VOL. 2, NO. 26

NEW YORK, N. Y., FRIDAY, AUGUST 6, 1937

FIVE CENTS

Ascap-AFM Tieup is Off

STEWART-WARNER BUDGET BEING HIKED NATIONALLY

Chicago-Stewart-Warner Corp., at its convention yesterday, revealed that an increased advertising budget will be used nationally instead of locally as previously announced. An official of the corporation stated that radio will hold an important place in the new advertising operations. At present the concern sponsors a Monday night program over 39 CBS stations at 8-8:30 p.m., with a repeat for the west coast aired over eight stations at midnight. Additional radio activities will be announced at a later date.

"Radio Language" Idea To Be Tested by WMCA

A "radio language", conceived by Carlo Spatari, a musician, specifically for broadcasting purposes, and which is said to be without grammar or idiom and capable of being understood in all civilized tongues without prolonged study, will be introduced (Continued on Page 3)

Appropriation Is Asked For Havana Conference

Washington Burcan, RADIO DAILY Washington—Congressman Sam D. McReynolds, chairman of the House Committee on Foreign Affairs, has introduced a bill calling for an appropriation of \$15,000 to cover expenses of U.S. representation at the (Continued on Page 2)

Coughlin Returning

Chicago - WJJD will again carry Father Charles E. Coughlin's Sunday radio talks, starting the latter part of

Freak

Chicago-NBC's new mobile unit here attracts so much attention among garage employees that the garage company has asked M. W. Rife, division supervisor of NBC field engineers, to have the sedan serviced elsewhere. He said the hired help, instead of tending to work, is always examining the special equipment of the NBC car.

Juve Critic

Hartford, Conn. — Harvey Olsen, who does the Shoppers' Special Program on WDRC, also secretly doubles as a comic called Henry on the same program. One day while Henry was doing his stuff on the air, with Mrs. Olsen and their four-year-old son listening in. Mrs. O. asked sonny how he liked the funny man on dad's program. "That isn't a funny man," piped the kid, "that's daddy!"

RADIO UNION SELECTS A PRELIMINARY BOARD

Preliminary board of the newly formed American Federation of Radio Artists was selected yesterday and the completed list forwarded for ratification to the respective organiza-tions represented. These latter are Actors Equity, Screen Actors Guild, American Federation of Actors and American Guild of Musical Artists.

The 40 members of the board will, of course, be made up of members of the foregoing organizations. (Continued on Page 2)

"Passing Parade" Switch Is Set to Start Sept. 12

Duart Sales Co., sponsors of "Passing Parade," will switch its program from the NBC-Red network to a Mutual hook-up and a Sunday spot effective Sept. 12. Show, which is now heard Mondays at 7:45-8 p.m.

Proposed Affiliation of Music Society and Union Not Expected to Take Place-Mutual Understanding Likely

MUTUAL GROSS BILLINGS DECREASED LAST MONTH

Gross billings of Mutual Broadcasting System for July totaled \$84,361.65, representing a slight decrease from the gross revenue of the web for the same period a year ago.

Cumulative total for the first seven months of 1937, however, shows an increase of 9.2 per cent over the same period in 1936. Total to Aug. 1 of this year is \$1,100,381.

Knight Kap Corp. Plans Nationwide Campaian

San Antonio - Knight Kap Corp. (hangover preventative), which re-cently placed "Knight Kappers" on WOAI here, will start the program over the Texas Quality Network on Aug. 15, with a nationwide campaign to follow. Payne Advertising Co. of this city is handling the account, with Steve Wilhelm in charge of the show.

Penner Resumes Oct. 3

Joe Penner, now on vacation, resumes his R. B. Davis Co. (Cocomalt) program over 45 CBS stations on Oct. 3, at 6-6:30 p.m. Sundays. Ruthrauff & Ryan is the agency.

Commentator Magazine Set to Start Sept. 19

Although no official decision has

been made by Ascap relative to its

proposed union labor tie-up, indica-

tions are that no formal affiliation

with the AFM will take place. While

a community of interests is conceded,

it is expected that eventually Ascap

will have an understanding with the

AFM whereby they will cooperate for mutual benefit on legislative and

Poll of key Ascap members as well

as some members of the board reveals the conservative element preferring a

working agreement with the AFM, since it appears that the society offi-

cials have already shown strength in

this direction. Psychology of having some of the AFM executive board meetings held in the Ascap board room is believed to have had its

effect in perhaps holding off drastic

state legislation moves by radio, or

at least has acted as a standoff or

deterrent. A formal affiliation with

the AFM and a charter for Ascap

would further put a weapon in the

hands of the music publishers and

writers, but the presumption in in-

side circles appears to be a give and take proposition; Ascap being willing to lay off the AFM if certain broad-

(Continued on Page 3)

political matters.

Commentator Magazine has set its spot on Mutual and will start Sept. 19 in a Sunday series at 10-10:30 p.m. Cecil, Warwick & Legler is the

158 Fall Football Games Set by Atlantic Refining

Kellogg "Singing Lady" Will Use Two Networks

(Continued on Page 2)

Atlantic Refining Co. yesterday revealed additional data on its series of football airings for the coming season. With 158 games scheduled to Kellogg Co. yesterday has set a date, more games are still in the new series of programs starring process of being lined up for weekly Ireene Wicker, the "Singing Lady," airings. Approximately 66 stations Ireene Wicker, the "Singing Lady," airings. Approximately 66 stations to start over the Mutual network on Oct. 3. This series, which will be heard over WOR, WGN and WLW at 5-5:30 p.m. every Sunday, is in addition to the broadcasts Miss Wicker

(Continued on Page 3)

Familiarity

Chicago—Jimmy Dudley, sports-caster, who conducts the "Dugout Dope" from the baseball parks for airing over WIND, is seriously thinking of changing the name of his program.

The reason for this contemplated action is well justified.

The other day he received a letter from a fan who addressed him: "Dear Dugout Dope".



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IOHN W. ALICOATE : : Publisher

DON CARLE GILLETTE : : Editor MARVIN KIRSCH : : Buslness Manager

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FINANCIAL (Thursday, Aug. 5)

NEW YORK STOCK EXCHANGE

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	High	Low	Close	. (Chg.
Am. Tel. & Tel 1	711/2	169 1/8	170	_	13/8
CBS A	293/4	291/2	29 1/2	_	1/2
CBS B	293/8	293/8	293/8	_	5/8
Crosley Radio	. 20	20	20	+	1/2
Gen. Electric	571/4	563/8	561/2	_	1/2
North American	281/4	273/4	28	+	1/4
RCA Common	101/8	97/8	10		
RCA First Pfd	71	70	70	+	1/4
RCA \$5 Pfd. B	(97 B	id 11	0 Ask	ed)	
Stewart Warner	183/4	181/2	181/2	-	1/4
Zenith Radio	371/4	363/4	363/4	_	1/8
NEW YORK O	CURB	EXCHA	NGE		

Hazeltine C					
Majestic Nat. Union	Radio	13/4	13/4	13/4	 1/8
	A1150 T.				

OVER THE COUNTER

Stromberg Carlson

Appropriation Is Asked For Havana Conference

(Continued from Page 1)

Inter-American Radio Conference which convenes Nov. 1 in Havana. The McReynolds bill was introduced following a formal request to Congress by President Roosevelt.

GUEST-ING

DOC ROCKWELL, RED SKELTON, comedian and emcee, and RAMON NOVARRO, screen star, on Rudy Vallee's program, Aug. 12 (NBC-Red, 8 p.m.).

FRANK GRAHAM, New York Sun sports columnist, interviewed by Dick Fishell, Aug. 9 (WMCA, 6:30 p.m.)

MOLLY PICON. on Professional Hour, tonight (WMCA, 9:30 p.m.). CAB CALLOWAY. on Stardust Revue, Sunday (WOR, 6 p.m.).

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE 1250 Kc.

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

Healthy Competition

WRBL, Columbus, and WATL, Atlanta, both of Georgia and under J. W. Woodruff Sr. ownership, are engaged in a new form of competitionand do the station personnel love it! Two weeks ago WATL employees and do the station personnel love III: Iwo weeks ago WAIL employees received a bonus, and now WRBL has been given word through Manager Jim Woodruss Jr. that the stass is to receive semi-annual bonus checks ranging from \$50 to \$15 in relation to pro rated weekly salary and length of service. WRBL now claims it's up to WATL to make the next move in this pleasant competitive merry-go-round.

'How to be Charming" Moving to Hollywood

"How to be Charming", Sterling Products' three-times-weekly advice to femme fans conducted by Beatrice Mabie under the nom de air of Madame de Sylvia, moves to Hollywood with Sept. 29 airing. Over NBC on Monday, Wednesday and Friday but definite niche not set.

Transradio Sians WHO

Transradio News Service has signed long-term contract with station WHO, Des Moines. Outlet, managed by Joe Maland, will receive leased teletype trunk line service recently extended through Central Iowa by Transradio.

WHO is the third 50,000-watter signed by Transradio in past six weeks, other two being WLS and WCAU.

Starts Secretarial Service

Adele M. Purcell, former secretary of the NBC Artists Service, has gone in business on her own with the formation of Secretarial Services for Radio Artists, located at 48 West 48th St. The new firm will provide complete secretarial service, handling business and personal correspondence, telephone calls, arranging appointments, doing promotion work, clearing programs for broadcasts, obtaining recordings at cost, shopping and messenger service and issuing monthly news bulletins to news-

Del Casino's CBS Buildup

Del Casino, Columbia's newest tenor star, begins a series of thriceweekly sustaining programs on WABC within a fortnight. In a buildup along the lines employed for Bing Crosby and the late Russ Columbo, Casino will be heard at 10:30 p.m., a time regarded as "radio's romantic Meanwhile, he will continue as the singing star of the Friday night "Rippling Rhythm" show on WJZ.

Evans on Vacation-With Radio

Spartanburg, S. C. - Virgil Evans, owner of WSPA, having earned a good rest after working day and night to complete the station's new studios, hied himself away to Hendersonville, N. C. Like a postman on his day off, he took a radio along.

Clyde Burke on WMCA

Clyde W. Burke, baritone, will be soloist on the 9:30 spot over WMCA starting Sunday night. will be accompanied by Nat Brusiloff and his orchestra.

Radio Union Selects A Preliminary Board

(Continued from Page 1)

board will direct the work of the until the first convention, which is expected to be held in November, 1938. It was also reported that the first work of the stage unions supporting the AFRA will be primarily the organization of radio personnel and artists.

WIL Appoints Rep

St. Louis—L. A. Benson, president and general manager of WIL, has signed contracts to retain Small & Brewer as national representatives. Benson says WIL looks forward to a full commercial schedule this fall. Small & Brewer will handle all national accounts.

Fagan Joins Benton & Bowles

William J. Fagan, formerly with the CBS sales staff, has joined Benton & Bowles Inc., as business manager of the New York radio department. He will work with the department and with Tom Revere, filling the post left vacant by Chester MacCracken who has gone to Hollywood to act as business manager of Benton & Bowles' new office there. Before joining CBS in 1929, Fagan was with United Press.

Mr. Fagan went to Columbia in 1929 from the United Press where he was engaged for several years as a general reporter and later as radio editor of the news syndicate.

Bill Melia Joins WSPA

Spartanburg, S. C.—William (Bill) Melia, formerly at WMCA, New York, is the latest addition to the WSPA announcing staff. His first assignment was the handling of the American Legion baseball games.

Iraci on Air From Rome

John Iraci, general manager of WOV-WBIL, who is spending several months abroad studying European radio conditions and recruiting new talent, broadcast directly from Rome last night. The 15-minute broadcast by Iraci was picked up at 7 p.m. from the WBIL transmitter in Secaucus, N. J.

All-Star Game on Mutual

Mutual plans to carry the All-Star football game over a coast-to-coast network Sept. 1 at 9:15 p.m.-12 mid., when game is played in Soldiers Field, Chicago. Bob Elson will handle the play-by-play description.

COMING and GOING

PAUL WING, actor, author and playwright and Director of The Children's Program for NBC, will go to Provincetown, Mass., tomorrow to lecture before the students of the Wharf Theater School there.

TED ROYAL, son of John F. Royal, vice president of NBC, sails today aboard th De Grasse for Europe.

ALLEN PRESCOTT takes a plane today f Nantucket to audition for a sponsor who vacationing at the resort.

CHESTER H. MILLER, president of Transcriptions Inc., is spending a week at his farm in Chalfonte, Pa.

ALFRED WALLENSTEIN, who flew to the Coast on Monday to visit his mother, returns to New York for his Sunday night show.

LOUIS BERNSTEIN returns from Europe on JOHN K. BEACHAM of WJNO, West Palm Beach, Fla., is in New York.

FRED WEBER of MBS left for Chicago last night on business.

JERRY DANZIG of MBS is back from a three-week airing of "Let's Visit" from the Coast.

AL PEARCE and his gang are tentatively scheduled to return to New York Sept. 14.

Kellogg "Singing Lady" Will Use Two Networks

(Continued from Page 1)

now airs over the NBC network at 5-5:30 p.m. Monday through Thursday. Program will consist of stories in song for the children. N. W. Ayer & Son is the agency.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Pawtucket Broadcasting Co., Pawtucket. CP for new station. 1390 kc., 1 KW., unlimited.

WCKY, Covington, Ky. License to cover CP for changes in equipment and an increase of power.

HEARINGS SCHEDULED

Oct. 4: WKBN, Youngstown. Mod. of CP. 570 kc., 500 watts, unlimited.

WFAS, White Plains, N. Y. Special. experimental auth. 1210 kc., 100 watts, share with WGNY, WGBB, WBRB.

WRBL, Columbus, Ga. Mod. of CP. 1330 c., 1 KW., unlimited,



Greetings from Radio Daily

August 6

Louella Parsons Guy Remington Jack Armstrong Tony Parenti Al Shayne

> August 7 W. C. Gartland

Victor Young J. Mattfield Robert L. Simpson Ross Graham

Nino Martini Edna O'Dell

ASCAP AND AFM TIEUP IS NOT TAKING PLACE

(Continued from Page 1)

casters will desist from putting over adverse state legislation.

Understood that the AFM proposition was considered originally as a defensive measure and not as an offensive position.

"Passing Parade" Switch Is Set to Start Sept. 12

(Continued from Page 1) over five stations and features John Nesbitt, is also scheduled for an addition of time and talent at the same time that the switch occurs.

Although as yet unconfirmed, it is fairly certain that the show will stretch to a half-hour spot and will include Frederick Stock and an orchestra. Program originates from San Francisco.

New Programs on WICC

Bridgeport, Conn.—"Tiny Town Revue" makes its debut Aug. 26 at 5:15-5:45 p.m. as a Thursday afternoon feature over WICC, sponsored by Harolds Clothiers, children's outfitters. Programs will use juvenile talent and will be produced under personal supervision of various school heads.

Two other coming WICC programs are "The Law and Youth," in which a New Haven woman lawyer, Frances Roth, will give informal talks on legal matters affecting the layman, and "Street Scenes," sidewalk quiz to be conducted three times a week from here and three times from New Haven, with prizes for persons who answer all questions correctly.

SAN ANTONIO

Kenny (Ken) Hyman, control engineer at KABC, has gone to Houston, where he has a supervising position with Western Electric.

Herman Waldman and his ork are playing a week's engagement at the Olmos Night Club. He gets a KABC wire.

Grand Prize Beer is the new sponsor for KABC's daily "Voice of the Crowd" picked up by remote control from in front of the Gunter Hotel.

AGENCIES

GALE GREENSTREET, of the publicity staff of J. Walter Thompson, is in San Francisco on a combined business and pleasure trip, interviewing radio eds. to get their reaction on the agency's publicity stuff. Then hops to other papers in the Northweet

ERWIN, WASEY & CO. has been appointed special promotion counsel to WCFL, Chicago. Holland Engle, director of radio for Erwin-Wasey in Chicago, will be account executive and will supervise production and program activities for the station.

NEW DROGRAMS-IDEAS

"Beer Garden of the Air"

The rollicking mirth of two German comedians, with ample old time German music and the real atmosphere that pervaded the German beer gardens of yore, is being brought to listeners of WHBL every Tuesday and Thursday night at 7 o'clock through the courtesy of Jung Brewing Co.

Herr Schnitzel is the genial host of the Beer Garden of the Air and his assistant, always carefree and full of jokes, will be an able colleague for Herr Schnitzel, who cracks the jokes at random. Music, introduced with the theme melody "Bier Her" will designate that the fifteen minutes set aside for a gathering of the German Beer Garden's cronies is underway.

"Radio University"

Dr. Seth Maker, who broadcast recently in the northwest, continues his "Radio University" idea when he starts a series on KFRC, San Francisco, which will be piped along the coast starting Aug. 16. Audience takes an active part in the day-to-day sessions of "University," receiving "diplomas" at end of course. Will be sponsored by Parker Dental system on Monday, Wednesday and Friday. Tuesday and Thursday shows to be sustaining. Has 1:30 p.m. spot.

Kids' Bible Story Hour Grady Newman, relief announcer

at WSPA, Spartanburg, S. C., is handling a series of programs on Sunday afternoon at 4 that is what you might call the surprise program of the season. Newman teaches Sunday School at Lyman, S. C., and he got to thinking about the way the youngsters took to his little talks. He suggested that he be allowed to put on a "Children's Bible Story Hour." After being granted permission, he began the series. It was surprising the way the youngsters took to it.

Stunt Day on WNOX

Each Wednesday is "stunt" day on "Midday Merry-Go-Round," popular noon show at WNOX, Scripps-Howard Radio Inc., Knoxville. Cast of entertainers, headed by Lowell Blanchard as emcee, and the Swingsters, jam band, go out of character and put on special show such as "School Days," minstrel shows, court room scenes, etc. Stunts have worked out very well, programs playing to capacity houses every Wednesday.

WOPI College Broadcasts

College broadcasts are quite frequent over WOPI, Bristol, Tennessee-Virginia, as the station works in close co-operation with the three Bristol Colleges, namely, Virginia Intermont, Sullins, both for girls, and King College.

KANSAS CITY

During the summer KCKN has discontinued its daily Sports Page of the Air conducted by Ralph Nelson and is airing WIBW's quarter-hour Tom Kelly Sports Review, picked up via the Kansas network.

Lee Roberts, KCMO dramatic producer and announcer who planned to take a leave of absence and to spend the summer in stock, has reconsidered and will remain at the mike.

Arthur Church and Mrs. Church have returned from a trip to New York where they attended the funeral of Norman Craig.

WHB will cut a birthday cake tomorrow in honor of the fifth anniversary of the weekly juvenile local talent show, "Kansas City Kiddies Revue," broadcast every Saturday morning under the direction of Charles Lee Adams for Jenkins Music Co,

KMBC's Texas Rangers, a vocal and instrumental unit doing both romantic western and modern swing music, will be aired regularly over CBS network each Sunday morning. Ensemble is made up of Clarence Hartman, Gomer Cool, Herb Krataska, and Paul Sells. Vocal quartet is composed of Rod May, Fran Mahaney, Bob Crawford and Tookie Cronenbold.

BOSTON

Tony Russell, heard on many WBZ programs, will be on Sunday's "Magic Key of RCA" over the NBC-Blue network at 2 p.m. from Symphony Hall here.

Jim O'Hara, WCOP announcer, vacationing for a week in Maine. Margery Shafter off the airwaves for the month of August. Will return to WCOP with her "Magic Kitchen" early in Sept.

Martha Raye's engagement helped to give the Metropolitan a \$57,000 week, which beat the Mary Pickford stage act by several thousands and was not far behind the Met record set up long ago by Amos 'n' Andy when they first visited Boston.

Prince Macaroni Co. of Boston signed for a series of six a week 15-minute program on WCOP, featuring Clement Giglio Players, an Italian dramatic group originating from New York.

John Shepard 3rd celebrated the 15th anniversary of WNAC by sending over 300 clocks to time buyers and advertising executives throughout the country.

Bob Freeman of the WEEI production staff is taking his orchestra on an European cruise, going to England, France, Germany and Italy. They sail from here Aug. 15.

Margery Hall is the new secretary to D. A. Myer, plant manager for

158 FOOTBALL GAMES SET BY ATLANTIC REFINING

(Continued from Page 1)

under contract by the sponsor as regular broadcasters for the entire season. To date, Les Quaely, in charge of commentators, has auditioned 150 men for the 40 positions. Attempts to add stations and additional games to the list will continue for at least one more week, with the sponsor set to release complete details shortly thereafter. N. W. Ayer & Son is the agency handling the account.

Same agency is also setting up schedules for Kellogg, who will blanket middle-western football again this year,

"Radio Language" Idea To Be Tested by WMCA

(Continued from Page 1) for international broadcasts in a series of test programs to originate from WMCA, it was announced yesterday. The "radio language" is based on the notes of the musical scale and furnishes almost twice as many pronounceable words as exist in any natural language, it was stated.

Scheduled to start early in September, the broadcasts will be an extension of several previous attempts with the language to unravel the confusion in foreign broadcasting. Listening posts are being established by WMCA in remote corners of the earth with the cooperation of amateur short wave organizations who will relay the tests around the globe in an international amateur hook-up.

WOKO, WABY Air-Conditioning

Albany—Main studios of WOKO and WABY are being air-conditioned. Boardman & Gray are handling the work.

Westinghouse at WBZ-WBZA, who has just gone on his vacation.

has just gone on his vacation.

Adelbert Watkins, operator at WCOP's transmitter, taking in the sights from Cape Cod to Canada for a week.

WCOP's chief engineer, Whitman N. Hall, back at his dials and things after a motor trip through the Provinces.

"I Want you to know that . . .

The National Radio Register fills a long felt need in this business of quick action. In casting shows it is invaluable as a reminder of available talent."

Bourne Ruthrauff Ruthrauff & Ryan

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

ORCHESTRAS MUSIC

PAUL LEMAY, Duluth Symphony Orchestra conductor, will pinch hit for Howard Barlow over CBS on Aug. 9, 13, 15, 16 and 20, while Hans Kindler, director of the National Symphony Orchestra, Washington, will officiate Aug. 19 and 22, during Barlow's vacation.

Eddie Smith and his Melody Masters ork have opened at McTices, Warner Lake, in the Heldeberg Mountains upstate.

Victor Bay has so far unearthed almost 100 ancient tunes, ranging in age from 200 to 500 years old, for the CBS-Shakespearian Symphony Orchestra. The conductor has a large staff doing the research work.

Mark Warnow has acquired a 46 foot yawl and joined the Sands Point Yacht Club.

One of Robert Emmet Dolan's musicians has invented a new type of saxophone which he will feature soon on the Sunday Night Party over NBC.

Vaugh de Leath's newest song number, "Come Back to Me," has appealed to WICC (Bridgeport) broadcasters and will be aired in the near future.

With the reopening of San Francisco hotels after an 88-day strike, the dance band remote picture saw several important changes. KSFO will air the music of Paul Pendarvis from This marks the the Palace Hotel. first time a CBS wire has connected the local hostelry with dance band devotees. The Fairmont Hotel will continue its KSFO broadcasts, but the band has not yet been named. It is rumored Joe Reichman will return to this Nob Hill rendezvous when current engagements are completed. Reichman was just beginning his S.F. engagement when the hotels were sieged by strike.

Shep Fields will have one of his frequent sustaining spots tomorrow night over WOR at 11:30. His "Rippling Rhythm" will be aired from Manhattan Beach. Fields' next date will be at the Paramount Theater, Aug. 25. His "Rippling Rhythm Revue" will be taken to the coast in September, when Fields' orchestra goes to Hollywood for its assignment in "Big Broadcast of 1938."

Everyone is familiar with "Nola's" importance in Vincent Lopez' career. The tune will hereafter play an even more prominent part in his presentations. For all of his band arrangements now carry strains of this song. His programs from the Piping Rock Club, Saratoga Springs, heard over WGY, Schenectady, every Wednesday and Saturday evening, carry this musical identification mark.



- "Hollywood Observer" with Del Casino and Ray Block's band sponsored by Noxzema via CBS fades next week....Casino will be given three sustainers over the net to make up for this loss.... The Kool Raleigh show with Tommy Dorsey will come from Atlantic City's Steel Pier August 20—because the Dorsey crew is booked there for a week. He returns to the Penn....Lennie Hayton's appointment as musical director for a Hollywood picture firm will be announced within a fortnite....Red Skelton who was the talk of the town when he appeared at the Loew's State six weeks ago, returns there Aug. 12-and appears on the Vallee show that nite.... Jack Osterman and Billy Kent conferred with J. Walter Thompson yesterday.Danaldson, Douglas & Gumble will undergo a reorganization....Louis Bernstein's return from England next week will see his firm with some European hits....Milton Berle says he'll return to the air in Oct.-but refused to name sponsor, net or time!....Nick Kenny's "My Cabin of Dreams" is No. 1 this week... Mack Goldman is very sick internally and is under MD's care....Cross & Dunn open Monday at the Spa-and Jerry Kruger may be with them.... Music tycoon Henry Spitzer's return from the Coast was marked with the lack of these essentials—slacks and smoked
- • J. E. Reynolds, now managing WRDW, Augusta, Ga., explained their call letters with this slogan: Where Radio Does Wonders....An offer of a post-card picture on the Missoula, Mont., KGVO "It's Barn Dance Tonight" hour brought mail from 373 cities and towns in seven states....However, the station modestly only claims four....During the Ad-Liner show on WDRC, Hartford, Bob Provan, the announcer, played the wedding march....On further investigation, it was discovered that a young couple in that city were being married and at exactly four minutes past twelve, when the couple were walking down the aisle, the radio was turned on so that they might parade along to Lohengrin!
- Maurice Chevalier, who is a sensation in Paris, will cross the Big Pond to head an NBC show coming from Chicago in Oct. backed by a name band....Whatever became of the Committee of Ten to investigate the "paying off" for song plugs on the air?....John Griffin's appearance on "Hammerstein Music Hall" has been set for the 27th....The Bing Crosby-Bea Lillie flicker will be called "The Badge of Policeman O'Roon" with Johnny Burke songwriting....Pete Tinturin and Jack Lawrence are scoring the "Manhattan Merry Go Round" flicker and Santley-Joy will publish.... Success Story: Three Happy Sisters came down from Boston yesterday morning, auditioned for Vallee that a.m. and were signed and appeared on the Hour last night—all within 12 hours!....Nice gesture: June Robbins after being in New York for three months phoned everyone who had been nice to her—just to say "thanks" and "good-bye"....Sylvia Froos has been given another MBS spot on Fridays....Manny Stein of Gus Arnheim's crew, has poor eyesight—he can only see as far as Gloria Whitney!
- Here is a coincidence that may never happen again, KDKA, Pittsburgh, was feeding a Don Bestor program to the NBC-Blue network and announcer Billy Hinds was at the New Penn handling the show....KDKA was not taking this show but was carrying Gill Crest's music from West View Park with Bill Beal announcing the show from the studio....Just as Beal announced Hoagy Carmichael's "Stardust" for the West View pickup, he was listening through the earphones to Hinds at the New Penn....At the same instant, Hinds was saying that Don Bestor would play "Stardust"....Thus, two orchestras played the identical number at the same time from two different nite spots, on a local program, one on a chain broadcast—but BOTH passing through ONE station—KDKA!

PROMOTION

Postal Cards to Advertise WBT

A new and novel station advertising idea is about to make its appearance in Charlotte, where WBT, the lively CBS unit of the Queen City of the South, gets things done. A commercial novelty and news company is printing a series of picture postal cards to be sold at one penny each in all the drug, dime, and department stores in the city. One of the cards will carry color scenes of the WBT tower, the WBT master control room, and the station's largest studio.

The tower will be printed lengthwise on the card and the other half of the space will be divided into three sections. At the top will be the studio picture and at the bottom will be a control room shot. The center section will carry the inscription "WBT, 50,000 Watts, 1080 on your dial."

Program Sales Aids

Sales promotion department of Star Radio Programs, operating for the sole benefit of Star's subscribers, has prepared sales aids for the new women's program, "Good Morning, Neighbor." The "Good Morning Neighbor" Merchandising Service will include a brochure designed for the station salesmen to show prospective clients, and will contain a sample script, press releases, contests, and many sales and merchandising ideas, outlining a complete selling campaign. The service will also supply "Good Morning Neighbor" subscribers with "Sponsor Grams." eral new and special merchandising tie-ins are being prepared for the show and a novel "Neighbor's Club" plan is being arranged with certificates for audience membership. Star makes no extra charge for the service.

Contestants Increase

Statistics on the eight weeks of contests conducted by Fischer Baking Co. in connection with the "Junior G-Men" program, produced by Donald Peterson and aired thrice weekly over WOR, show an increase in contestants of over 700 per cent. The mail, averaged weekly, is now 2,000 pieces. Contest prizes include bicycles, typewriters, cameras and other items appealing to boys and girls.

KGVO Telephone Survey

KGVO, Missoula, Mont., recently had a telephone survey made by an independent organization, covering a period of weeks and at hours throughout the day and night. Results, which were based on 400 calls, are now being tallied.

Brochure on WATL

An eight-page brochure is being readied for Station WATL, Atlanta, as the first of a series of promotional pieces in the Station's systematic and continuous exploitation plans for the remainder of the year.



DON WILSON gets the nod for the coveted emcee-announcer spot on the new Packard program in the fall. Raymond Paige, of course, is the music master, and Lanny Ross and Charles Butterworth are to be fixtures. The fem singer spotted is Florence George, unknown locally but about whom raves are beginning to percolate out here from New York.

Music Corp. of America is planning greater activity in both radio and picture fields, drawing on both New York and San Francisco to augment the local personnel. W. H. Stein, executive vice-president, and Harold Hackett moved bag and baggage from the east, and F. W. Byron comes in from San Francisco for a writer-producer berth. Stein will head the new picture department, while Taft Schreiber continues to function in his present capacity. MCA has a new building under construction in Beverly Hills which will be ready for occupancy shortly.

Mady Christians signed by CBS for

a role in "King Lear" on Aug. 9.

Owen Crump takes over production of Eddie Peabody's KFWB show, succeeding Manning Ostroff who gets another assignment.

Foster Goss, from the city desk of the Illustrated Daily News, now news editor at KNX. Pete Pringle remains as assistant.

Earl Melby, formerly of KYW, Chicago, added to announcing staff at KMPC, replacing Gordon Miller, who moves to KGER, Long Beach.

Jose Rodriguez, KFI news editor, rates honorable mention at least for inaugurating a policy of doing a recapitulation of news headlines at the completion of each of the daily news bulletins read by Pat Bishop. Tardy dialers thus get a flash on everything

anyway.

John Daggett's juvenile news
broadcasts over KFWB now have a sponsor in Poll Parrott shoes on Monday, Wednesday and Friday, 5 p.m.

KFI, 20th Century-Fox and the Hollywood Fire Department all joined hands in a little exploitation for "In Old Chicago" over the NBC Pacific Coast Red network yesterday. The scenario called for Alice Faye and Brian Donlevy to turn in a false alarm from any prominent Hollywood corner, at which signal Doug Evans, KFI, and Andy Devine mounted the trucks with the dashing fire laddies and reported the thrills en route to the synthetic blaze, just as though Mrs. O'Leary's cow had kicked over another lantern. Buck Benny's Undersheriff rides again!

Bill Wright, star of "Gang Busters" cast and announcer for Al Pearce, did a guest routine for Ken Stuart when he batted for George Jay "Listen Ladies" over KEHE and the

Orange net yesterday.

At an open meeting of the American Federation of Radio Artists at the El Capitan Tuesday night, Nor- and Ivan Epinoff's orchestra. man Field explained the aims and

☆ Programs That Have Made History ☆

No. 21-WIL's "Neighborhood Hour"

N endless amount of valuable in- turer for the Missouri Commission of the "Neighborhood Hour," an outstanding service feature of WIL, St. Louis, for many years. This program is allotted 30-minutes on a six a week basis and is kept, of course, strictly sustaining.

Announcements and speakers from various civic, church, charitable, club and fraternal organizations use this time to keep the St. Louis Metropolitan area posted on the activities within their bodies.

Among the outstanding speakers at present are Betty McGuire, staff lec- activities.

A formation is disseminated through the Blind, who reads her script from Braile; Mrs. Harry Hoffman, president of the Public School Playgrounds Mother Circle; Arnold Amundsen, managing director, and Dr. Carl Brennan, chief veterinarian of the Humane Society of Missouri, who at the present time are conducting a series on the care and treatment of your pets during the summer

months.

The Missouri Department of the American Legion also make the Neighborhood Program one of their chief media of publicizing Legion

QUOTES

HORACE HEIDT: "The same engineers who are leaving radio to go into the field of television might retrace their steps and remain in radio. There is no doubt that radio is still an infant industry, far from perfection. If not, would there be static, frequent interruptions because of wire trouble, and constant fading by some stations? No, the engineers had

DON VOORHEES: "I feel that 'Cavalcade of America' is accomplishing something in presenting the famous works of modern American composers. Many times listeners hear their favorite songs played on the air, but seldom realize that men like Rod-

gers and Hart, Rainger and Robin, Gordon and Revel, Irving Berlin, Cole Porter and Hoagy Carmichael are responsible for these inimitable musical creations. In the future, perhaps, listeners will recognize the composers as quickly as they do their brilliant mu-

BENNY GOODMAN: "What is better confine their activities to radio, and wait a while before delving into television."

Let me ask you: What is swing? Let me ask you: What is five the swing? No one can accurately describe either. But those who say that swing is into the swing in the swing is into the swing in the swing is the swing in the swing in the swing in the swing is the swing in the swing in the swing in the swing is the swing in the swin the swing in the swing in the swing in the swing in the swing i is just part of a musical cycle which will die out within another year are wrong. There are just as many people liking swing as there are followers of waltzes and slow fox trots. Ten years from now people who are the rhythm's strongest critics will be shouting its American origination."

that the local group would have complete autonomy under the AAAA set-up. Localites suggested for the General Board of the four A's were: Carlton KaDell, Eugene Carman, Fred MacKaye, Norman Field, Cy Kendall, Bill Lawrence, John Gibson, Fred Shields, Lloyd Creekmore, Georgia Fifield and Ynez Seabury. These names were submitted by wire, Field explained, and include those most active in organizing original Radio Equity.

Bert Fisher, manager of NBC's KOMO-KJR in Seattle, is in town for a look-see at things generally.

KMPC's "Stars at Home," which

has been quiescent for couple of weeks after getting off to a flying start, resumes airing next Sunday, Aug. 8, 3:30 to 4:30, with Trixie Friganza playing hostess.

Hollywood Symphonic Choristers, 32 mixed voices directed by Ben Edwards, will be heard over KFI four successive Sundays, 8-8:15, beginning Aug. 8.

Bob Roberts, manager KYA, San Francisco, in town for a few days. Todd Clothing Co. sponsors KEHE "Cosmopolitan Revue," Fridays 8

purposes and assured his 300 listeners to do another "Gargle and Dribble" routine on the Burns and Allen Grape Nuts frolic over NBC Red next Monday. Boys clicked nicely this week.

Johnny Murray, producer of "Cassandra" for Sylmar Olives on CBS, is confined to his home by illness, with Jackson Wheeler pinch-hitting. Wheeler also will handle CBS portion of the Sunday Swingjam at the Palomar.

Marvin Young. NBC production manager, vacationing for two weeks, with John Swallow doubling in brass.

Frank Whitbeck again will demonstrate the advantages of early training as a circus ticket seller when he makes "openings" into a KMTR mike tonight at the premiere of M-G-M's "The Firefly" at the Four Star Theater.

Floyd Caton, formerly at KVOR Colorado Springs, is now at NBC on sound effects.

Lois Cowan, KMPC secretary, back from two weeks' suntanning at the

KGER now subscribes to Transradio news service and features "News on the Hour—Every Hour," with a quarter hour resume of the days news at 9:45 p.m. Gordon Mills, formerly on KFI and KMPC, has Cliff Arquette and Harry Jans set been added to the announcing staff.



WBBM will broadcast entire schedule of Northwestern University football games, both at home and away, this fall for the second season. Plans announced by H. Leslie Atlass, CBS vice-president here, call play-by-play reports by John Har-rington, WBBM sports commentator, under sponsorship of Kellogg's Corn Flakes. N. W. Ayer & Son handled the deal.

Ralph Ginsberg, director of the Palmer House orchestra heard daily via WGN and the Mutual network leaves tomorrow for a three-week vacation in northern Wisconsin.

Dorothy Masters of NBC press department back from long European jaunt.

Dave Rubinoff guested on Eddie & Fannie Cavanaugh's Radio Gossip program over WBBM and presented the Cavanaughs with a scroll attesting that they're honorary supervisors

of radio for Fiddletown.

Templeton Fox, NBC actress, departed by plane Wednesday for a week's vacation in New York.

Kaye Brinker of WBBM's "Manliattan Mother" program became ill Tuesday night and was replaced by substitute voice since there was no time to rewrite the script.

Quin Ryan, manager of WGN, leaves Aug. 13 on vacation trip to Idaho, thence to the Canadian Rock-

Alice Hill, playing role of mother of two small children on Chicago Motor club safety program the other evening over WBBM, had to double also as one of the kids when the sixyear-old scheduled for the part didn't show up

NEW ORLEANS

Vacations are on at WSMB with program director and sports announcer Bill Bringel and Edith Peters out this week. Next week, Announcer Ed Wheelahan and Engineer Bill Neville and secretary Helen Levy get theirs.

Having completed a series which told the listening public how the wheels which ran a hotel went 'round, Special Eventer Henry Dupre will start on hospitals, beginning with the maternity ward of Hotel Dieu. His prime intention is to show how babies are cared for and to cut down the mother's birth worry. But the boys are already calling him "Blessed

COLUMBUS

Russ Canter, WBNS announcer, driving through the east on his vacation.

Bob French, WHKC program director, just back from Mitiwanga Beach.

Guilbert Gibbons and Fred Joiner, WHKC announcers, have been named to handle the Ohio State football broadcasts this fall for Atlantic ReSTATION-STUDIO TRANSMITTER

EQUIPMENT

NEW DEVICES and **IMPROVEMENTS**

Latest Technical Developments and Activities in Radio and Television

New Equipment Expands KHQ and WDAF Coverage

Approximately 9,000 square miles. containing a population estimated at 47,000, have been added to the coverage area of KHQ, outlet of the NBC-Red Network at Spokane, which recently installed the highest vertical antenna in the United States and increased its day-time power to 5,000

The new antenna, 828 feet high, was placed into operation June 5 and preliminary tests have been under way since that date. KHQ at the same time began using its new, highfidelity 5,000 watt transmitter, which had been set up in a new building. The total cost of the improvements was \$100,000.

Early tests show substantial imrevement in the station's signal intensity, according to reports received at NBC's headquarters in New

Originally designed for a height of 803 feet, the new antenna was later extended another 25 feet to provide for short wave and television broadcasts. It was designed and constructed by the Bethlehem Steel Co. The antenna's extreme height provides the utmost efficiency for its low frequency of 590 kilocycles.

KHQ's day time operation on 5,000 watts is an increase of 3,000. Its night time power of 1,000 watts remains unchanged.

Another NBC-Red Network outlet, WDAF, Kansas City, also recently began operating with a new vertical antenna and a new 5,000 watt transmitter. The antenna is a lone spire 425 feet high, replacing one that was constructed on two towers. It makes possible the radiation of WDAF's signal uniformly in all directions, thus improving its territorial coverage.

Overflow Alarm

Chief Engineer Max Weiner of WNEW has installed an "overflow alarm" in connection with the station's cooling system. Whenever the humidity is great, the condensation off the coils of the cooling plant overflow the drain apparatus. Weiner manufactured a mechanical arm with a floater. When the water level rises to the danger point, the mechanical arm moves a lever which throws a switch and rings an alarm bell. The bell calls all the porters in the station who come a-runnin' with mops and pails. Station's cooling system has been in operation since station's inception and is one of the best and most expensive in local radio.

Station Improvements

CP to install new transmitter, increase in power from 1 to 5 KW. crease power to 1 kw. night, 5 kw. day, and install directional antenna for day and night use, and move transmitter from 5801 Radio Ave. to Reedbird Ave. and Seamon Ave.

Lafayette, La.—KVOL has applied for CP to make changes in equipment, install vertical antenna, power boost from 100 watts to 100 watts night, 250 watts day and move transmitter to Scott Road.

Griffin, Ga.-WKEU has applied for CP to make changes in equipment, install vertical antenna, change frequency from 1500 kilocycles to 1310 kilocycles, hours of operation from day time to unlimited time, power from 100 watts to 100 watts night, 250 watts day, and move trans-mitter from Griffin Hotel to Macon,

Rock Island, Ill.-WHBF has applied for CP to install vertical antenna and move transmitter.

Newburg, N. Y.—WGNY has applied for CP to install new equipment and increase day power from 100 watts to 250 watts.

Richmond, Va.—WPHR has applied for CP to install new eqpt. and directional antenna system for day and night time operation, and increase in power and time of operation from 500 w. daytime only to 1 kw, unlimited time.

San Juan, P. R.—Juan Piza, WNEL, has applied for CP to make changes in the antenna system and change freq. from 1290 to 590 kc.

Kansas City-KXBY has applied for CP to make changes in equipment and experiment with several

Baltimore-WFBR has applied for types of directional antenna and in-

Detroit-WJBK has applied for CP to install new equipment, change frequency from 1500 to 1510 kc., increase in power from 100 watt night, 250 watts daytime, to 1 KW. unlimited time, and move transmitter. Station is building a new studio in the Curtis Bldg.

Merced, Cal.-M. F. Woodling, manager of KYOS, reports that work has just been completed on a 3 foot levee around the 4 acre plot on which is located the vertical radiator of the station. Increased efficiency of ground system is one of the benefits of location in the irrigation

New Orleans-WSMB's new 385 foot tower, Western Electric transmitter and transmitter house will be ready for use on Aug. 4.

Seattle - KVI which recently opened a studio in the Hotel Olym-pic is now building a broadcasting studio on the lower floor of that hostelry.

W. Lafayette, Ind.-WBAA has applied for CP to change transmitter locally, install new equipment and vertical radiator; change power from 500 watts night, 1 kw. day, specified hours, to 5 kw. daytime only.

Tucson, Ariz.—KGAR has applied for CP to move transmitter site locally, install vertical radiator, and change freq. from 1370 to 1340 kc, and increase night power from 100 watts to 250 watts.

Honolulu-KGMB has applied for modification of license to change frequencies from 1320 to 580 kc.; also install vertical radiator.

Amplifier for KSFO

San Francisco — A new Western Electric 10-A program amplifier has been put in operation at KSFO under the direction of R. V. Howard, chief engineer. This is one of the many improvements timed to dovetail with the completion of the new 5,000-watt transmitter which is to be on the air within the next 30 days.

Engineers' Favorite

Favorite entertainer of radio engineers these days is little Loretta Clemens, who broadcasts each afternoon, Monday through Friday at 2:15 p.m. over CBS. Her original song, "Woof 30," which she wrote in honor of the radio engineers who guard the decibels, has been printed in an issue of Under Control, national magazine of the men who mind the meters.

WSPD Shipshape Again: Augmenting Equipment

Toledo -- WSPD has resumed its regular full-time, full-power broadcasting schedule, with the rebuilding of the 214-foot vertical antenna which was demolished in a recent storm. The antenna is now of heavier material, says Vern C. Alston, chief

Station's new mobile transmitter has been completed.

WSPD is also contemplating the construction of a high frequency transmitter for use in connection with regular broadcasts to permit world wide reception of Toledo programs.

Eric Palmer Joins WOXR

Eric Palmer Jr., well known amateur radio operator, and author of "Riding the Airwaves," has joined the engineering staff of WQXR and is stationed at the laboratories and transmitter in Long Island City.

Palmer was the youngest operator ever to receive an amateur license in New York. The license was granted when he was 15, and authorized the operation of his short wave station, W2GRB in Brooklyn. At the age of 16, he was chief radio operator for the Calvao Expedition to Brazil. Later, he designed all the radio equipment and apparatus for the Governor Pinchot expedition of 1931 to the South Seas.

In 1930, Palmer operated the first underground radio station, broad-casting from Carlsbad Caverns in New Mexico. He also operated a short wave station in a mine 920 feet below the ground in Franklin, New

NBC New York Notes

Alfred J. Wies, field engineer, the father of a girl....Vincent J. Gilcher, manager of technical services in the engineering dept., celebrates 10 years of service with NBC this month...Ditto John M. Flynn, assistant station engineer at WEAF transmitter, and Andrew J. Waddell, maintenance engineer.

CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp. Equipment Corp.
WE FURNISH
Electrical Lighting Equipment
of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
y York City Tel. Circle 6-5470-1

NEW DATENTS

Radio and Television Compiled by

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

Re. 20,461—Method and Apparatus for Operating Electrical Amplifiers. Edward H. Loftin, New York, assignor, by mesne assignments, to

2,088,584—Apparatus for the Detection of Minute Current or Voltage Changes. Gustav Bucky, New York, assignor to Roefinag Research Corp.

2,088,626-Scanning Device. George William Walton, London.

2,088,653—Electron Tube and Circuit There-or. Hans E. Hollmann, Berlin, Germany, as-gnor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,088,722—Vacuum Tube with Tank Circuit. Ralph K. Potter, Madison, N. J., assignor to American Telephone & Telegraph Co.

2,088,842—Ultra Short Wave Generator. Walter Dallenbach, Berlin, assignor to N. V. Machinerieen-en-Apparaten Fabrieken "Meaf."

2,089,039—Relaxation Circuit. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesell-schaft fur Drahtlose Telegraphie m.b.H.

2.089,044—Electron Discharge Tube. Adolph A. Thomas, assignor to RCA.

2,089,054—Incandescent Light Source. Philo T. Farnsworth, San Francisco, assignor to Farns-worth Television Inc.

2,089,117—Noise Reducing Means. Robert W. Farrar, Springdale, Pa.

WFIL Building New Organ

Philadelphia-WFIL has placed an order for a large, four-manual Kilgen organ costing \$22,700. Donald Withycomb, general manager, states that the instrument will be completed in mid-September, in time for the opening of the new studios now under construction on the top floor of the Widener building. Organ was designed by George Kilgen & Sons of St. Louis in collaboration with Dr. Charles M. Courboin, famed Belgium-American recitalist, and Irene Harding, former NBC organist and member of the WFIL staff.

Lynne Smeby Taking Leap

Detroit—Lynne C. Smeby, chief of the WXYZ-King-Trendle Broadcasting Corp. engineering staff for the past three years, embarks on the matrimonial seas Aug. 28. Bride-to-be is Evelyn Trye daughter of WXYZ's veteran news commentator, Harold True. Smeby came here from KSTP, St. Paul.

Louisiana Lou Recording

Louisiana Lou, star of Sunset Corners Frolic, Councilman Lem Turner WHO programs in Des Moines, will be in Chicago today and tomorrow making phonograph re-cordings for RCA Victor and Decca and electrical transcriptions for Aladdin Lamp Co. She will return to Des Moines on Monday.

Riviera Sound System

Ben Marden's new Riviera has for its program sound system a Western Electric unit which was installed by the engineering department of WOR chief engineer.

SAN FRANCISCO

The Williams sisters, top coast girl trio, going to New York soon now that their NBC managerial contract has been transferred there.

has been transferred there.

Meredith Willson, "Showboat" music skipper, will be back on the "Carefree Carnival," NBC variety show originating here, today.

"One Man's Family" moves to H'wood after Sunday's show for an

indefinite stay

Gordon Heche has been named local manager of Consolidated Radio

Artists.
Rita Whiteman, who's doing okay in the vocal line in Hollywood, auditioned here by NBC regarding a staff

Bob Roberts, KYA gen. mgr., back at desk after a brief trip to CRS headquarters in Cinemaville.

Reiland Quinn, KYA producer, is readying a dramatized series woven around Folsom Prison, to be heard over the Orange net in about three

Bob Braun, gen. mgr. of the Thomas Lee Artists Service, here to iron out schedule for the web's handling of the Mark Hopkins and Sir Fran-

cis Drake Hotels. Merwin "Dixie" McCabe has re-joined the KFRC sales staff after several months leave of absence.

Joe Walters, KSFO announcer, vacationing in Weaverville, Cal., where a pretty young mountain miss is said to be the attraction.

Speed Canadian Transmitters

Montreal — Canadian Broadcasting Corporation is speeding up work on its two transmitting stations being built at Vercheres, Que., and Hornby, Ont., to be completed by October. Equipment for the stations will be ultra-modern, while the plant tubes are to be about the largest on the continent, it was contended.

WJR Installs Amplifiers

Detroit—A program line amplifier has been installed at the transmitter of WJR. M. R. Mitchell, chief engineer, reports that the amplifier will provide an increase in primary service equivalent to doubling the carrier power, plus smoothing out of reception.

Dealer's Catalog Contest

Wholesale Radio Service Inc., has announced a contest for its customers with a prize of \$1,000 as the reward. Winner must write the best letter on why customers have found the company's catalog valuable.

Lehigh Gets Antenna Orders The Lehigh Structural Steel Co.

has received the following orders for station equipment: three 350-ft. shunt-fed antennas for WWAE-WHIP, Hammond, Ind., and one 325ft. shunt-fed antenna for WKZO, Kalamazoo, Mich.

WHAZ Off Until Fall
Troy, N. Y.—WHAZ, the oldest college experimental wave station under the direction of J. R. Poppele, in the country, is off the air until

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

-STERLING ADVERTISING AGENCY-

New York City

I want to take this opportunity of complimenting you on the splendid job you are doing. I have so many radio publications to wade through that, frankly, I thought I would try to do without RADIO DAILY, but I find that it grew on me to such an extent that I deem it indispensable in my work."

> Leon A. Friedman Radio Director

Ironwood, Michigan

"... We like RADIO DAILY very much and think it serves a very important need of the broadcasting business."

> N. C. Ruddell Manager.

WEXL

Royal Oak, Michigan

". . . Permit me to say that I thoroughly enjoy RADIO DAILY."

> Ellis C. Thompson Station Manager.

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

PROGRAM REVIEWS

Ernest Gill

A treat for the lovers of quality musical programs was sent over the NBC-Blue Network from San Francisco at 9-10 p.m. EDST last Wednesday under the direction of Ernest The presentation included a group of very talented soloists, among them being Zarova, the Russian soprano; Robert Turner, a gifted young pianist from the west, and Roy Russell, a tenor with a fine voice.

The selections offered, both instrumental and vocal, covered the globe in origin and appeal. It was a harmoniously blended musical menu, kilfully directed.

Ed Fitzgerald

That Ed Fitzgerald's Wednesday night variety show on WOR is hardly ever a letdown, even in these dog days. On the average, it is far from that. One of its principal components is zip, which not only give the routine a lively interest-holding tempo, but it gives a good fillip to the comedy and quickly steps on any old gags that may stick their head out

The other night's program, with Elinor Sherry, Tex Fletcher and Pauline Alpert among the soloist. and Leo Freudberg's orchestra in snappy form, was one of the ace

WPG Lights Up Campaign

Circumventing the U.S. postal regulation against the shipment of matches through the mail, Atlantic City recently mailed packages of book matches in asbestos envelopes, to over 1300 national advertisers and advertising agencies. This shipment of matches inaugurated a special promotional campaign the station is conducting.

Nordberg at NBC

Ralph Nordberg, former sales manager of WGY, Schenectady, affiliate of NBC, joined the station sales department of the network's New York offices this week

ONE MINUTE INTERVIEW

HOLLACE SHAW

"Most people think that the only work a singer does is get in front of a microphone and sing. Few outside of the industry realize that it takes hours to learn a new song and that a great part of the day is spent in studying. Almost every singer I know, no matter how important he is, takes some kind of singing lessons. Vocalists realize that the easiest way to become good is by learning new things, and not practising old ones.

Coast-to-Coast

tone and a staff member of NBC's Guest Relations division, is honeymooning. The bride was Elizabeth Imbrie of Newburgh, N. Y. Her father, the Rev. Dr. Charles K. Imbrie, performed th ceremony. Reinald Werrenrath Sr., the bridegroom's father, sang "O Perfect Love." The newlyweds are now vacationing at the Werrenrath summer home in the Adirondacks.

Edward Blainey this week became sound effects technician at NBC in Radio City after several months' apprenticeship. F. Tilden Brown of NBC's guest relations staff replaced him as apprentice.

Mrs. Josephine Walker, former secretary to the noted conductor. Leopold Stokowski, has been named secretary to I. E. Showerman, assistant manager of NBC's eastern sales department in Radio City.

C. Parker Ruff, formerly with Sperry Gyroscope Co., Brooklyn, has joined the NBC statistical department as a draftsman.

Kolin Hager, manager of WGY, Schenectady, is vacationing with Mrs. Hager and their twin daughters. Koline and Norine, at West Beach, Westbrook, Conn.

Lillian Kay, New Haven blues singer, is airing from Buffalo until September, with Buffalo Broadcasting

WPG, Atlantic City: Stanley Meehan, former WPG operator and now under Rudy Vallee's management, is exercising his lyric tenor voice nightly at the Club Babette . . Harold Stephens, tenor soloist and member of the WPG staff, will be guest soloist on Ethel Rattay's "Tea Time Topics" at 3:30 p.m. Aug. 14.

WICC, Bridgeport: Edith Josephson Perlmutter vacationing in Maine . Dorothy Whitehead of press department is at Provincetown for two meeks.

Jocko Maxwell, WLTH sports commentator, will celebrate "Mel Harder Day" in honor of the Cleveland Indians' pitcher on his "Sports Parade" at 6 p.m. tomorrow.

WDRC, Hartford: Walter Haase, studio manager, is back from a cruising vacation aboard his Spindrift . . Bob Provan, announcer, and Grace Legge of the studio department will go to Nova Scotia and Maine, respectively . . . George Arthur Peterson back from Cape Cod . . . Peggy Reichel returned from Nova Scotia.

weeks at Daytona Beach, Fla. . . . on a year's tour through 40 coun-

REINALD WARRENRATH JR., son Kenneth Cox, another control man, of the prominent American bari- planed to Maine with stopovers enplaned to Maine with stopovers enroute . . . Earl O'Fallon, house manager, going hillbilly for two weeks in the Great Smoky Mountains . . . Turner and Jim Foster of the continuity department vacationing in New Orleans, where they formerly did newspaper work . . . Paul Healy has been added to the staff, taking over the bookkeeping and accounting department; he was formerly with the Scripps-Howard central office in Cincinnati . . . Sarie and Sal-Sam and Kirk McGhee, comedy and singing act from WSM's "Grand Ole Opry," played a return date within a week at WNOX's 800-seat auditorium and again turned away several hundred

> KFIZ, Fond du Lac, Wis., stages opportunity night every Thursday at 8 p.m. CST with anyone having radio talent invited to participate.

> Announcer Herbert Mann, Jr. of WRJN, Racine, Wis., must have had a strenuous vacation. On his return, he was obliged to take several days' sick leave.

> Beryl Frances Storms, for the past year affiliated with station WHA. Madison, Wis., was married recently Waterford, Wis., to Alfred W Booth of Urbana, Ill.

WTMJ will broadcast 20 football games this fall with Russ Winnie at the mike to start his ninth year of sportcasting for The Milwaukee Journal station.

WIL, St. Louis: Edgar P. Shutz, commercial manager, departed this week for a vacation jaunt embracing Chesapeake Bay, Washington, New York, Detroit and Chicago . . . Roger Bacon, mike-puncher, is motoring through Iowa, Wisconsin and Michi-

Janet Ross director of the Shopping Circle programs at KDKA, Pittsburgh, has been subbing for vacationing Ed Schaughency on the "What Do You Know" sidewalk interviews, working with Lynn Morrow. Next week, she steps into Lynn's shoes while he vacations. Billy Hinds has been batting for Ed on the "Musical Clock" programs.

Nat Brusiloff, newly appointed musical director of Station WMCA, makes his initial appearance over the Inter-City Broadcasting System on Sunday at 6 p.m. Jack Early will be the featured varitone on this pro-

"The Adventures of Ace Williams," script program produced by W. E. Long Co. of Chicago under super-vision of Dan Ryan, is taken in part WNOX, Knoxville: Charles Dobson, control operator, spending two

NEW BUSINESS

Signed by Stations

WGY, Schenectady

International Harvester Co., Chicago, through Aubrey, Moore & Wallace, 26 announcements; Saratoga Racing Ass'n, Saratoga Springs, announcements; Florence Stove Co., Gardner, Mass., through B. Remington Inc., 15-min. disks starting Aug. 31; D. L. & W. Coal Co., "The Shadow," 26 weeks, through Ruthrauff & Ryan; Carlton & Hovey, Laurel, Mass. (Father John's Medicine), through J. W. Queen, temperature reports, 26 weeks; Curtice Bros., Rochester, participations, through N. W. Ayer & Son; Baldwin Laboratories, Saegertown, Pa., one-min. announcements, through Yount Co., Erie, Pa., Albany Business College, Albany, weekly live announcements, through Leighton & Nelson, Schenectady.

WHO, Des Moines

Gillette Rubber Co., Eau Claire, Wis., weekly quarter-hour starting Aug. 27, through Cramer-Krasselt Aug. 27, throu Co., Milwaukee.

WHN, New York

Lehn & Fink (Hinds Honey and Almond Cream), 52 weeks beginning Oct. 4, "Life of Mary Southern," through William Esty agency.

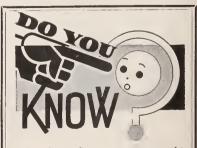
KFEL, Denver

Old Plantation Inn, Estes Park, olo.; Conroy's Hotel and Resort, Colo.; Idaho Springs, Colo.

WPG, Atlantic City Gulf Oil Co., "Summer Stars"; Fels & Co., Fels-Naphtha soap.

tries, photographing the preparation and baking of bread in those lands. The disk program is being used on stations throughout the country.

Charles Irving, assistant produc-tion manager at WTCN, Minneapolis, is a busy gent these days. He portrays all of the roles in a half-hour dramatic program, "Lights and Shadows." Written by Robert Greer, the show runs to the dramatic and fantastic, and Irving has his work cut out for him.



Rosaline Greene once taught Shakespeare at a fashionable finishing school on Riverside Drive.