



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 93

NEW YORK, N. Y., MONDAY, JUNE 21, 1937

FIVE CENTS

5 Major Issues Face NAB

\$1,000,000 Expansion Program Is Mapped by Transradio Press

Transradio Press Service will spend \$1,000,000 in an expansion program to extend over the next three years, it is announced by Herbert Moore, president. The move is described as "the beginning of the second major phase" in the development of Transradio, which was formed just over three years ago.

With the recent amicable adjust-

(Continued on Page 12)

DOZEN AFM RESOLUTIONS AFFECTING RADIO FIELD

Louisville—About a dozen resolutions which would affect radio were introduced at the American Federation of Musicians convention which wound up Saturday. All matters were referred to an executive board meeting to be held in New York within 30 days. Resolutions included:

1. That commercial recordings shall be made only under license by AFM.
2. That no records or ET's be made unless manufacturers agree with AFM that their productions shall not be used

(Continued on Page 15)

St. Paul Branch Studio Is Dedicated by WDGY

Minneapolis — WDGY, of which George W. Young is owner and general manager, extended its service to the public of the northwest last week, when it opened branch offices and studios at 34 East Sixth Street, St. Paul.

The event was heralded by a full

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Taxation, Legislation, Ascap and Amendmends to By-Laws Among Topics to Feature Annual Convention

By M. H. SHAPIRO

Chicago—With an outward appearance of calm routine business session on tap, the fifteenth annual convention of the National Association of Broadcasters opens officially today, apart from the several committee meetings scheduled throughout yesterday afternoon. Consensus of opinion is that the fireworks, if any, will develop on the floor of the convention from unexpected quarters.

Main issues confronting the broadcasters and which will be threshed out are: prospective taxation on the

(Continued on Page 19)

BIG LIST OF SPEAKERS FOR AFA CONVENTION

An imposing list of nationally known speakers has been lined up for the program of the 33rd annual convention of the Advertising Federation of America, which gets under way today at the Hotel Pennsylvania and continues through Wednesday.

Mayor LaGuardia, originally scheduled to address the opening general session luncheon today, has postponed his appearance until Wednesday. Others who will talk at today's luncheon are Frank W. Lovejoy, sales manager of Socony-Vacuum; Clayton Rand, president of National Editorial Ass'n; E. H. McReynolds, AFA president, and De Loss Walker of Mac-

(Continued on Page 18)

Official "Listener"

Columbia, Mo.—To more fully determine how to satisfy likes and dislikes of radio fans, KFRC has appointed Sherman P. Lawton, radio instructor at Stephens College, official "listener".

IKE LEVY WARNS NAB TO STAY WITH ASCAP

Philadelphia—Although he never made good the threat of organizing another association of broadcasters, Isaac D. Levy bobs up again as the NAB goes into annual conclave. From his executive office at WCAU here, the former NAB vice-president on Friday sent out a four-page personal letter to every station manager in the country, saying that although

(Continued on Page 19)

Elaborate NBC Coverage On Boy Scout Jamboree

Coverage by NBC of the National Boy Scout Jamboree in Washington, June 30-July 9, will be the most elaborate undertaken by the network since President Roosevelt's inaugural. Broadcasts will begin over the NBC-Blue network on June 21, ten days ahead of the jamboree's opening. A special studio is being

(Continued on Page 14)

2 Leading KFRC Shows Shifting to Hollywood

San Francisco—Two of the best locally produced shows on KFRC, Mutual-Don Lee outlet, are to be shifted to Hollywood about the end of this week. They are: "Feminine Fancies" and "Morning Merrymakers." Mel Venter, Bob Bence and Bill Davidson, featured performer-producers, will go along south.

Lew Weiss, g.m. of the web, plans

(Continued on Page 13)

WABC ENGINEERS VOTE CIO UNIT AFFILIATION

At a special session of the executive committee of the Association of Columbia Broadcast Technicians which broke up at 6 a.m. Friday, the WABC engineers voted to join the American Radio Telegraphists Association, a CIO affiliate. ACBT is

(Continued on Page 18)

Hage Eastern Director For VanCronkhite Firm

Maxwell Hage has been appointed director of the Eastern Division of Van Cronkhite Associates, Inc., headed by John VanCronkhite. Hage is leaving United Press Service, where he has been radio production manager. He will be located at the firm's

(Continued on Page 19)

NAB Advance Registrations Set Record of 165 First Day

John Blair & Co. Forms Production Service Unit

Chicago—Formation of a new affiliate, Blair Productions, to make available outstanding station-tested features to regional and national advertisers, serve as a program idea clearing house for Blair stations and originate spot campaign ideas both to pre-

(Continued on Page 19)

By HOWARD J. LONDON
Chicago — With 165 registrations filed within three hours after the 15th Annual NAB Convention got under way at the Hotel Sherman yesterday, indications point to a record breaking attendance figure of over 750 attendees before the close of the conclave on Wednesday.

So heavy was the registration yesterday that the NAB staff was forced

(Continued on Page 14)

Copyright Hearings

Washington Bur., RADIO DAILY
Washington—Though no date has been set yet for hearings on pending Duffy Bill and other copyright measures now before Senate Patents Committee, it is stated at the committee's offices that hearings are expected to take place some time after July 1. Persons interested will be accorded time to testify.

Another Dues Fight

Chicago—A proposed 50 per cent increase in NAB dues is again expected to provoke a floor fight at the convention. The proposal is drawn up and ready for a vote. A similar move was defeated at last year's convention, and the same fate is expected this time. Sentiment regarding the proposal amongst advance delegates indicates almost unanimous opposition to a boost in fees.



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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NAB Convention Program

MONDAY

9:30 a.m.—Call to Order.

Address of Welcome: Edward J. Kelly, Mayor, City of Chicago.

Address of the President: C. W. Myers, KOIN, Portland, Ore.

Address of Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes, "The Duty and Responsibility of the Broadcaster."

Address of Treasurer: Harold Hough, WBAP, Fort Worth, Tex.

Report of the Managing Director: James W. Baldwin.

Report of the Nominating Committee: Appointment of Committees; Announcements; Adjournment.

No Afternoon Session Scheduled.

Committee Meetings (at call of chairman):

Commercial Committee, Parlor M.

Resolutions Committee, Room 118.

Engineering Committee, Parlor L.

TUESDAY

9:30 a.m.—Call to Order; election of Officers; Report of the Resolutions Committee; Report of the Elections Committee.

2:00 p.m.—Call to Order.

Report of the Engineering Committee: J. H. DeWitt, WSM, Nashville.

9:30 a.m.—Call to Order.

WEDNESDAY

Introductory Remarks and Explanation of the Commercial Section Organization: H. K. Carpenter, WHK, Cleveland.

Report of the Sales Managers' Division: Lewis H. Avery, WGR, Buffalo.

Report of the Committee on National Sales Methods and Costs: Carl Everson, WHKC, Columbus.

An Agency Man Looks At Broadcasting: Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn Inc., New York.

Report of the Committee on Radio Research: Arthur B. Church; KMBC, Kansas City.

Report of the Committee on Radio Promotion: John J. Gillin Jr., WOW, Omaha.

A Retailer Makes An Appraisal of Radio: Marvin Oreck, Oreck's Inc., Duluth, Minn.

Report of the Committee On Standardization of Sales Forms: Martin Campbell, WFAA, Dallas.

Presentation, discussion and vote on Resolutions pertaining to the Commercial Section.

2:00 p.m.—Call to Order.

Panel Discussion—H. K. Carpenter, WHK, Chairman.

How Should a Station Service Its Local Accounts?: Marvin Oreck, Lewis H. Avery.

How Can We Simplify Our Rate Cards?: John J. Gillin Jr., Martin Campbell. How Can Our Present Methods of Securing National Spot Business Be Improved?: John J. Gillin Jr., Arthur B. Church.

How Can Creative Selling Be Encouraged?: Arthur Pryor Jr., Arthur B. Church.

What Information Should Stations Release with Respect to their Circulation?: H. K. Carpenter, Martin Campbell.

What Is Your Definition of the Term "Merchandising"?

Installation of Officers.

7:00 p.m.—Annual NAB Banquet. Entertainment.

FINANCIAL

(Saturday, June 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 $\frac{5}{8}$	164 $\frac{1}{2}$	164 $\frac{1}{2}$	— $\frac{1}{2}$
Crosley Radio	20	19 $\frac{1}{2}$	19 $\frac{1}{2}$
Gen. Electric	53 $\frac{1}{8}$	52 $\frac{1}{2}$	52 $\frac{1}{2}$	— $\frac{1}{2}$
North American	23 $\frac{1}{2}$	23	23 $\frac{1}{2}$	— $\frac{1}{8}$
RCA Common	8 $\frac{1}{8}$	8	8	— $\frac{1}{8}$
RCA First Pfd.	64 $\frac{1}{8}$	63 $\frac{1}{2}$	63 $\frac{1}{2}$	— 1
Stewart Warner	17 $\frac{3}{4}$	17 $\frac{5}{8}$	17 $\frac{3}{4}$	+ $\frac{1}{4}$
Zenith Radio	31	31	31

OVER THE COUNTER

	Bid	Asked
CBS A	26 $\frac{1}{2}$	28
CBS B	27	28 $\frac{1}{2}$
Stromberg Carlson	12 $\frac{1}{2}$	13 $\frac{1}{2}$

NBC Signs Earhart

Amelia Earhart, who has completed approximately half of her around-the-world flight, was signed Saturday by NBC for two exclusive broadcasts over that network.

First airing will take place when Miss Earhart lands in Honolulu and the other at the completion of the flight in San Francisco.

CBS Files Stock Registration

Washington Bureau, RADIO DAILY

Washington—CBS has filed with Securities & Exchange Commission application for registration of 949,026 shares of \$2.50 par value Class A stock, issued; 12,420 shares of \$2.50 Class A, unissued, and 758,924 shares of \$2.50 Class B, issued, on the New York Stock Exchange.

SEC also announced registration statement of International Radio Corp. effective June 5.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

Wester in WHBY Sales Post

Green Bay—W. C. Wester, formerly of the commercial staff, has been appointed director of radio sales for WHBY Inc., owner-operator of WHBY and WTAQ, it is announced by Rev. James A. Wagner, managing director.

TOMMY PARKER G-SCOUT!

Now ready! A thrill-packed, new kid serial that has *everything*, including strong sales pull. Write or wire for details on this hit. Audition, \$3.

ELECTRO-VOX RECORDING STUDIOS

5546 MELROSE HOLLYWOOD

MORE POWER

to

N. A. B.



EAST COAST RADIO FEATURES, Ltd.

71 West 45th Street New York

COMING and GOING

DAVID SARNOFF in Chicago today to attend wedding of Ruth DeYoung, Chicago Tribune woman's editor, and Herbert V. Kohler of Kohler Co.

JACK STAPP of the CBS production department returns today from a vacation spent in the old home state of Georgia.

W. G. QUISENBERRY of Transradio Press left New York last week-end for Chicago to attend the NAB convention.

JIMMIE SAVO left Saturday for Hollywood.

JACK CURTIS of the Curtis & Allen office sailed Saturday on the Normandie for Europe.

MARCIA DAVENPORT, music critic and air commentator, also sailed for Europe aboard the Normandie on Saturday.

JOHN A. KENNEDY, owner of WCHS, Charleston, W. Va., was in New York last Friday.

C. L. BAILEY, commercial manager of WHP, Harrisburg, was in town over the week-end.

EASTON C. WOOLLEY, former manager of WWJ, Detroit, is in town.

ABE SCHECHTER, NBC director of news and special events, arrives in Chicago today from Milwaukee where he has been arranging for NBC's coverage of the A. A. U. track meet. Schechter is in Chicago to handle the details of the Braddock-Louis fight which Buick is sponsoring over NBC.

HARRY A. WOODMAN, g.m. of KDKA, Pittsburgh, left for the NAB convention.

C. L. THOMAS, KFRU, Columbia, Mo., in Chicago for the conclave.

OLGA ALBANI comes to New York from Chicago for a guest shot on Bicycle Trades show Thursday.

JULIUS TOLDI, Viennese composer, arrives today aboard the Queen Mary.

America's **BEST**
FOREIGN
LANGUAGE STATION



WBNX NEW YORK
1000 WATTS DAY AND NIGHT

WELCOME TO THE NAB

OFFICE OF THE MAYOR

CITY OF CHICAGO

EDWARD J. KELLY
MAYOR

May 21, 1937

Mr. James W. Baldwin
Managing Director
National Association of Broadcasters
National Press Building
Washington, D. C.

Dear Mr. Baldwin:

As the time for the meeting of the National Association of Broadcasters in Chicago approaches, I want to send you my cordial greetings and assure you that it will be a real pleasure to extend my hearty welcome to your group when it convenes in our city on June 20.

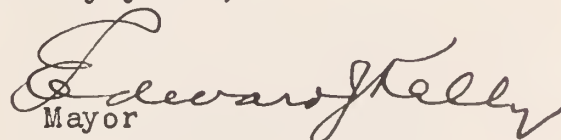
Chicago deeply appreciates the honor of having our city selected for the 1937 convention of your association, especially in view of your having met here last year.

I shall greatly appreciate your advising the members of the National Association of Broadcasters that Chicago will again expend every last reserve of hospitality in doing whatever we can to make your members' stay here most interesting, enjoyable and comfortable.

It is my earnest hope that you will be able to attend the June convention personally. It will be a real pleasure to greet you in person.

With kindest personal regards and my best wishes for a most enjoyable and successful convention, I am

Sincerely yours,


Mayor

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY
BILL MURRAYThere is no Substitute
for Coverage

WSYR

The Voice of Central New York

SYRACUSE, NEW YORK

DOMINANT
NEWS
COVERAGE

Radio stations using United Press give listeners the latest news with ACCURACY AND SPEED, for United Press sectional, national and international news coverage dominates the field.

Visit U. P. headquarters, Suite 512, Hotel Sherman, and let us tell you about

UNITED
PRESS

★ THE WEEK IN RADIO ★

... AFM and Disk Dilemma

By M. H. SHAPIRO

WHILE the delegates to the annual convention of the American Federation of Musicians sought to adjust the controversy over electrical transcriptions and other kindred matters which they believe helps to keep musicians out of work, the ET men, with a heavy investment, were not without their worries . . . From Louisville, where the musicians were in session, came disturbing elements of news, showing that the ET men were not all wrong in their anxiety . . . also, there was the angle of the AFM tieup with ASCAP . . . which angle is really being considered by the writers and publishers . . .

WMCA joined the stations operating on a 40-hour week, signing an agreement with the AGRAPA . . . comprised of announcers and production men . . . Texas broadcasters elected O. L. Taylor president . . . Pacific Advertising Clubs Ass'n met in Salt Lake City and, among other talks, heard several on radio . . . Harry Anderson of NBC coast sales read a speech by E. P. H. James in which he revealed how well radio has been surveyed as a medium . . . mentioning both NBC and CBS projects . . .

Invasion of foreign time by American advertisers showed a 300 per cent increase, a figure predicted, by the way, in the initial issue of RADIO DAILY . . . Shakespeare war between the two big webs developed and grew into a first rate battle . . .

William S. Paley and David Sarnoff both scheduled to sail for Europe, deferred their sailings . . . for the time being at least . . . YMCA went on record as not being among the civic groups, recently reported as seeking time on the air . . .

Mrs. Elliot Roosevelt bought controlling stock in KFJZ from Ralph S. Bishop . . . another link between Hearst radio is thus seen in Texas . . . Unexpected demise of Congressman Wm. P. Connery will probably hold up any fast delving into radio, etc. . . . as Chairman of the House Labor Committee, Connery was author of the resolution demanding a sweeping investigation of entire radio industry . . .

RCA will erect a building devoted to all branches of radio and television at the 1939 New York World's Fair . . . AAAA Pacific Coast convention set for Oct. 21-22 at Del Monte, Cal. . . . Social Security Board rules that musicians, orchestrators, etc., on sponsored shows are employees of the sponsor . . .

Helen Yanke on WMCA

Helen Yanke, contralto, vocalized yesterday over WMCA at 9:30 to 9:45 p.m., accompanied by Carl Fenton and his orchestra. Miss Yanke, now appearing at Le Mirage, was formerly heard on a network program for Bayer Aspirin and has been on the staff of WLW, Cincinnati.

New WINS-Harmony Duo

WINS has a new harmony duo, Darrow and Dell, on Saturdays at 5:30 p.m.

Neysa Nourse, formerly heard on Saturdays over WINS, will now be featured on Louis Katzman's Swing Session every Sunday at 5.

Gene Morgan Screen-Tested

Gene Morgan, a member of the cast of "Myrt and Marge," CBS network show, was screen-tested by Paramount late last week.

NBC Frisco Changes

San Francisco—Andrew C. Love, head of NBC continuity acceptance dept., goes to Hollywood in a similar capacity July 1, it is announced by Don E. Gilman, v.p. in charge of western division. This creates a new department in Hollywood. Byron Mills succeeds Love here. Dorothy Brown will be transferred to the continuity acceptance dept. and Lois Lavers replaces her as secretary to Frank Cope, production manager. Grace Davis succeeds Miss Brown as secretary to William J. Lavers, supervisor of announcers.

Lloyd E. Yoder, western press division manager, has added Lee Strahorn, formerly of Lord & Thomas, to his staff.

Tilden as Commentator

CBS has signed William "Bill" Tilden, tennis star, as commentator on the Wimbledon championship matches, June 21-July 3.

AGENCIES

J. BALDWIN ROBINSON, Brazilian manager for N. W. Ayer & Son Inc., has been appointed manager of Ayer's export division with headquarters in Philadelphia. Robinson joined Ayer in Brazil in 1933 after spending several years in merchandising work in foreign countries.

E. B. MCGOVERN and Leo Weisfield of Seattle, Eric Johnston and James C. Cluskey of Spokane, Frederick Mercy of Yakima, and Chapin D. Foster and Charles Larrabee of Bellingham are members of a seven-man advertising commission appointed by Governor C. D. Martin of Washington to administer the \$250,000 advertising fund voted by the last session of the legislature.

EASTMAN SCOTT CO., Atlanta, is handling the \$250,000 advertising campaign just inaugurated for the state of North Carolina. S. B. McArthur is account executive, with headquarters in the state capitol, Raleigh.

ERWIN, WASEY & CO., Chicago office, has been appointed advertising counsel for Patrick Henry Brewing Co., Chicago, and Kiley Brewing Co., Marion, Ind.

Gammons Relected by Bureau

Minneapolis — Earl H. Gammons, general manager of WCCO, was re-elected last week as chairman of the board of directors and head of the nominating committee of the Minneapolis Better Business Bureau. This organization has been active for several years in maintaining high business standards in the city of Minneapolis.

Gammons was also appointed to two committees of the Minneapolis Civic and Commerce Association—the committee promoting the Minneapolis Symphony Orchestra and the tourist committee.

Legion Conclave on NBC

NBC will air the American Legion convention to be held Sept. 20-23 in New York.

SAN ANTONIO

H. C. Burke, KTSA manager, has gone to Chicago, Milwaukee, and New York City for his vacation.

Tommy Conroy has joined Payne Advertising Agency, which has a radio division in the Smith-Young Tower Building.

Jesse Lentz' ork and the Deauville Swingsters, heard regularly on KMAC and KONO, are now playing nightly out at Coral Gables Night Club.

Johnny Williams, violinist, has joined the Tune wranglers, who air daily via WOAI.

Jack True has gone to Dallas to make a series of Brunswick Recordings. While in that city he will take in the Texas and Pan-American Exposition.

Simpson Sisters have been playing an engagement in Galveston before going to New York.

William Clark Bryan, Los Angeles radio-church singer, is in the city on a visit.

SPEAKING OF RADIO NEWS - - -

Now that news is admittedly indispensable to radio the broadcaster **MUST** have news features that **ENTERTAIN**—*plus* news features that **DO A SELLING JOB**.

VanCronkhite Associates, Inc. have built, tested and now broadcast on scores of both large and small stations radio features that are **NEWSY**—that **ENTERTAIN**—that **DO A SELLING JOB**.

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

LET THESE SUCCESSFUL RADIO NEWS FEATURES DO BOTH AN ENTERTAINING AND A SELLING JOB FOR YOUR STATION

HEROES OF THE WEEK

A once-a-week (15-minute) newscast which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

IT'S A FACT

A five-times-a-week (5-minutes) newscast of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news. Can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

THE NEWS OF THE WEEK

A once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday morning or afternoon or Saturday night.

YOUR BASEBALL REVIEW

A five-times-a-week (five-minute sportscast) devoted to baseball news specifically prepared for radio and dealing with the "inside" news of baseball. Excellently suited for filler material during the lulls while broadcasting play-by-play.

THE WORLD OF SCIENCE

A once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

TWENTY YEARS AGO

A five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by some magic the listener was tuning in to a newscast twenty years ago.

THE FOREIGN NEWS REVIEW

A once-a-week, (15-minute newscast) which gives a resume of international affairs particularly as they affect Americans.

BAFFLING CRIMES OF THE WEEK

A once-a-week (fifteen-minute newscast) summarizing the baffling crimes which currently are perplexing the police of the world. (Offers audience participation).

(Available in foreign languages.)

It will take you less than five minutes to get from the hotel to our offices (at Michigan avenue bridge). Come on over and let's have a chat about how to make your news broadcasts make money.

VAN CRONKHITE ASSOCIATES, INC.

360 North Michigan Ave.

Chicago

State 6088-6040

New York Office

60 East 42nd St.

MURRAY HILL 2-2030

' ' R A D I O ' S O N L Y N E W S C O U N S E L L O R S ' '

GUEST-ING

CONSTANCE BENNETT and REGINALD DENNY, on Bing Crosby's Kraft Music Hall, June 24 (NBC-Red, 10 p.m.).

DENNIS KING, DOC ROCKWELL (return engagement), MITZI GREEN (postponed last week due to illness), and JOE LAURIE JR. (fifth consecutive appearance), on Vallee's Varieties, June 24 (NBC-Red, 8 p.m.).

NAT PENDLETON, on Amateur Hour, tomorrow (WHN, 7 p.m.).

LUCY MONROE and GEORGE BEATTY, on Lanny Ross' Show Boat, June 24 (NBC-Red, 9 p.m.).

ANN SOTHERN, on Chase & Sanborn Hour, July 18, (NBC-Red, 8 p.m.) GLADYS GEORGE, same show, July 11.

TOBY WING, ROLAND YOUNG and MISCHA LEVITZKI, on Bing Crosby show, July 1 (NBC-Red, 10 p.m.) MARY BOLAND, on same show, July 8.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

NEW PROGRAMS—IDEAS

Photoplays by Radio

"Stories by Camera," new dramatic idea evolved by Lawrence Menkin, made its bow Friday night over WLW, Cincinnati. The idea is to present stories told in movie scenario form with synchronized music throughout. Menkin has been experimenting with the idea for two and a half years, and finally convinced Bob Kennett, program director, that it was worth a try. Virginio Marucci, conductor-violinist-composer, has written special scores for the dramatizations.

Three Library Programs

Three quarter-hour programs each week, arranged and presented by the Kansas City, Kas., Public Library, are aired over KCKN.

"The Story Hour Lady," conducted by Carol Widen, offers juvenile stories; "Book Review Programs," by Florence Shepherd, reviews books as fast as they are off the press, and "Popular Science," with Donald Kohlstedt, gives unusual facts.

Swimming Lessons by Radio

Quarter-hour lessons in swimming, broadcast three times weekly by Ralph Nelson from the pool of the Y.M.C.A. in Kansas City, Kas., got under way last week over KCKN.

Besides describing the actual routine as the boys in the pool take their instruction, Nelson elaborates on elementary swimming principles calculated to interest radio listeners in learning to swim.

Mental Hygiene

A series of five-minute talks on Mental Hygiene, presented by Dr. Henry Peters of the University of Missouri Psychology Department every Wednesday at 1:55 p.m., is proving popular with KFRU, Columbia, Mo., listeners. The talks are non-technical and designed to explain habits we all have and sometimes wonder about.

Tailoring Insight

KDYL, Salt Lake City, has something different in "The Romance of a Suit of Clothes," daily five-minute airing at 8:25 a.m. Takes the microphone right into the factory of the Pullman Tailors and describes the process of clothes-making from cutting to finished product.

"Girl Alone" Returning

Kellogg Co., Battle Creek, on July 12, will bring back the journalistic script show, "Girl Alone," for another series of daytime programs over a special NBC-Red network of eight stations (WEAF, KYW, WBEN, WCAE, WTAM, WWJ, WMAQ and WLW) Mondays through Fridays, 12:12:15 p.m. Program will originate from Chicago and is signed for 13 weeks. N. W. Ayer & Son Inc. has the account.

James R. Curtis. to Vacation

Following the NAB convention, James R. Curtis, president of KFRO, Longview, Tex., and secretary of the Texas Broadcasters Ass'n, will take his vacation. From Chicago, he plans to visit stations in Milwaukee, St. Paul, Des Moines and Kansas City.

TO REACH 2,000,000 Jews of New York

Jewish Programs (in ENGLISH) are a proven sales success on Station WMCA, New York.

Advertisers and Advertising Agencies

*Let us show you
what the public
and our other
advertisers say.*

ADVERTISERS BROADCASTING CO.
205 E. 42nd St. New York
Murray Hill 4-1364

NEW BUSINESS

Signed by Stations

WFAS, White Plains, N. Y.

Sun Oil Co., through Roche, Williams & Cunningham Inc., Phila.; Golden Bros. Inc. (Kelvinator); Pioneer Finance Co., Port Chester; Max'l, London Tailors, Bettman's (women's wear), Grand Hofbrau and Sterling Shoe Stores, all in German; Fashion Distributors, Fenimore Camps, Monseigneur Restaurant, Horne Movie Service, Cafe Continental and Ruth Hooper Larrison (cosmetics), all through Associated Broadcast Adv'g, New York.

KSFO, San Francisco

Firestone Tire & Rubber Co. announcements, through Sweeney-James agency, Cleveland; Diesel Power United Engineering Schools, S.F., announcements; Table Products Inc. (Nu-Made Mayonnaise), announcements, through Lord & Thomas, Los Angeles.

WOR, New York

General Foods (Diamond Crystal Salt), through Benton & Bowles; Crown Overall Mfg. Co., Cincinnati, through H. W. Kastor & Sons; Refrigeration & Air Conditioning Training Corp., through Nat'l Classified Adv'g Agency, Youngstown.

WPTF, Raleigh

Coca Cola Bottling Works, "Singing Sam"; Montgomery-Ward, "Neighbor Jim"; Montford Plumbing & Heating Co. (Norge refrigerators).

KFRC, San Francisco

Twenty Grand Cigarettes, through McCann-Erickson; Morris Plan; Postal Telegraph.

WCKY, Cincinnati

McCormick Sales Co. (tea), through Van Sant, Dugdale & Co., Baltimore; RCA Mfg. Co. (tubes).

WCOL, Columbus

Griffin All-Wite Shoe Cleaner, "Griffin's Musical Clock." Bill Wallace as emcee, disks.

WHBY, Green Bay

Seiberling tire dealers, nine-week disk spot campaign.

WHKC, Columbus

Montgomery-Ward, "Neighbor Jim" disks.

WCAU

switches to

TRANSRADIO

The dominant station of Philadelphia, one of the finest in the East, is the latest to change over to the news service of Transradio.

WCAU found through experience what any top-ranking station is bound to learn sooner or later—that Transradio stands for *quality* in news programming.

Transradio Press Service

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

I. N. S. *The maximum news service!* for a sponsor's radio dollar!

HOW AND WHY

- ★ Because International News Service affords a sponsor the opportunity to command the widest public attention.
- ★ Because a sponsor can be assured of an individual and distinctive program with which to identify himself.
- ★ Because International News Service furnishes a variety of news that appeals to every type of radio audience.
- ★ Because International News Service has sectionalized news coverage that attracts community audiences.
- ★ Because International News Service's style of news presentation is at the same time both accurate and dramatic and lends itself readily to a variety of adaptation.
- ★ Because International News Service dispatches are *complete first-hand accounts by star reporters and writers who are actually at the scene of the news.*

INTERNATIONAL NEWS SERVICE

235 EAST 45th ST., NEW YORK, N. Y.

N.A.B. CONVENTION HEADQUARTERS
SUITE 439, SHERMAN HOTEL

"There MAY be portable playbacks
As good as yours—

BUT I'VE NEVER HEARD THEM!"



New CONQUEST AUDITION UNIT
Accommodating Up to 17" Records

See the new Conquest Units
at the
N.A.B. CONVENTION
Conquest Alliance Headquarters
Hotel Sherman • Chicago

says Arthur A. Kron, secretary-treasurer
of the Gotham Advertising Company

And Now

We Announce the New
CONQUEST
Portable

**RADIO RECEIVER and
PLAYBACK COMBINATION**

Designed Especially for Agencies and Stations

CONQUEST ALLIANCE CO., Inc.

515 Madison Avenue • New York City
228 N. LaSalle Street • Chicago, Illinois

ATLAS RADIO CORPORATION

TODAY AND TOMORROW

TODAY... the largest producer of popular appeal radio transcriptions in the industry.

TOMORROW... the most powerful, international distributing and producing company in the field of Radio Entertainment.

TODAY... Atlas Radio Corporation presents an organization composed of the best technical and creative minds of the present radio field.

TOMORROW... in line with its plan for expansion .. branch offices located in 29 key cities of the United States; national and regional advertising and exploitation of its product; the acquisition of the finest talent in the amusement world... Atlas Radio Corporation will bring to every radio station in the world the opportunity to book programs of the greatest audience and sponsor interest... programs to match and surpass the greatest on the air today.

● If you are attending the NAB convention in Chicago ... stop for a chat at the ARC exhibit



Atlas has boundless faith in radio transcription. Through it, and only through it, can the standard be constantly lifted so that in time, every station can broadcast daily the performances of the finest talent in their finest vehicles in the entertainment world.

The fullest attainment of this objective, however, will only come after the realization of its basic truth by the radio stations and the achievement of the fullest cooperation between producer, distributor and broadcaster.

The wide acceptance of the transcribed show by *all* stations will enable producers to reach out for better and better personalities and stories, and the constant improvement in the quality of the transcribed show and its incomparable superiority over the locally produced performance will capture greater and greater audiences for all stations.

ATLAS, for itself, will build toward this objective . . . a production organization fully conscious of its possibilities as well as its responsibilities . . . a distributing organization with executives experienced in this problem *new* to radio but *old* to its sister industry . . . Motion Pictures. An administrative organization, inspired with the yet unlimited possibilities of the industry still to be realized, an organization financially able to carry on its program to a conclusion.

ATLAS takes its bow TODAY, to meet and greet you . . . and hopes to be with you TOMORROW, when its platform and its policy have become history in the radio industry, and in the interim, to have rendered its service . . . Fairly, Honestly and Constructively.

ARC



C

COLUMBIA

unch with a purr
—*that's radio!*

Punch with a purr—and the advertising allegory doesn't stop there. Radio is quick as a cat in its timing and speed. Firm in its grasp* as a mouser when she pounces. *And it has 86,000,000 lives!*

**of almost every market you can name!*

BROADCASTING SYSTEM



ESTABLISHED 1898

first IN RADIO TALENT BOOKINGS . . . proving definitely the confidence placed in our showmanship by the leading executives of advertising agencies and sponsors.

forty YEARS' EXPERIENCE in every field of entertainment is our definite contribution to radio . . . Let us solve your program building problems with our original ideas, outstanding artists, writers, directors and guest stars.

WILLIAM MORRIS AGENCY, Inc.

ROCKEFELLER CENTER, NEW YORK

LONDON CHICAGO HOLLYWOOD

FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

CHICAGO and NEW YORK

IN THE

DELUXE "SKYLOUNGE"

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST

ONLY 3 STOPS—TO LOS ANGELES OR SAN FRANCISCO
FROM NEW YORK

UNITED AIR LINES

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

\$1,000,000 Expansion Mapped by Transradio

(Continued from Page 1)

ment of its differences with the major networks, growing out of the Press-Radio pact of 1934, Transradio feels that it has fully consolidated its position as a newsgathering organization serving broadcasters.

Now it intends to build on the foundation established during the past three years, branching out into several advanced fields related to its news functions. These efforts will not be competitive with existing broadcasting and programming enterprises, but will concentrate on development of new techniques and hitherto neglected activities.

W. G. Quisenberry, Transradio vice-president, returned to this country a few days ago from a six months' stay in Europe in connection with the development of Transradio's new plans. Agreements were drawn up with several leading European newsgathering, news reel and news photo organizations whose services will ultimately be utilized.

While the activities of Transradio Press Service itself will be enlarged by the expansion, the plans will center chiefly on three new subsidiary corporations and Transradio's affiliate, Radio News Association.

Transradio News Features, inaugurated several months ago by the parent company, are to be expanded and incorporated into a program-building organization specializing in dramatized transcriptions of a new type. It will also handle special services, such as sports, by wire, wireless and supplementary commentator scripts.

Transradio Facsimile Inc., the first venture of its sort in the broadcasting field, will develop original news and news photo techniques for a medium in which Transradio has been interested for some time. Through the operations of this subsidiary, Transradio hopes to hasten the development of commercially successful facsimile broadcasting, which will supplement the present radio sales message with a visual image, such as display advertising.

Transradio is withholding announcement at this time of the projects to be undertaken by the third subsidiary. The company will spend \$125,000 on special equipment.

Camels' New Series

New summer series of R. J. Reynolds Tobacco Co. (Camels) gets under way June 29 when Benny Goodman opens the series of "Swing School" broadcasts from the coast. Program will be heard from 9:30-10 p.m. over a CBS network of 80 stations. Guests will be used, and the program resumes its full hour schedule with Jack Oakie heading the cast next September.

Bronson in WCOL Post

Columbus—Edward Bronson has been appointed program manager and publicity director of WCOL. Robert Seal will be in charge of continuity and production, besides continuing with several programs.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MMARGARET CUTHBERT, NBC director of Women's Activities, will serve as vice-chairman on the committee of the 1939 biennial convention of the Nat'l Federation of Business and Professional Women's Clubs. . . . Virginia Valley, socialist song stylist, has gone exclusively Rockwell-O'Keefe Inc. . . . Amanda Snow, the Minneapolis contender for the Kate Smith crown, has changed the moniker to Nancy Swanson for her Saturday broadcasts over the NBC-Red. . . . Lily Pons, diminutive diva, joins the sartorial elect when Emil Alvin Hartman, director of the Fashion Academy, bestows a medal on her at the close of her June 23 airing.

WICC's new Tuesday at 2:15 vocal attraction is a lass called Joyce Rogers. . . . Virginia Sims' pa and ma are so devoted to Jinny they've purchased a trailer in which they follow her and the Kay Kyser outfit, with whom she's on tour, from town to town. . . . They're saying that Lanny Ross is working hard on flicker plans he's not discussing. . . . Rochelle and Lola, "Hour of Charm" co-pianists, are the only long-haired lasses in the outfit. . . . WBNS femme fashion program director, Betty Hartley, sails for Paris June 30. . . . She'll forward fashion bulletins from the sartorial centers. . . . Ann Croft Turner will sub for her on the program. . . .

Maestro B. A. Rolfe's shindig for Maxon execs and "Heinz Magazine of the Air" luminaries revealed unsuspected talent in several party-goers. . . . Elaine Sterne Carrington, "Trouble House" scribe, contributed a Gallic ditty in uncharacteristically throaty voice. . . . Bob Allison, Maxon's guesstar liner-upper, warbled a few numbers of the "Frankie & Johnny" genre. . . . Reed Kennedy and wife, Gretchen Davidson, Dorothy Lowell and spouse Bill, Earl Ferris, Elsie Mae Gordon, Doug Storrer, Buda Baker, Paul Glynn, June Aulick and Bill Heyward were all enthusiastic guests. . . . CBS director and producer Paul Monroe's new baby daughter will be dubbed Thais Paula. . . . She'll have Edward McDonald, actor, as godfather. . . .

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

2 Leading KFRC Shows Shifting to Hollywood

(Continued from Page 1)
 more airshows on a large scale in the south this fall, hypo-ing with large studio audiences in auditoriums to be leased.

WHO Delegation to NAB

Des Moines—WHO's delegation to the NAB convention in Chicago includes J. O. Maland, president of Central Broadcasting Co., manager of WHO and a member of the NAB board of directors; Paul Loyet, technical director of WHO; Harold Fair, program director, and Hale Bondurant, sales manager and a member of the executive committee of the National Ass'n of sales managers, an NAB subsidiary.

Mrs. Maland and Mrs. Loyet will accompany their respective husbands.

Signed by CBS Artists Bureau

Jeannine, star of WLW programs, has been signed to an exclusive contract by Columbia Artists and makes her first CBS appearance tomorrow at 9 a.m. on "Dear Columbia".

Leon Goldman, violinist, has been signed as a CBS staff conductor of CBS by Columbia Artists. He will be in charge of Poetic Strings, Mellow Moments, Waltzes of the World and Orientals, sustainings.

Guests for Ken Murray

Beginning June 30, when Shirley Ross leaves the Ken Murray show, guest singers will be a regular feature of the CBS program.

ORCHESTRAS - MUSIC

LOUIS PRIMA, hot trumpeter, cut short his engagement at the New Orleans Penthouse, in which he has an interest, to return to Hollywood for flicker work on the Paramount lot.

Nat Bradley and ork have opened at the new Henderson Point, Miss., Chez Paree, to remain indefinitely.

Lee Bennett and Louis Panico, both CRA musical aggregations, will play a furniture show at Grand Rapids, Mich., June 30.

The Bridgeport Symphony's last broadcast in the Wednesday afternoon WICC series was heard June 16. The outfit moves outdoors to offer a series of al fresco concerts in Stratford, Fairfield and Bridgeport.

Frederick Smithson returns to the airwaves via WICC after a lengthy absence as accompanist for Elize (Weltersbach) Menn on the Tuesday evening broadcasts.

Bob Howard, whistling pianist, recently arrived from England and BBC activities, returns to the American ether via WHN for a new evening series, effective today, from 12-12:15 a.m. He'll be aired every night thereafter at the same time.

Outstanding among programs arranged by NBC's European representatives is the Salzburg Festival series, beginning July 24 and extending over a period of one month. The world's most celebrated conductors, including Arturo Toscanini and Artur Rodzinski will take part. The Vienna Philharmonic Ork and the Vienna State Opera Company will be featured, supplemented by soloists from all over Europe and America.

The four new ditties by pix stars, all of whom make music their hobby, to be introduced to the ether by Johnny Green during his hour broadcast over the NBC-Red network on Tuesday at 5:30 p.m., are: "Don'tesque", piano novelty contributed by James Cagney; "Remember the Girl Who Used to Be You", by Ginger Rogers; Gene Raymond's "It Can't Be True", and the Ida Lupino number which is so new it has no title yet.

"The Three Cheers", NBC vocal trio heard over the Red network Tuesday at 10:45 a.m., offers two ditties penned by Edna Fischer, "Our Destination is Heaven" and "Tee-oll-ee-go Swing", nursery rhyme in swingtime, both by the San Francisco NBC pianist-composer. The former has lyrics by Meredith Willson, general musical director for the Western Division of NBC.

4 Wis. Golf Tourneys Sponsored Over WTMJ

Milwaukee — Four major golf tourneys will be sponsored over WTMJ this season by Wadhams Oil Co., station's oldest and most consistent advertiser. They are: Wisconsin Amateur, Open Women's and Milwaukee District championships.

Coca Cola Boosts WBIG Sched.

Greensboro, N. C.—The Coca Cola Civic Club, 10 o'clock morning, three-times-a-week feature, produced by WBIG for the Greensboro Coca Cola Bottling Co., has been augmented by an additional schedule of five 15-minute "Singing Sam" transcriptions a week, for 26 weeks. This makes eight morning programs over WBIG carried by the Greensboro Coca Cola Bottling Co. weekly.

Artists Bureau Bookings

Irene Beasley has been booked for four weeks at the Riviera starting July 6 through Mack Davis of Columbia Artists. Appearance of Dennis King on Vallee's show this week was handled by James Appell with the Wm. Morris Office.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

Publicity RESULTS PROMISES

Not

COUNT WITH ●●●

- General Motors Corp. (Cadillac-La Salle)
- MacManus, John & Adams, Inc., (Pontiac Motor Co.)
- Henry Souvaine, Inc.
- Donahue & Coe, Inc.
- Gladys Swarhout
- Frank Chapman
- John Charles Thomas
- Irene Wicker
- Alois Havrilla
- Pick 'n' Pat
- Wilfred Pelletier (Met. Opera)

NEWS FEATURES, INC.

30 ROCKEFELLER PLAZA
 18th FLOOR
 WILLIAM HAWORTH, PRES.

Gude on Southwest Tour

John G. (Jap) Gude, manager CBS station relations department, will take a month's trip throughout the mid-west after the NAB convention. He will visit CBS affiliates in that territory.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



TRYING to announce a wrestling match with rabid fans brandishing chairs over their heads proved just a little too much for WIL's sport-casters recently. Neil Norman and Bill Durney, sports announcer and assistant, respectively, were bringing the fans of the grunt and groan game a vivid picture of the main go on a card at the Coliseum in St. Louis between Eddie Newman and Chief Chewchki. It was fair weather sailing until the Chief started to use his upper plate to scratch Eddie's back. Referee Vopel caught him before he had a chance to put his choppers back in his mouth and decided to deprive him of their use for the balance of the match. He handed the teeth thru the ropes to Bill Durney for safe keeping. Soon after a general riot broke out around Neil Norman, who was still trying to put it all into words. Payoff came when Bill Durney discovered that he had lost Chewchki's store teeth and he left for other parts before he was asked for them.

When the KDKA Choralists appear at several sessions of the Kiwanis International Convention in Indianapolis, today, tomorrow and Wednesday, their primary purpose will be to

entertain the Kiwanians. But their secondary objective will be to have Pittsburgh chosen for the 1939 convention. So each program presented will follow radio style by having theme songs for the opening and closing numbers. The singers from the Westinghouse radio station are being sent to Indianapolis under the auspices of the Kiwanis Club of Pittsburgh.

Earl J. Glade, managing director of KSL, Salt Lake City, acted as emcee for the Pacific Ad Club convention in his city last week. KDYL gave a cocktail party for the delegates in the ballroom of the Hotel Utah.

Dick Roll, announcer at WHIO, Dayton, O., was at the mike for the airing of the sixth annual show of the Dayton Saddle Horse Ass'n. Roll is well-acquainted with the training of such horses.

WIL, St. Louis, is still getting comments and congratulations for its coverage of the recent International Aerobatic Competition and Air Races. A field staff of 12 was used in airing the event.

Couple of weeks ago a pretty little

Elaborate NBC Coverage On Boy Scout Jamboree

(Continued from Page 1)

put up near the Washington Monument and some 50 to 100 engineers, production men and announcers will work from there. Programs also will be short-waved.

girl came into WTMJ (Milwaukee) offices and announced timidly that she was a blues singer. Frank Werth, assistant musical director, just going into a rehearsal, said "Come on, we'll see." The impromptu audition brought forth one of those rare blues voices with personality, and another WTMJ star was born. Her name is Lorraine De Wood. Dark-eyed, raven-tressed Lorraine is going places, according to Frank Werth, to whom go laurels for a discovery.

Jocko Maxwell, sports commentator for WLTH, saluted Joe DiMaggio, sensational center fielder of the New York Yankees, as his guest on his Saturday "WLTH Sports Parade" broadcast.

Two network shows terminate their runs this week—the Grace Moore-Vincent Lopez program for Nash Motors on CBS, and the Louis Armstrong "Harlem" show for Fleischmann on NBC-Blue.

JOIN!

These National Advertisers Who Are Successfully Using
AMERICAN FOREIGN LANGUAGE RADIO STATIONS

Carnation Milk

Libby, McNeil & Libby

Pet Milk

Wonder Bread

Tasty Bread

Borden Company

Canada Dry

San Giorio Macaroni

Procter & Gamble

Hecker-H-O Force

Carter's Little Liver Pills

Iowa Soap Co.

Alka-Seltzer

Junkett

Sun Oil Company

Medaglia D'Oro Coffee

CALL—WIRE—WRITE

American Foreign Language Radio Station Representatives

A DIVISION OF

VAN CRONKHITE ASSOCIATES, INC.

NEW YORK

60 East 42nd Street
Murray Hill 2-2030

CHICAGO

360 North Michigan Ave.
State 6088

Dozen AFM Resolutions Affecting Radio Field

(Continued from Page 1)

in radio station or in public music reproduction machines.

4. That no ET be played by a radio station without permission of the AFM local.

5. That if a radio station is declared nationally unfair, no music created by union musicians can be piped through to said station.

6. That a 2 per cent tax weekly be assessed radio musicians to pay strike benefits.

7. That singers or other entertainers (not instrumentalists) appearing with orchestras be required to join AFM.

8. That no AFM member be permitted to give any firm a waiver on ET or other performing rights.

9. That a research department be set up to safeguard members' interests with respect to future mechanical developments.

10. That services of members be refused to stations using recordings.

11. That regulations and restrictions include barring of wired music to displace live music now employed; reproduction of a master record shall never be used for a wired broadcast, and shall not be transported to another state; records made by union musicians shall not be used for broadcasting or sale by organizations having no contract with the union; that rate of pay of musicians for recording be increased; that royalties be paid the union by broadcasting companies on basis of extent of the use of records; that non-union music shall not be used with union music; that playing time and amount of music to be recorded at any one session shall be limited; that music of orchestras playing in a hotel shall not be piped to any other public room; that federal legislation be sought to place broadcasting of records within interstate commerce definition.

Joseph N. Weber was re-elected president of the organization. Other officers elected are: C. L. Bagley, vice-president; Fred W. Birnbach, secretary; and Harry E. Brenton, financial secretary and treasurer.

Russ Person in Plane Crash

Minneapolis—Russ Person, remote control engineer for WCCO, sustained no bruises (except to his pride) when the plane which he was piloting cracked-up near Cambridge, Minn., recently. Person has 50 solo hours to his credit. This was his first mishap.

In LOS ANGELES
(for Southern California coverage)
IT'S
Warner Bros.
K F W B



DO YOU KNOW WHO THE "COLONEL FROM KENTUCKY" IS?

NO?

Then tune in today 3 - 3:30 E.D.S.T.
WABC - Columbia Network

☆ **PROMOTION** ☆

"New Cry of the Old West"

In a new book just circulated to the advertisers and agencies, "Buck" Weaver, old time "sour dough," cow hand and mining expert, tells the story of "The New Cry of the Old West" an account of the 14 years history and progress of KFEL, Denver. The story is related in the jargon of the old West and told in the frank, honest manner typical of Western people. Included is a generous display of photographs of the territory KFEL covers, as well as

material useful to advertisers in considering this important market.

To quote him, Buck "aimed to make the book useful as well as purty."

Contest Sold 81,149 Pieces

Fischer Baking Co. contest conducted over WTNJ, Trenton, resulted in sales of 81,149 pieces of merchandise in 13 weeks, not 8,119 as inadvertently reported. Each wrapper from a Fischer baked product counted as 10 votes, resulting in 811,490 votes entered in the Children's Opportunity Contest.

Conquest Alliance Exhibit

Chicago — Among interesting exhibits at the NAB convention is the preview display of the new Conquest Alliance combination audition units and radio receivers. Units are portable and weigh only 32 pounds. All controls and loudspeaker are mounted on the front panel, and a single switch changes the instrument from radio to phonograph, or to phonograph and microphone. The mike is independently controlled, the turntable has both standard speeds, and the short and long wave dials are combined in one.

Conquest is also showing its new Audition Unit. C. H. Venner Jr., president, and Leonard Herzig, chief engineer, are in charge of the technical exhibit. Frank F. Morr of Chicago and Allan M. Wilson, assistant to Venner, are explaining the new "Streamlined Serials" sales plan.

Odell Upped at WAAF

Chicago — William D. Hutchinson, WAAF manager, has promoted Jack Odell, continuity editor, to the post of program director vacated by Eddie Simmons who lately joined the WGN production staff. Continuity post goes to Virgil Irvin, who comes from KMAC, San Antonio.

THE NEW CRY OF THE OLD WEST



GENE O'FALLON, Manager
Suite 922—Hotel Sherman
(during N.A.B. Convention)
Rep. by **JOHN BLAIR & CO.**

"N.A.B." CONVENTION VISITORS



YOU!

and YOU and YOU and YOU

ARE INVITED TO ROOM 1006—HOTEL SHERMAN—
"OPEN HOUSE"

5-MINUTE DRAMATIZED PROGRAMS FOR
LOANS—OPTICAL—BANK—FURNITURE
—JEWELRY—LIFE INSURANCE

"STAY AT HOMES" CAN SECURE FULL INFORMATION
BY WRITING TO

H. S. G. ADVERTISING AGENCY
420 MADISON AVE. NEW YORK

A COMPLETE RADIO PROGRAM SERVICE AVAILABLE AS A WHOLE OR IN PART TO ADVERTISING AGENCIES AND THEIR CLIENTS

A few of the programs, sponsors, and agencies with which we have been associated.

Helen Hayes in "The New Penny"—Sanka Coffee—Young & Rubicam; Beatrice Lillie—Dr. Lyon's Tooth-powder — Blackett-Sample-Hummert, Inc.; Sherlock Holmes—the G. Washington Coffee Co.—Cecil, Warwick & Legler; Marx Bros.—Esso Gas—McCann-Erickson, Inc.; Bob Hope — Woodbury's—Lennen & Mitchell, Inc.; Will Rogers, George M. Cohan, Irving Berlin, Irvin S. Cobb—Gulf Refining Co.—Cecil, Warwick & Legler; Warden Lawes' Crime Stories—Sloan's Liniment—Cecil, Warwick & Legler; The Shadow—Blue Coal—Ruthrauff & Ryan, Inc.; Uncle Charley's Tent Show—Procter & Gamble—Compton Co.; Adventures of Bill Baker—A. & P. Stores — Paris & Peart; and many others.

A partial group of distinguished stage, screen, and radio stars for whom we have provided material.

- | | |
|------------------|-------------------|
| Lionel Barrymore | Lee Tracy |
| Irving Berlin | Edmund Lowe |
| Fanny Brice | Paul Lukas |
| Joan Crawford | Edgar A. Guest |
| Helen Hayes | Beatrice Lillie |
| Bob Hope | D. W. Griffith |
| Noah Beery | Leslie Howard |
| Clive Brook | Marx Bros. |
| Bruce Cabot | Adolphe Menjou |
| Cary Grant | Franchot Tone |
| James Dunn | Charles Winninger |
| Irene Dunne | Roland Young |

McKNIGHT and JORDAN, Inc.
RADIO PRODUCTIONS
17 East 49th Street - New York City

- | | |
|------------------|-------------------|
| Program Ideas | Production |
| Dramatic Scripts | Direction |
| Comedy Material | Program Doctoring |
| Talent | Transcriptions |

New Studios Are Opened By KVI in Seattle Hotel

Seattle—Carrying forward its expansion program, KVI of Seattle and Tacoma has opened attractive new studios in the Olympic Hotel here.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

AMERICAN DYNAMIC

(High or Low Impedance)

D-5-T 10,000

ohms. List \$32.50

D-5 50 Ohms

List \$27.50

(Both equipped
25 ft. cable and
plug.)

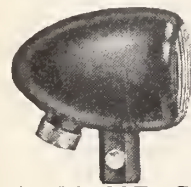
Excellent Fre-
quency Response
Rugged
Low-priced

A TRUE DYNAMIC

DYNAMIC AND RIBBON
REPAIR SPECIALISTS

Write for catalogue on Microphones
and Accessories

American MICROPHONE CO., INC.
1915 S. Western, Los Angeles



CONTESTS • GRAPHOLOGY

Helen King

17 East 48th St. New York City

GREETINGS

to the
N A B

JOE PENNER

CBS Network—

“COCOMALT”

RKO Pictures

“NEW FACES OF 1937”

“THE LIFE OF THE
PARTY”

☆☆ Los Angeles ☆☆

HOLLYWOOD'S value as a name tag for radio productions brings radio into the storm that started when Culver City announced intention of changing to Hollywood, and Benjamin E. Neal, director of public relations for Aerogram, has begun a crusade to include all of “mythical place called movieland” to “Greater Hollywood.” He's disking propaganda for club and organization use. “Our transcription studio is in Hollywood. In locating here, the value of the name was of material influence” he says. “We want no one to steal an asset that is rightfully ours. At the same time, we would gladly share the magic name with those who helped increase its glamour.”

Jimmy Vandiveer, who has been doing “Meet Some People” over KHJ on Monday nights, now starts a new second series of interviews with interesting personalities, to go Mutual-Don Lee Thursday evenings, titled “People You Should Know.” Will specialize in grabbing celebs who visit here.

Newly organized Blount-Laemmle disking and production firm has completed a two-episode dramatic audition job, and next week expects to produce two more sides of a musical show which will be turned over to the sales department for action. Earl Ross, former KHJ production man, is producing. First disks used June

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423
Sherman Hotel

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave. New York City

Gale, Norene Gammil, Carl Hackett, Grace Leonard and Phil Lorner.

Last minute need for signing papers in connection with the new building held Donald W. Thornburgh, CBS vice pres. on Coast, from attending Salt Lake admen's conclave, where he was scheduled as a speaker. John Dolph, assistant, did the pinchhitting in his stead.

Gertrude Berg, scripting on Bobby Breen shows, has taken a house in Brentwood and moved her family here to reside.

Charles Smith of NBC artist bureau is back from a month in the East.

Weather service designed especially for yachtsmen has been inaugurated by KNX, Thursdays, Fridays and Saturdays, tied on to the evening news broadcast and the midnight news, adding off shore weather conditions. Series to continue through summer. Using short wave dispatches from Cape Blanco, Point Conception and south of Point Conception, to assemble material.

G. C. Motwane, head of the Eastern Electrical & Engineering Co. of Bombay and Calcutta, and one of radio's pioneers in the East, is heading back for New York after a ten-day visit in Hollywood. Among other things, he announced that he will build a home here, divide his time between India and Los Angeles. Motwane distributes more than half of the radio equipment used in India.

Mertens and Price announce sale of 52 weeks of Sunday Players for Woodlawn Memorial Park, Detroit.

To catch Sunday family audiences that will be gained through younger listener interest, KFVB on Sunday inaugurated its Sunday School of the Air, which will be conducted by Mrs. Irma Boyle. Program will use commentator, chorus and professional talent says Manager Harry Maizlish.

Buddy Rogers selected Hoagy Carmichael for his final Sunday Twin Star program, saluting the songwriter with several of his hit tunes, including “Star Dust,” “I Met Him in Paris,” etc.

BARRY MCKINLEY

Griffin “ALL-Wite”
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

St. Paul Branch Studio Is Dedicated by WDGY

(Continued from Page 1)

hour of variety entertainment on the air under the direction of Edward P. Shurick, assistant general manager of WDGY, and who is in charge of sales, program and production. The program included music from the 36-piece St. Paul Ladies Band, Bernadine Petersen, contralto; The Happy Hollow Gang, Vagabond Kid, The Rhythmnettes (Keefe Sisters); Gertrude Lewis, the Twin Cities' only Woman News Commentator, and other Twin City talent. Bill Wigginton of the WDGY announcing staff acted as master-of-ceremonies.

Mayor Mark Gehan of St. Paul extended the greetings of the city to Dr. Young and WDGY. Commissioner Finlan of the Department of Education and Commissioner Barfuss of Public Safety also spoke on the program.

One large and one small studio with control room equipment have been built, with sales offices and audition rooms. Gordon MacDowell has been named St. Paul manager by Dr. Young.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Elmira Star-Gazette, Inc., Elmira, N. Y. CP for new station. 1200 kc., 250 watts, daytime, be granted.

Chase S. Osborn, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited, be granted.

Press Wireless, Inc., New York City. App. for renewal of station licenses for use of certain frequencies, be granted.

HEARINGS SCHEDULED

June 22: Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Gallatin Radio Forum, Bozeman. CP for new station. 1420 kc., 250 watts, daytime.

June 24: Leon M. Eisfeld, Burlington, Iowa. CP for new station. 1310 kc., 100 watts, unlimited.

June 25: John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

July 1: Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Arthur W. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime.

Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Oct. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kans. Auth. to transfer control of corp.

Oct. 14: Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 KW., daytime.

New WBIG Transmitter Site

Greensboro, N. C.—WBIG is using a mobile transmitter, by authority of FCC, for the purpose of locating a new transmitter site.

“Wheaties Champions of Harmony”

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

**Claim Court Mis-Ruled
On Status of Records**

Recent ruling of the U. S. District Court in Massachusetts in the case of Ray Noble vs. Hotel Vendome involving use of phonograph records is expected to be appealed by the National Ass'n of Performing Artists, which represented Noble, on the basis that the court was not properly informed on the contract.

The Court decided that under the contract as submitted, Noble's rights, including his common law rights of property in his performances, were transferred to the recording company by Noble. Maurice J. Speiser, general counsel for NAPA, points out that the Court was of the opinion that under the recording contract, RCA-Victor owns all the rights for the commercial as well as home use of these records. It is contended that this is not the contractual relationship between Noble and RCA-Victor and that the contract is ambiguous, at best, in its language.

WNEW Summer Stock Auditions

Casting auditions for a summer stock company, the Copake Island Theater, will be conducted and aired from the WHN studios at 3:30-4 p.m. on Wednesday under the direction of H. I. Alexander.

WNEW also has joined the Shakespeare parade with a "Shakespeare a la Carte" to be presented June 26 at 8:30-9 p.m. Richard Brooks will conduct the program, which offers amateurs a chance to come up and recite their favorite Shakespearian passages in competition for prizes, the winners to be decided by mail vote.

"Rising Stars" Continues

"Rising Stars", with cast composed of Broadway understudies, which clicked on its debut a week ago, will continue each Sunday over the NBC-Blue network at 8-8:30 p.m. Penny Bancroft is president and organizer of the unit, with Virginia Bonnell, Leslie Woods and Edward Mann among yesterday's performers.

T. R. Putnam Back from Tour

Longview, Tex. — T. R. Putnam, manager of KFRO, returned last week from a vacation tour which took him to Evansville, Ind.; Cincinnati and Memphis. Putnam visited the various radio stations in cities along the route.

Al Boasberg Dead

Al Boasberg, radio writer for Jack Benny, who only the day before his death had signed a new contract with Benny, died in Hollywood on Friday.

FURGASON & ASTON

Representation with Concentration

★ *Chicago* ★

BURRIDGE BUTLER, president of WLS, invited entire staff for picnic at his farm Bur Ridge on Sunday. Rene Gekiere, NBC announcer, in the hospital with a strep infection. Gekiere and Betty Mitchell of RCA Recording laboratories recently revealed their marriage.

Wedding bells rang Saturday for Irvin Haberichter of WLS Stand By staff and Henriette Schmidt.

Bob Hawk is off on a California vacation. Ben Hespen is pinchhitting for him on "Red, Hot and Low Down," and Del King on "Foolish Questions," both at WAAF.

Janet Logan of the "Romance of Helen Trent" is leaving the cast for a while this summer to attach herself to a traveling troupe of actors in Wisconsin.

Sylvia Stone, contralto, has returned to WAAF with a new program.

John Bay of NBC personnel staff has applied for a patent on a safety device to be used on all electrical portable appliances.

Carolyn and Mary Jane DeZurik of WLS have been vacationing with home folks at Royalton, Minn.

Ben Gage, formerly doing singing lead in Gold Medal's "Modern Cinderella," has joined NBC Hollywood announcing staff.

Fred Ibbett is back from California by way of motor trip to Mexico and has returned to producing "First Nighter" for Aubrey, Moore & Wallace.

Jim Ameche, Don's younger brother, has informed friends here that he is set for a Paramount screen test in Hollywood.

Edgar A. Guest, who commutes from Detroit each Tuesday for the Household Finance show here, is summering at Point Aux Barques, Mich., and doing an occasional ser-

mon at the village church on Sundays.

Fred Palmer, WLS production man, has been transferred to KOY, Phoenix, Ariz., owned by the same interests.

Nathan Caplow, formerly continuity editor of WAAF, has joined D'Arcy Laboratories here.

University broadcasting council has launched a new Thursday evening series over WIND titled "The Growth of Democracy." Programs present civic leaders in discussions of progress and development.

Martha Crane of WLS claims the scoop of interviewing Nan Fanger, Hollywood charm expert, on Saturday June 19.

Malcolm Claire's Children's Stories have been shifted from WENR to WMAQ, NBC-Red, effective today.

It's a boy in the household of Verne Mills, NBC engineer.

Mel Merkley, handling publicity for the Drake hotel, leaving to handle Fred Waring publicity on the coast. Formerly was with Horace Heidt.

Florence George, beauteous coloratura, groomed by local NBC studios for Chicago City Opera next fall, in Hollywood to make a guest appearance on the Bing Crosby show next Thursday.

Dick McBroom, new head of research for John Blair & Co., station

reps, back from a Pacific coast tour of stations on the Blair list. In Idaho he closed the deal with KIDO, Boise City, to join Blair group. Station joins NBC in fall making it first network outlet in state.

In LOS ANGELES
(for Southern California coverage)

IT'S
Warner Bros.
K F W B

**Widest Studio
Line Coverage in
New York for
Line Recordings.**

♦

**ADVERTISERS'
RECORDING SERVICE**

Instantaneous Recordings
113 WEST 57th STREET
NEW YORK CITY
Circle 7-6980

CRAIG & HOLLINGBERY
Incorporated
Radio Station Representatives

New York • Chicago
Jacksonville • Detroit

GENNETT SOUND EFFECTS

SPEEDY Q. SOUND EFFECTS

WAX
ELECTRICAL TRANSCRIPTIONS

THOMAS J. VALENTINO
729-7th AVENUE
NEW YORK CITY

Greetings to

N. A. B.

from

C. R. A.

America's Fastest Growing Radio and Dance Orchestra Booking Organization Salutes the NATIONAL ASSOCIATION OF BROADCASTERS.

CONSOLIDATED RADIO ARTISTS, INC.
CHARLES E. GREEN, President
30 Rockefeller Plaza, New York, N. Y. Phone COLUMBUS 5-3580

IN CLEVELAND
Keith Theatre Bldg.
Main 3454

IN CHICAGO
32 W. Randolph Street
Franklin 8300

IN DALLAS
Gulf States Bldg.
Local 7-9384
Long Distance 516

IN HOLLYWOOD
6253 Hollywood Blvd.
Hillside 7124

BRISTOL-MYERS RENEWS NBC-RED NETWORK SHOW

Bristol-Myers Co. (Ipana tooth-paste and Sal Hepatica) has signed a 52 week renewal with NBC for the Wednesday, 9-10 p.m. spot, repeat at 12 midnight, on 58 Red network stations, effective July 7, when Walter O'Keefe takes over the show. Young & Rubicam Inc. has the account.

Love Bug Bites 2 at WCCO

Minneapolis—Sheldon Gray, WCCO baritone, and Paul Fillmore of WCCO's "Three Tones" will march to wedding bells this month.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

AUDIO-SCRIPTIIONS, Inc.

RADIO & VOICE RECORDING

WE RECORD "OFF THE AIR" . . .
AT OUR STUDIO . . . AT YOUR HOME,
HOTEL OR CONVENTION HALL.

20 W. 47th ST. NEW YORK CITY

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BRyant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



CHICAGO

● ● ● **THE NAB KEYNOTE?** Battles may develop, or the convention may prove smooth...but the great majority of folks here are all set for a grand time...Socially, it looks like a huge success...Apart from the Braddock-Louis fight, spirit of entertainment pervades the atmosphere whether the suite be that of an exhibitor or just an attendee... "It's on the house" may be heard on every floor...and of course it holds doubly good at RADIO DAILY G.H.Q....

● ● ● **EARLY BIRDS**—Managing Director Jimmy Baldwin on the job days in advance. Also, Arthur Church of KMBC and president "Chuck" Myers...Fred Weber of Mutual takes honors as the first network man to check in...Loren Watson of Associated Music Publishers was among the several early transcription exhibits on tap...in fact, no convention ever saw the ET men set up so soon...even the station reps got going forthwith and a feature of most exhibitors seems to be expansion in the production field...John Blair, Transradio Press, United Press and others are in this classification.

● ● ● **TEN-GALLON HATS**, et al...Western-looking guy with a ten-gallon hat appears to be Jack Lavin and upon investigation it proves to be him in the flesh...bonnet is a present from Harold Hough of WBAP...one of those Triple X Beavers by Stetson, valued at 50 bucks...After all, a Treasurer shouldn't mind such small items...Tom Gooch of KRLD, also a Texas broadcaster, sent the same kind of beaver to Major Bowes not so long ago...But broadcasters do send out goods other than rate cards and press releases...L. B. Wilson of WCKY likes to send forth candy...Bill Pate of Mobile ships pecans right from his back yard...Also Amon Carter of WBAP, from his Shady Oak Farms...the bag mostly telling about the Fort Worth Star-Telegram's 175,000 circulation...J. T. Ward of WLAC presents his pals with country cured hams...while Bill Gillespie of KTUL likes to distribute fancy wooden name plates...(tip to College Inn chef—Mrs. Bill Gillespie goes heavy for fried soft-shell crabs)...Our vote-getting member of the NAB Board, Gene O'Fallon, digs up the best celery in the world at Xmas time...Ed Craney, KGIR, sends forth juicy slices of Montana steers, and of course Fred Hart KCBM, Honolulu, loves to parcel post Hawaiian lei...etc., etc.

● ● ● **CONVERSATION**—Weather is unseasonably cool, following some rain...yet the boys can't forget the reverse desert-heat of last year...Ray Linton, station rep, has taken on Walter Wyne to do some selling...Wm. G. Rambeau & Co. signed WIP, Philly, and will act as national representatives...Pete Peterson, erstwhile Hearst radio man, considering attractive offers...Carl Wheat mentioned as possible successor to Dr. Irvin Stewart on FCC...Ad agency time buyers are pulling stakes to avoid being swamped by callers...some decided it is better to go to the Sherman and mingle with the boys socially and mebbe they won't talk business...but you'll find H. W. Kastor at the Sportsman's Club around lunch time at least...Herb Morrison of WLS, famed for his disk version of the Hindenburg disaster, filling lecture dates...a slim chap with sensitive features...easy to see why his emotional display was so convincing on the air...Gene Furgason holding a sort of reunion with Seaton Wasser and Jim Wade of the F.&A. New York offices.

BIG LIST OF SPEAKERS FOR AFA CONVENTION

(Continued from Page 1)
fadden Publications. At the banquet and ball tonight Lowell Thomas, Grover A. Whalen and Strickland W. Gillilan will be the chief speakers, with Chester H. Lang of General Electric presiding.

Henry Eckhardt, president of Kenyon & Eckhardt, will address tomorrow's general session and Thomas Burke of the Department of Commerce, will speak at the international trade conference tomorrow afternoon.

The only radio topics on the schedule are a clinic breakfast discussion at 8:30 a.m. tomorrow led by Jake Albert of the Detroit News, and a discussion this morning on "How can radio programs be used as a means of influencing women to believe in advertising?" conducted by Elsie E. Weaver of the Philadelphia Club of Advertising Women and Florence Cox of the Women's Advertising Club of Detroit.

Annual election of officers takes place Wednesday.

Subjects of the convention conferences include: newspaper advertising, retail advertising, public utilities advertising, industrial marketing, premiums, newspaper promotion, club activities, direct mail advertising, international trade, and outdoor advertising.

WABC Engineers Vote CIO Unit Affiliation

(Continued from Page 1)
employed in the nine CBS owned and operated stations. As yet only the WABC staff has joined the ARTA, effective as of June 18.

Harold Katan, head of ARTA broadcast division, in confirming the report, said William S. Paley, CBS president, would be notified shortly by mail of the WABC engineers' affiliation with the ARTA and the letter would also ask for a meeting to discuss union recognition, wages, hours, etc.

In one swoop the ARTA has added over 70 radio engineers to the rolls. It is also reported that NBC engineers are very much interested in the turn of events at WABC and are said to be sympathetic to the ARTA.

This is the biggest impression the CIO has made in the radio field to date. The American Radio Announcers & Producers Guild, headed by Roy Langham, may affiliate with the CIO or the AFL.

Katan at the time of the WABC inquiry also made it known that the WHN engineers case will come up before the National Labor Relations Board on July 1.

Last week the WNEW engineers were notified that effective July 1 they would be granted a 25 per cent wage increase and in the fall a regular salary increase schedule would be introduced. This move was in response to a request filed with the management by the engineers some weeks ago. Staff is not affiliated with any outside union.

5 MAJOR ISSUES FACE NAB CONVENTION IN CHI

(Continued from Page 1)

radio industry; the proposal of Congressman Celler to establish a government broadcasting station; state legislation in various forms, which more or less resolves itself into the important item of copyright and Ascap, and a number of amendments to the by-laws, while behind the scenes there probably will be renewed talk of a nationally known figure to serve as spokesman or "czar" of the industry.

Proposed amendments to be voted on, and which are expected to result in spirited argument, are: (1) increase of membership dues; (2) that each retiring president of NAB be automatically placed on the board of directors for a three-year term; (3) preventing multiple station owners from getting by with membership of one station only.

Of the proposed amendments, it is generally believed that the one pertaining to the retiring president will not be passed, since most members feel that if a retiring president is considered worthy, he can be placed in nomination and elected through the usual channels.

Usual pre-convention candidates for president proposition has been discussed by various groups. At this writing, while nominating committee is still in session, John Elmer, of WCBM, and first vice-president now of NAB, is believed to have more than an edge over other prospective candidates that may be placed on the ticket. One western faction is for John J. Gillin of WOW, and others for Ed Craney, of KGIR.

Elmer is hailed as the perfect proposition due to his general radio knowledge, and from all around angles, also because he is not a network affiliation and is acceptable to the so-called independents. His viewpoint is held as being excellent, and that he is from a large city yet understands the problems of those from smaller towns. That he was appointed to the Federal Radio Education Committee is further considered an asset.

However, it is expected that a candidate may be placed in nomination from the floor and pushed through to the presidency. This situation arises from the faction dissatisfied with the idea of having too many board members on the nominating committee, which is comprised of Earl J. Glade, KSL; Edward A. Allen, WLVA; Mallory Chamberlin, WNBR; Arthur B. Church, KMBC, and Joe O. Maland, WHO.

Terms expiring in addition to that of President Myers, Vice-President

NAB Presidential Possibilities

Chicago—Leading possibilities as the next NAB president, to be elected tomorrow, include John Elmer, president of WCBM, Baltimore, now vice-president of NAB; Ed Craney, manager of KGIR, Butte; Arthur B. Church, president of KMBC, Kansas City; Joseph O. Maland, vice-president of WHO, Des Moines, and John J. Gillin Jr., WOW, Omaha.

Advance Registrations Total 165 on First Day

(Continued from Page 1)

to keep the desk open all afternoon. It was originally planned to close at 1 p.m. At last year's NAB meeting, also held in Chicago, only 30 persons registered during the entire day, but before the end over 700 radio executives were recorded, the present record.

The general uptrend in radio billings and the opening up of new fields in the broadcasting business are directly responsible for the high preliminary figures.

Interest in the newly introduced feature of the convention, the sales promotion exhibit, is running high. Material on display was submitted by networks, transcription companies, independent stations and other radio services.

Hage Eastern Director For VanCronkhite Firm

(Continued from Page 1)

New York offices in the Lincoln Building.

Before going with U. P., Hage was assistant manager of WJAY, Cleveland, and has been connected with radio for nine years. In his new connections it is understood he will direct only the eastern activities of news features and the news counseling service of VanCronkhite Associates.

KECA-KFWB Negotiations On

West Coast Bureau, RADIO DAILY

Los Angeles — Negotiations that were hot enough to keep Harrison Holloway, Earl C. Anthony station manager, here when he was scheduled to be radio day chairman at the PACA convention in Salt Lake, may wind up with ownership of Warner Brothers KFWB passing to Anthony. Talk is that Anthony will move KECA call letters to KFWB, discontinue the KFWB call letters, and use the WB transmitter and wavelength for the NBC blue outlet in place of present KECA. Price understood to be holding up the deal.

John Elmer, Second Vice-President Gardner Cowles, Jr., and Treasurer Harold Hough, are five members of the three-year term of board of directors and W. Wright Gede, (deceased).

Ike Levy Warns NAB To Stick With Ascap

(Continued from Page 1)

no longer an NAB member he felt it his duty to warn the industry of adverse developments in the Ascap muddle.

While certain broadcasters will raise the issue on the convention floor for a "per use" method of accounting on copyright music, Levy warned that it would be to the best interest of the industry and a far cheaper one to go along with Ascap under the present blanket license plan. In a confidential tone, based on definite information and facts coming from an undisclosed director of the music society, Levy advised that if a "per use" system is forced upon Ascap each copyright owner will fix his own performing price on every single work.

"I saw the indexes being prepared for transmission to the individual members of Ascap and of foreign societies upon which each of them was to be requested to place his own price for all different forms of use of each of their compositions," he says. "A 'per use' plan would enable Ascap to hit back at radio in those states where anti-trust suits were fostered by broadcasters to put Ascap out of business. Many broadcasters in such states as Washington, Montana, Nebraska and Florida would be unable to get music licenses at any price. Why should the copyright owners be greatly concerned at turning the other cheek and favoring broadcasters who have so bitterly attacked them? Ascap is fully prepared to bear down heavy on the radio industry if a 'per use' system is demanded. Let well enough alone, hang on to the blanket licenses for dear life."

"New Ideas" Switches Time

"New Ideas" program on WINS switches to Mondays at 5:30 p.m. effective today. Formerly heard Saturdays. B. F. Kamsler, Dollar Top Theater director, is today's guest.

JOHN BLAIR & CO. FORMS PRODUCTION SERVICE UNIT

(Continued from Page 1)

sent specific accounts and to aid Blair salesmen in furthering spot time sales, will be announced at the NAB convention today by John Blair, president of John Blair & Co., station reps. Del Owen, well-known in radio production circles and formerly of WGN program department, will direct the new company, with headquarters here.

The Blair idea is seen as of far-reaching importance to spot broadcasting. It will not seek to compete with agency production departments, but rather cooperate and supplement their services. In the development of original ideas, auditions will be handled through the New York, Chicago and Hollywood offices of RCA-Victor.

Blair points out many programs developed by individual stations are so successful that they merit national adaptation, also that much potential spot business falls by the wayside for lack of new and effective ideas through which it may be placed, and his new unit intends to close this gap.

A consultation service to advertisers on program and merchandising ideas in the spot field also will be offered.

UBC Contingent

Cleveland—United Broadcasting Co. delegation to the NAB convention includes H. K. Carpenter, v. p. of UBC and g. m. of WHK and WJAY; C. A. McLaughlin, sales mgr.; Edward L. Gove, technical chief; Carl Everson, g. m. of WHKC, Columbus; Harry Hoessley, sales manager, WHKC; Warren Williamson, manager WKBN, Youngstown.

MAX GRAF SAN FRANCISCO

At Convention Room 1064-65
SHERMAN HOTEL

BILL ELLSWORTH RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.

In the heart of Radioland—Hollywood's
most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St. Hollywood

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B



WILSON - ROBERTSON INC

RADIO REPRESENTATIVES

CHICAGO

NEW YORK

KANSAS CITY

**TEN YEARS OF BROADCASTING HAVE SET UP
CERTAIN STANDARDS FOR A SUCCESSFUL NETWORK**

WHAT ARE THEY?



① IT MUST DOMINATE THE NATION'S KEY MARKETS. Mutual's exclusive basic outlets: For the New York market—WOR 50,000 watts, for Chicago—WGN 50,000 watts, for Detroit—CKLW 5,000-watt international station; for Boston and New England, Colonial Network, for California, Don Lee Network, oldest group on the West Coast. And WLW 500,000 watts; and 27 affiliates. 23 of the nation's first thirty markets!

② IT MUST RENDER DEPENDABLE PUBLIC SERVICE. Mutual carried the Conventions, the Fireside Chats, the Coronation from London, flashed descriptions of the Hindenburg disaster, was the only network to carry the 1937 World's Hockey Championship, the first network to rebroadcast from a plane flying the Atlantic.

③ IT MUST FEED PERMANENT AND CONTINUOUS SERVICE. Mutual begins its third year of permanent lines next month...to points as far flung as Maine, Texas, New York, California. In an average week (June 1937) Mutual pipes 105 broadcasting hours.

④ IT MUST ATTRACT ADVERTISERS' DOLLARS AND PRODUCE RESULTS. 21% of all network advertisers in 1936 took advantage of Mutual's flexibility and economy. Mutual billings for 1935 were: \$1,293-102.85, for 1936, \$1,987,572.57, and in 1937 are running 16% ahead of the same period last year.

⑤ IT MUST BUILD LISTENER HABITS THROUGH DISTINCTIVE PROGRAMS OF NETWORK CALIBRE.

Mutual selects and presents the best programs of each member station as sustaining shows: Presents The Chicago Symphony, Alfred Wallenstein (New York), Yale University Music (Boston), Old Time Melodramas (California), International Exchange Features (Canada), etc. Mutual's sponsors present Richard Himber, Ted Weems, Gogo DeLys, Kay Kyser, Tim and Irene, Bunny Berrigan, etc.

⑥ IT MUST ESTABLISH RECOGNITION OF A NETWORK NAME. For two years homes have echoed, newspapers, fan magazines and trade papers have repeated, "This is the Mutual Broadcasting System."

AND IN ADDITION Mutual contributes a new plan to broadcasting, a coöperative network in which stations derive the operating profits and by which advertisers may select just the markets they need.

THIS IS THE MUTUAL BROADCASTING SYSTEM

Offices: Chicago—WGN • New York—WOR • Detroit—CKLW • Boston—Colonial Network
Cleveland—WJAY—WHK • California—Don Lee Network • Coulsdon—Surrey, England

COAST TO COAST