWK has been elected a member of the Board of Governors of the Advertising Club of St. Louis, to serve for two years.

Cliff Frederickson of the Early Birds of KWK will leave that organization to join WHO in Des Moines.

OKLAHOMA CITY

Neal Barrett, manager of KOMA, reports his wife and son are recovering from ptomaine poisoning.

WKY's new sound truck with short wave equipment will soon be ready.

David Fris has joined the KOMA sales staff.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New WMCA Equipment Designed for Accuracy

Equipment designed to reduce to a minimum the margin of error due to the human factor will feature the mechanical and electrical apparatus to be installed in WMCA's new broadcasting studios now being built at 1657 Broadway for occupancy Jan. 1, according to Donald Flamm, president. Entirely new in design and construction, the equipment is being assembled according to WMCA specifications at the RCA plant in Camden, N. J.

Following extensive surveys of rack-mounted and console types of equipment now in use, the WMCA apparatus has been prepared to include the best features of both, it was explained. While retaining the flexibility of the former, it also includes the compactness of the latter, allowing the operator complete control with a minimum of effort.

Installed in special sub-studios, the new control desks are built of metal in modernistic designs to harmonize with the motif of the new studios. All mechanical equipment is enclosed in the desk, thus providing for simplified installation and operation and eliminating the unsightly and rambling effect of other methods.

The master control room, which is the nerve center of the entire station, is likewise equipped to provide freedom of movement to engineers and to reduce human error through mechanical facility. In addition to the control desk, the master control room is to be furnished with new type RCA amplifiers which, it is stated, are adaptable to the needs of modern studio designing.

An exclusive feature of this control room, in use only at WMCA, is to be a special dial control system for remote broadcasts. This dial, similar to an ordinary telephone dial, will make it possible for the operator to open any of 100 remote circuits simply by dialing for contact. A similar dial system is to be installed in all executive offices for selecting any outgoing program or broadcast from other stations. Executive offices will have also high fidelity reproducing units, it was stated.

As additional protection of accu-

WHAM Lets Contracts

Rochester, N. Y.—Following permission from the FCC to erect new equipment, WHAM has let contracts for a new 450-foot vertical radiator, also a new radial ground system of 450 feet in radius. Installation is expected to be ready on Dec. 1. Primary coverage is expected to be increased by 20 per cent in radius. Blaw-Knox has the WHAM contract. Outlet is an NBC affiliate and owned by Stromberg-Carlson Telephone Co.

racy in transmission, two power circuits will supply all power for the entire system, one acting as an emergency line. Plans also provide for an auxiliary transmitter supplementing the plant in Long Island. This auxiliary unit will be built adjacent to the control room for quick handling in the event of a failure in the main transmitter.

Even the clocks in the new building are to be protected against error. Electrically controlled, all clocks will be fitted with special mechanical springs, which will keep them going for as long as two hours should there be any interruption of electrical power.

KSD Pack Transmitter

St. Louis—Joe Volk, KSD plant engineer, has built a modern high frequency pack transmitter with new features making it more dependable for relay broadcast use and increasing signal strength due to stability and high modulation percentage. Transmitter's light weight facilitates use for longer periods, makes it easier to cover broadcasts under adverse conditions. First used on airing of St. Louis National Horse Show, where it proved efficiency.

Improves Speech Input

Memphis—WMBQ recently completed installation of outstanding improvements in speech input equipment. Control studio has new RCA high fidelity tri-channel pre-amplifier and RCA transcription reproducers with range from 30 to 10,000 cycles, with new constant speed device. Also added were new remote control amplifiers, for use with Western Electric dynamic mikes, to improve quality of remote pickups. Weldon Roy, chief engineer, had charge of installations.

WCAU Gets Volume Limiter

Philadelphia—WCAU has installed an automatic volume limiter to increase efficiency of its transmission. Station's 50,000 watt transmitter is located at Newtown Square.

KOMA Remodels

Oklahoma City—A \$5,000 remodeling program, which will retouch studios and add equipment, will be started immediately by KOMA.

Distributing New Mike

West Coast Bureau, RADIO DAILY
Los Angeles—Universal Microphone Co. has started distribution of its new transmitter-type microphone for small transmitting stations such as airports and police stations. Much like a standard telephone instrument in design, it is of telephone height and is available in three styles, with a switch on top, in the base, or on the side, as desired. It also is being built in high sensitivity carbon type, dynamic, or with Brush crystal unit. The California factory also reports an increasing demand for their tiny "candid microphone," which is in wide use for "on the spot" broadcasts where a concealed microphone is an essential, and James R. Fouch, president of Universal, predicts that the candid mike will soon become as popular in its field as candid cameras in news gathering.

New Rolling Stock

Miami—Replacement of one short-wave remote car and an additional new shortwave relay truck and mobile studio brings to three the total of WQAM rolling stock. New wagon is last word in mobile equipment, including RCA ultra high frequency transmitter and complete mobile Presto Recording unit. All equipment is readily detachable from truck so it may be used on aircraft or boats.

KFOX Mobile Equipment

Long Beach, Cal.—Mobile transmitting equipment for short-wave broadcast of special events under letters KFIO, has been designed by commercial manager Lawrence McDowell for KFOX. Transmitter, mounted in station radio truck can be transferred to McDowell's yacht, enabling coverage of events at sea.

ACTONE transcription needles 100% shadowgraphed

Ask any Station technician; for most of America's broadcast units rely on these brilliant playback and steel cutting needles. Samples on request.
Mfd. by W. H. BAGASHAW Co., Lowell, Mass.
Distr. by H. W. ACTON CO., Inc.
370 Seventh Avenue, New York City

Film Has Drawbacks In Tele Broadcasts

London—Experiments of the television unit of British Broadcasting Corp. show that film does not televise as well as living material, according to D. H. Munro, machinist behind the BBC television equipment at Alexandra Palace.

"We don't like to use film, and we don't except as a drop curtain between the living presentations that consume on an average of 110 of the 120-minute programs we broadcast daily," said Munro.

In an auxiliary capacity, however, film is regarded as very valuable in television activity.

WBBM's Trailer Studio

Chicago—Taking a tip from Europe's short wave broadcasters, WBBM is outfitting itself with a new mobile trailer studio equipped with recording apparatus, and for use in short-wave broadcasting or field strength measurements. A complete high fidelity Allied recording unit will enable the station to make recordings of special events inaccessible for lines, or beyond the range of short wave equipment, and present them later.

Modernize Studios

Wheeling, W. Va.—Complete modernization of studios, improving appearance and acoustics, nearing completion at WWVA. Offices are also undergoing improvement, with new spot paneled in knotty pine for George W. Smith, managing director.

New Control Console

Syracuse—WSYR is now installing a new control console with 12 channels to simplify operations in handling network feeds, remotes, studio programs, transcriptions and auditions. Controls are centered in modernistic inclined panel.

TWO WAY COMMUNICATION

List
Price
\$15
per
station



Inter-'phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

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UNIVERSAL MICROPHONE CO. Ltd.
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Formerly Motion Picture Lighting and
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WE FURNISH

Electrical Lighting Equipment
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244-250 WEST 49th STREET

New York City Tel. Circle 6-5470-1

NEW PATENTS
Radio and Television

Compiled by
John B. Brady, Attorney
Washington, D. C.

- 2,095,234—Volume Control System. George P. Adair, Takoma Park, Maryland.
- 2,095,261—Thermionic Tube Circuit. David G. McCaa, Lancaster, Pa., assignor to Alan N. Mann, as Trustee.
- 2,095,314—Frequency Modulation Detection. James W. Conklin, Rocky Point, N. Y., assignor to RCA.
- 2,095,321—Amplifying and Detecting System. Harold F. Elliott, Palo Alto, Cal.
- 2,095,327—Phase Modulation. Clarence W. Hansell, Rocky Point, N. Y., assignor to RCA.
- 2,095,337—Vacuum Tube Electrode. Everitt P. Loppacker, Bloomfield, N. J.
- 2,095,371—Modulation. Johannes Bohnfeld, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,095,388—Electrical Regulator Apparatus. Lawrence A. Hyland, Washington, D. C., assignor, by mesne assignments, to Bendix Radio Corp.
- 2,095,391—Television System. Joseph W. Legg, Wilkesburg, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,406—Frequency Separation System and Apparatus. Alfred W. Barber, Boonton, N. J., assignor to RCA.
- 2,095,588—Radio Direction Finder. Ettore Bellini, Paris, France, assignor to Cie Generale de Telegraphie Sans Fil.
- 2,095,717—Light Modulation System. Henry Shore, Elizabeth, N. J., assignor to RCA.
- 2,095,758—Transmitter. Forrest S. Mabry, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,768—Anode Construction. Joseph Slepian, Pittsburgh, Pa. Assignor to Westinghouse Electric & Mfg. Co.
- 2,095,769—Boron and Boron and Carbon Starter for Mercury Arc. Lloyd W. Smede, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,772—Discharge Device Control. Max Steenbeck, Berlin-Siemensstadt, Germany, assignor to Westinghouse Electric & Mfg. Co.
- 2,095,774—Method of Modulation for Radio Transmission. Paul B. Taylor, Washington, D. C., assignor to Westinghouse Electric & Mfg. Co.
- 2,095,930—Electric Discharge Tube. Fritz G. Houtermann, Hayes, England, and Gustav Hertz, Berlin-Dahlem, Germany.
- 2,095,934—Antenna for Automobile Radio Receivers. Donald H. Mitchell, Chicago, Ill., assignor to Galvin Mfg. Corp.

Urge Testing Needles

"Shadowgraphing" of all needles to determine slightest defects, is urged by Hart Lehman, New York, as the only means of assuring best record performance. Process consists of casting shadow of the point, 200 times enlarged, on a screen that reveals at once all imperfections. Comeback of records, Hart points out, demands foolproof way of testing needles for pointing and straightness.

Dedicate Mobile Transmitter

Wheeling—As part of its Home Festival celebration, WWVA tomorrow will dedicate its new mobile transmitter unit, "Little WWVA," which is housed in a recently remodeled trailer. In addition to its two shortwave transmitters, W8XKB and WAAH, it has a complete gasoline electric power unit to supply electricity for transmitters, lights, and other equipment. Dedication will be broadcast from the south end of the Market Auditorium building in Wheeling, with Mayor Schultz in inaugural role.

RCA Appoints Gallagher

Frank Gallagher has been appointed RCA sales representative in Akron, Canton, Youngstown and Erie.

STATIONS OF AMERICA

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

KMBC—Kansas City, Mo.
950 Kc.—5,000 Watts LS, 1,000 N.

ARTHUR B. CHURCH, General Manager
J. LESLIE FOX, Commercial Manager

ORGANIZED in 1921 under the call letters WPE, this station, then the experimental unit of Central Radio Co. and School, Kansas City, boasted the first specially built radio studio in the Middle West. A year after starting, call letters became KFIX. The guiding light of station since its inception, Arthur B. Church, was still at its head in 1928 when Federal Radio Commission rules became so stringent that it had to go commercial or cease. Church organized Midland Broadcasting Co., which was to operate the station under present letters.

Studios today occupy entire 11th floor of Pickwick Hotel, completely air conditioned and recently redecorated and rebuilt with latest acoustical equipment.

Transmitter at 50th and Belinder Road in Johnson County, Kan., is one of most modern in the country and serves as a model.

ORCHESTRAS - MUSIC

Billed music heard via Staccato styled music heard via WOR-Mutual has returned to the "61" Club of the Hotel Bossert, where they were engaged for dinner and supper dancing during last season. Vincent Laydell and Hal Atkinson have been signed to do the vocals and on several numbers McCune joins them to form a trio. This marks the third year that Bill McCune and his orchestra have been heard on the air.

Mel Merkley, Fred Waring's press agent, back in Chicago from fortnight in Minneapolis, reports Waring set to play string of theaters. Priscilla Lane has left Waring crew to join her sister Rosemary in movie work in Hollywood. Johnny O'Connor, manager, has gone to New York to try to clinch a radio deal.

Lyn Murray's orchestra is now heard on a thrice weekly morning program featuring Ruth Carhart, and a twice weekly evening program with Patti Chapin. Both programs are heard via CBS.

Maestro Ray Block starts a new program, "Six Swell Tunes," next Tuesday, 11 a.m., via WABC. He'll feature old time favorites to be selected by listeners.

Robert Emmet Dolan, musical director of the new Ed Wynn show, "Hooray for What," is preparing arrangements for five songs to be featured in the production, written by Yip Harburg and Harold Arlen. They are "Moanin' in the Morning," "Down with Love," "I've Gone Romantic on You" and "Bud's Won't Bud."

Rose Blaine and "Tiny" Wolfe, vocalists recently heard with Abe Lyman's orchestra over late sustaining spots from the Hotel New Yorker, begin an engagement at the Yacht Club on 52nd Street, New York tonight. Harry Weinstein, Lyman's manager, booked.

Mrs. Osa Johnson, widow of the famous jungle explorer, will join forces with Vincent Lopez, piano-playing maestro, in a novel experiment upon her return to the United States from Nairobi, Africa, shortly. Mrs. Johnson will help Lopez assimilate enough of the music from the Dark Continent to attempt to portray the origin of jazz in his jazz lectures at New York University starting Nov. 9.

Philharmonic Symphony Orchestra begins its eighth year on CBS Oct. 24 at 3-5 p.m. John Barbirolli is set to conduct series.

Chuck Shanks and his Esquires, instrumental and vocal group recently added to the staff of WSPD, Toledo, will follow Hugo DePaul's swing crew onto the bandstand at the Parisian Room of the New Hotel Secor in Toledo on Oct. 27.

Ted Wallace and his Sing Band start their college dates today at the U. of Maryland. They record for Victor this week, and follow Mal Hallett over the newly created Theater-Dance circuit.

Johnny Hamp and his orchestra, currently playing the Gypsy Village at Louisville for CRA, go into the Roosevelt Hotel in New Orleans on Oct. 21.

Harry Reser and his orchestra have been set by CRA to open at the Arcadia Ballroom in New York on Oct. 27.

KANSAS CITY

Larry Sherwood, KCMO manager, is the father of an 8-pound boy, his second.

Frank Groves, who originated his "Yours Truly, Mr. Dooley" program on WHB three years ago, returns Monday to WHB in a sponsored spot.



**NEVER WAS
SPOT
ADVERTISING
IN RADIO
AS USEFUL
AS IT IS
TO-DAY AND
RADIO DAILY
WILL DO
THE TRICK
FORCEFULLY
FULLY AND
COMPLETELY**



PROMOTION

Booklet on WEEI

"This is WEEI," an eight page booklet, showing the daytime and night-time coverage of the station, which recently dedicated a new 5,000 watt transmitter, is being sent to the trade. Last page carries market data figures for the WEEI area. Station claims 4,000,000 listeners for its primary coverage.

Football Scoregraph

A football "scoregraph" for listeners-in on the Yale football games, designed by sports announcer Bill Slater, is being distributed as a promotional feature to football fans in New York and New England by the Socony-Vacuum Oil Company, sponsors of the broadcasts, through its service stations.

The scoregraph, printed in red and blue, is so designed that radio listeners may chart with a pencil the play-by-play progress of the game.

Boost Football Contest

Counter cards and window streamers in sponsoring store, plus news feed to all weekly and county papers in area, call attention of football fans to new score-guessing contest over KCKN, Kansas City, Kansas. Sponsor, Shepherd & Foster Clothing Co., airs John Goetz, former all conference end for Baker University, each Tuesday eve. Dialers are asked to supplement Goetz's ratings with their own, with prizes to best score-guessers weekly. Winners are interviewed over station on next broadcast.

Uses Bus Cards

Advertising of station features in bus display cards has been instituted by KFOX, Long Beach, Cal. Hal Nichols has concluded arrangements with Lang Transportation Co. for daily display of more than 200 station cards.

Stroud Twins on C. & S. Hour

The Stroud Twins (Clarence and Claude), Rudy Vallee discoveries, join the regular cast of the Chase & Sanborn Hour over NBC-Red next Sunday night. W. C. Fields is expected to be out of the show another week on account of his film commitments.

ONE MINUTE INTERVIEW

ED PRENTISS

"The sound effects man is the 'forgotten man' of radio. He is badly underpaid for one thing. I believe that the sound effects man should be paid as much as the actors on a show. He is just as important to the success of a program as the cast and his work can often make or break a program."

★ Coast-to-Coast ★

HENRY BLANC, continuity director at WFBR, Baltimore, is again presenting his "Did You Know" program every Tuesday and Thursday evening. This is the second year the program has been under the sponsorship of the Baltimore branch of the Morris Plan Bank. Presentation incorporates unusual facts and strange happenings with amusing incidents.

Joan Edwards, piano-playing contralto, will be featured on the Melodic Contrasts show when it switches to its new spot this Saturday, 8 p.m., via WJZ.

KNOW, Austin, Tex.: Jimmy Ribb, U. of Texas sophomore, is spotlighted on the new football program sponsored by local Seven-Up Bottling Co. . . The Vita Gold Gang, aired Saturday mornings from stage of Capitol Theater, is creating a lot of interest among Central Texas juveniles; Paul Forchheimer produces the kid talent show for a creamery sponsor . . . Plans for "Oddities in the News" program includes listener participation, with Program Director Walton Newtown personally reporting the unusual items and Chief Announcer Roland Booth handling commercials.

"Uncle Arthur," a fantasy of morals written by John Pudney, British author, with incidental music by Jack Clarke, will be presented for the first time in this country on Sunday, 6-6:30, over NBC-Blue. Sherman MacGregor will direct.

David Penn, WCOL (Columbus) newscaster, is doing a daily broadcast at the noon hour from the show windows of his sponsor, Dunn-Taft Co., with an INS teletype, mike and everything installed in the window.

Ed Smalle and his vocal septet are celebrating their fourth anniversary as a unit.

KSTP, Minneapolis-St. Paul, on Oct. 26 joins the group of NBC-Red stations broadcasting the Vox Pop program of interviews with "the man in the street." Parks Johnson and Wally Butterworth ask the questions. Program originates in New York and will be heard over KSTP regularly each Tuesday night.

"Speed Gibson's International Secret Police," ET program designed for children and sponsored by the Dreikorn Baking Co., of Holyoke, Mass., began its series Monday at WSPR, Springfield, Mass., with Ed Tacy doing the announcing. The ET's are prepared by the Quality Bakers of America.

WSPR, Springfield, Mass. — Telephone company officials are installing a new 51 pair cable in the con-

trol room in place of the old 26 pair cable. Increase in pickups has necessitated this change . . . Irma Serra, song stylist, now airs Monday, Wednesday and Friday 12:15 to 12:30 . . . Eula Bruce has been added to the reception staff.

The seventh of the World Peaceways anti-war series, "We, The Living," offers a radio adaptation of Paul Green's play "Johnny Johnson," over WNYC on Sunday at 12-1 p.m.

KCKN, Kansas City, Kan.: Jean Woodruff, formerly a teacher in the dramatic department at Baker University, has been added to announcing and continuity staff; also succeeds Virginia Wallace as "Your Neighborhood Reporter" . . . Ruth Royal, musical director, is now serving as women's commentator . . . Station has added to studio space by taking over Exhibition Hall in the basement of the building.

WSPD, Toledo—Joe Rockhold is substituting for Edward K. Ames on the 10:30 p.m. news broadcasts . . . Rockhold is also being heard daily at 4:15 p.m. from WSPD in his "Brush Creek Folks" program, with the aid of Connie Desmond.

Chic Endor and Charlie Farrell, in addition to Harry Richman, will be on the initial broadcast of WKAT, new 100-watter at Miami Beach, Fla., opening Nov. 1.

Edwin Jerome plays the title role in the "Dr. Friendly" series heard Mondays through Fridays at 4 p.m. over WHN. Others in the cast are Van Heflin, Mary Jane Higby, Alice Frost, Florence Malone, Bennett Kilpack and Thomas Cook.

The Jewel Cowboys, WREC (Memphis) unit sponsored by Swift & Co., played personal appearances at the Lownes County fair in Columbus, Miss., this week, broadcasting by remote control. James Sanders handled the broadcasts and gave listeners an "all-the-way-through" ticket to the side-show via air. The cowboys are scheduled also to appear at the Arkansas Rice Carnival in Stuttgart the latter part of the month.

Helen Moore has been appointed head of the NBC Radio City stenographic department. She succeeds Estelle Bergholz, who resigned last Friday.

WBT, Charlotte, went both on the air and in the air when a special broadcast from the Charlotte Municipal Airport was aired in connection with North Carolina Air Mail Week. Program Director Charles Crutchfield had Al Williams, world's great acrobatic flier, on the air before his plane which he had brought in from Kitty Hawk, birthplace of aviation, had come to a stop.

Coming Events

Oct. 16: Educational Broadcasting conference called by KSTP, St. Paul.

Oct. 19-23: Eighth International Congress and Exhibition of Electrical Radio, Palais de la Radio, Paris.

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

Oct. 25-31: Exposition of Radio-Television, People's Amphitheater, Moscow.

Oct. 27-30: Annual meeting of Association of National Advertisers, The Homestead, Hot Springs, Va.

Nov. 1: Inter-American Radio Conference Havana

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1, 1938: International Telecommunications Conference, arrangements made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

ALBANY

Royden N. (Doc) Rand, WOKO sportscaster, is recovering rapidly and will be back on the air by Nov. 15.

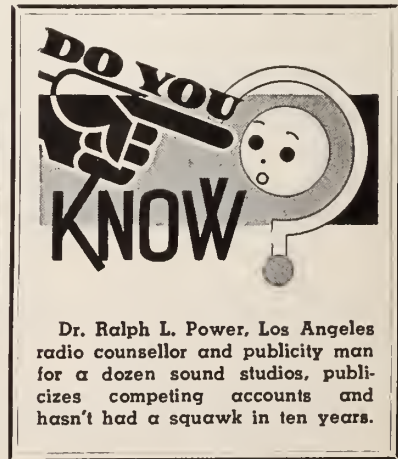
John Lloyd, Troy tenor, is now being sponsored by Glenco Products on WOKO.

Harole E. Smith, g.m. of WOKO-WABY, has placed Russell Wilde in charge of the Troy studios of the sister station. Smith has been in New York this week for the NAB confab.

Bert Madden was voted first in an announcer contest conducted by WOKO to select an emcee for American Rock Wool.

Crowley Coaches Junior G-Men

Jim Crowley, Fordham coach, gave some coaching yesterday afternoon to the Junior G-Men football team formed by members of the boys' organization in connection with the WOR program.



Dr. Ralph L. Power, Los Angeles radio counsellor and publicity man for a dozen sound studios, publicizes competing accounts and hasn't had a squawk in ten years.