



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 94

NEW YORK, N. Y., TUESDAY, JUNE 22, 1937

FIVE CENTS

Copyright Main Grief

ANTI-RADIO NEWSPAPER TURNS TO AIR IN PINCH

Philadelphia — The Philadelphia Evening Bulletin, long cold to radio and long known as one of the most anti-radio papers in the country, swerved from its policy last week when circulation and distribution was tied up during strike trouble, and grabbed all the air time available on every local station.

A check on the time sold the paper, which has been so antagonistic to radio that it refuses to print all the program listings, reveals that six spot announcements were used on
(Continued on Page 6)

50 Kansas Ice Dealers Join in Radio Campaign

Kansas City—George Bowles, account executive with the Ferry-Hanley Advertising Agency, has closed a contract with 50 Kansas ice dealers for a 13-week radio campaign in cooperation with Coolerator Co., manufacturers of Coolerator ice refrigerators. Campaign, the second in succeeding years, calls for five quarter-hour news broadcasts weekly from WIBW, Topeka, and KFH, Wichita, and six quarter hour musical transcription shows weekly from KFBI, Abilene.

Script Foundation Plans Awards for Best Works

Semi-annual prize awards for best radio scripts will be made starting next fall by the Radio Script Foundation of 535 Fifth Ave. as a means of discovering and rewarding good craftsmanship in this field. The plan is for stations to submit radio scripts
(Continued on Page 18)

Sales Meet via Radio

Richfield Oil Corp. will hold a sales meeting for its Pacific Coast salesmen over a 10-station NBC Pacific Red network next Monday. The program, which will originate in NBC's Hollywood studios, will be aired at 7-7:30 a.m., and will include entertainment.

Hixson-O'Donnell Advertising, Inc., Los Angeles, is in charge.

Musicians' Strike Possibility

In dealing with recordings and the ET situation as entrusted to the executive board of the American Federation of Musicians at last week's convention in Louisville, President Joseph N. Weber warned members they might have to make sacrifices in view of possible strike calls, requiring withdrawal of members from a radio station.

AFM has created a \$250,000 trust fund for Weber and his wife, during their lifetime, in view of the meager salary he received during first 20 years of his 37-year service. Next year's convention will be held in Tampa.

ZUCKER MADE CRA G. M.; THOMAS, RADIO DIRECTOR ADVERTISING LEADERS PRAISED BY ROOSEVELT

Stanford Zucker of Cleveland has been named general manager of Consolidated Radio Artists Inc., succeeding Gus Edwards, resigned, it was announced yesterday by Charles E. Green, president.

Earl Thomas, radio sales executive and production man, was appointed radio director of CRA at the same time, and Milton Roemer was made a vice-president in charge of the hotel and night club sales division.

Zucker, who has been handling
(Continued on Page 6)

14 Stage Stars Signed For CBS' Shakespeare

CBS has already signed 14 of the 25 stage and screen stars being lined up for the network's Shakespearean cycle. Heading the list is Leslie Howard, to play Benedick in "Much Ado About Nothing", and others include: Burgess Meredith for the title role in "Hamlet," Edward G. Robinson to play Petruchio in "Taming of the Shrew," Walter Huston for the title role in "Henry
(Continued on Page 17)

The Advertising Federation of America's 33rd annual convention got under way yesterday morning with a series of breakfast get-togethers, followed by the official opening luncheon. A message was read from President Roosevelt, in which he praised the advertising leaders of the nation. A banquet last night featured speeches by Grover Whalen, Lowell Thomas, and Strickland Gillilan. Some 1500 delegates are now registered at convention headquarters at the Pennsylvania Hotel.

An informal discussion concerning
(Continued on Page 8)

No Summer Lull at WFIL As Biz Ups 27 Per Cent

Philadelphia—Instead of the usual summer lull, Donald Withycomb, WFIL manager, reports that the first two weeks in June recorded a new high for station business. Sales manager Jack Stewart turned in 29 new accounts and three renewals for a net increase of 27 per cent over any previous semi-monthly report in the station's history. Local business was
(Continued on Page 8)

John Elmer Heads the Slate To Nominate NAB Officers

McMassey Quits WCFL; Mel Wolens Gets Post

Chicago—C. P. McMassey, commercial manager of WCFL, Chicago Federation of Labor station, has resigned and will be replaced by Mel Wolens of the NBC local sales force on July 1. Wolens was formerly at WCFL. McMassey follows the retirement
(Continued on Page 6)

By HOWARD J. LONDON
Chicago—Election slate presented by the NAB nominations committee yesterday consisted of John Elmer, WCBM, Baltimore, for president; John J. Gillin, WOW, first vice-president; William J. Scripps, WWJ, second vice-president, and Harold V. Hough, WBAP, treasurer. The election takes place today.
No independent ticket has yet
(Continued on Page 5)

Baldwin's NAB Report Features Music Situation

YEAR IS REVIEWED Favors Five-Year License —Against Government Owned Station

By M. H. SHAPIRO

Chicago—Copyright and legislative matters again came to the front as the most important items concerning the NAB membership, as it went into annual conclave yesterday in the Hotel Sherman. The issues cropped up following the "Call to Order" in the course of reports by retiring President C. W. Myers, Treasurer Harold V. Hough and Managing Director James W. Baldwin and an unscheduled talk on copyright by Ed Craney of KGIR.

After the address of welcome yesterday morning by Mayor Edward J.
(Continued on Page 4)

CRANEY ATTACKS ASCAP, URGES EACH STATE ACT

Chicago—Ed Craney of KGIR, Butte, responsible for the anti-Ascap legislation in Montana and nearby states, mounted the roster at the opening NAB convention session yesterday morning for a spiel on copyright, his talk coming at the opening session after officials had made their reports.

Craney, considered the most active copyright-minded broadcaster extant, pointed out that with the ex-
(Continued on Page 7)

Exports Gain

Washington Bur., RADIO DAILY

Washington — Impressive gains in radio exports this year over 1936 are cited in a report by the U. S. Chamber of Commerce. Radio receiving sets exported in the last quarter totaled 164,914, with a value of \$4,211,765, while tubes totaled 2,526,284, valued at \$1,067,022, and parts amounted to \$1,467,829.



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, June 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	163 3/8	163 3/8	- 1 1/8
Crosley Radio
Gen. Electric	53	52 1/8	52 1/8	- 3/8
North American	23 3/4	23	23	- 1/2
RCA Common	8 1/8	8	8
RCA First Pfd.	63 1/2	63 1/2	63 1/2
RCA \$5 Pfd. B.
Stewart Warner	17 5/8	17 1/2	17 5/8	- 1/8
Zenith Radio	31 7/8	31 7/8	31 7/8	- 1 1/8
OVER THE COUNTER				
CBS A	27	28 1/2
CBS B	26 1/2	28
Stromberg Carlson	12	14

4 Weeks' Paid Vacation For Winchell Next Year

Walter Winchell's new contract with Jergens Lotion, running through 1938, allows him four weeks' vacation with full pay next year.

NBC Adds Short-Wave News

Two new series of Press Radio News broadcasts over W3XAL, one directed especially to Brazil and aired by Pinto Tameirao in Portuguese, and the other for Argentina, broadcast in Spanish by Martin Viale, are announced by NBC. Programs will be broadcast at 7:15-7:30 and 7-7:15 p.m., respectively, daily except Sunday.

2 More Stations Get Fight

KOB and KJM yesterday were added to the list of NBC network stations that will carry the Braddock-Louis fight tonight, under Buick sponsorship. This brings the hook-up total to 127.

RECORDINGS
Productions -- Transcriptions

Sound Reproductions Corp.
17 West 46th St. Telephone
New York City BR7 9-8265

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending June 19 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joe Morris Music Co.)	32
September In the Rain (Remick Music Corp.)	25
Merry-go-Round Broke Down (Harms Inc.)	24
Sailboat In the Moonlight (Crawford Music Corp.)	24
Sweet Leilani (Select Music Co.)	23
Where or When (Chappell and Co.)	22
They Can't Take That Away From Me (Chappell and Co.)	21
Never In a Million Years (Robbins Music Corp.)	20
Carelessly (Irving Berlin Inc.)	19
There's a Lull In My Life (Robbins Music Corp.)	18
Blue Hawaii (Famous Music Corp.)	16
All God's Chillun got Rhythm (Robbins Music Corp.)	16
Was It Rain (Santly Bros.—Joy Inc.)	15
They All Laughed (Chappell and Co.)	15
Good Mornin' (Famous Music Corp.)	15

Radio Course Offered By Ind. State College

Terre Haute, Ind.—New courses in radio and journalism are being offered by the Indiana State Teachers College under Dr. Clarence Morgan, college radio director. The college has been a pioneer in radio education. It estimates an audience of some 60,000 for its programs over WBOW.

New course will deal with program drafting and production, and is not technical or mechanical.

Seven NBC Broadcasts On Nat'l Education Meet

Seven broadcasts will be aired over NBC networks in connection with the 75th annual convention of the National Education Ass'n in the Masonic Temple, Detroit, June 27-July 1. WWJ, the NBC affiliate in Detroit, will feed the programs to the networks.

This makes the tenth year that NBC has aired the educational meet.

WLBC Staff Changes

Muncie, Ind.—Bill Davies, production head of WLBC, has resigned to accept a position at WOWO Fort Wayne. Resignation has brought about changes in personnel, with Otis Roush upped to production head and chief announcer. Robert Umbach has resigned and Henry Marks of Indianapolis and Bob Ebert of WPAR, Parkersburg, Va., have been added to the announcing staff.

Claude Main Joins KGNO

Dodge City, Kas.—Claude Main, former Broadway stage actor, has joined the KGNO announcing staff. He will also assist in dramatic productions, according to John C. Drake, station director.

STAR RADIO PROGRAMS, INC.

Extends best wishes to N A B members for
A FOUR STAR CONVENTION

and offers

A ★ ★ ★ ★ SCRIPT SERVICE
250 PARK AVE., NEW YORK CITY

COMING and GOING

RUDY VALLEE and company return today from a one-night stand in Maine. BERT LAHR leaves next week for Hollywood to appear in pictures. HARRY LINK of Berlin Music returned Sunday from a cruise on the Lombardo yacht. PHIL REGAN left Saturday for Hollywood. FRANK PARKER leaves next week for Hollywood. ANTHONY TRINI and his band leave for Hollywood on conclusion of his Roseland engagement here. CORK O'KEEFE is scheduled to leave for California in July. MOE GALE returns from Chicago today. WILLIAM MILLER of Artists Syndicate of America returns from Chicago at the end of the week. MICKEY BOND flew to Boston the other day for Benny Meroff.

In LOS ANGELES

(for Southern California coverage)

IT'S
Warner Bros.
K F W B

On A Little Ship Sailing The Sea

An Ocean Romance in 3/4 time.



INVITING the ATTENTION of

advertisers who are interested in "GETTING" when and where the "GETTING" is good!

WBIG, in Greensboro, the most popular station in a most prosperous region, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than five years. Success is a hard habit to break!

THEY LISTEN WHEN WE SAY . . .

This is
W B I G

in Greensboro, N.C.
Craig and Hollingbery, Inc. Representatives

WMCA DOES IT AGAIN!

THIS TIME TOPS ALL
NEW YORK STATIONS ON
SUNDAY NIGHT PROGRAM*

ROSS FEDERAL SURVEY SHOWS

41.42% of New York Audience tuned
to "GOOD WILL HOUR" as against
following percentages on other stations...

WMCA	41.42%
STATION No. 2	20.42%
STATION No. 3	19.14%
STATION No. 4	9.28%
STATION No. 5	7.88%
All Other Stations	1.86%

This report based on 3,041 completed telephone calls made throughout Greater New York, Sunday, June 6, 1937, between hours of 10-11 P. M.



*Previous Ross Federal Survey on "Grandstand and Bandstand" program sponsored by General Mills, 3 solid Hours, every afternoon, 7 days a week! Showed 31.69% of New York Afternoon Audience tuned to WMCA as against 18.03% for next most popular station!

COPYRIGHT TAKES SPOT AT NAB CONVENTION

(Continued from Page 1)

Kelly of Chicago, the address of the president and another by Judge Eugene Octave Sykes, chairman of the broadcast division of the FCC. Harold Hough, Treasurer, started the actual business of the convention. Judge Sykes assured the broadcasters that no drastic changes were contemplated by the FCC and paid tribute to radio's accomplishments. President Myers reviewed his year in office, and Hough then reported on the financial situation and expenditures.

Managing Director Baldwin reviewed the NAB activities of the year and the action taken on proposals made at the convention last year. Baldwin outlined the problems and the methods taken to overcome them in both a geographical and chronological order. These include the American Telephone & Telegraph reduced tariff on long lines, although he later said it was questionable whether the reductions

NAB Treasurer's Report

Chicago—Report of Harold V. Hough, NAB treasurer, was delivered concisely and with little loss of time. Hough punctuated the remarks with his usual dry humor and the sum and substance is listed below: The NAB is in good financial condition. A few years ago there was about \$35 in the treasury. During the past year the NAB amassed \$105,000.

Some of the major expenditures were: \$3,100 for board of director meetings; \$2,000 for sending James C. McNary to Rumania as NAB observer to international radio meet, \$1,700 for electrical transcription equipment, \$7,000 for accounting fees, \$500 for legislative fees, \$900 for NAB reports, \$6,800 for printing bills, \$6,800 for publicity, \$3,800 for rent, \$37,500 for salaries, \$30,000 for NAB bureau of copyright including \$5,000 for talent, \$14,000 for salaries, and some legal expenses make up the rest. Total of \$82,000 was received as income from membership dues. Balance in treasury now is \$8,000.

meant anything as it eventually worked out; the Duffy copyright bill status; the proposal by Congressman Celler to construct a government owned outlet; the move to divorce newspaper-owned stations from newspaper control. The "monopoly" cry, the establishment of a five-year station license term; the general investigation of the broadcasting industry as proposed by Congressman White of Maine; the talk at Duke University by FCC Commissioner Stewart, also vice-chairman, in which he criticized radio, and the alleged irregularities reported by the FCC.

In regard to these things from a national point of view, Baldwin first mentioned the five-year license attitude of the FCC, which went on record as being opposed to such a move. Regarding government ownership of a station, Baldwin urged the broad-

casters to aid in preventing such a move, since it would be just as easy for the government to construct a station on the most desired channel as it would be for a lesser or short wave frequency, and it would be an opening wedge. Existing system of broadcasting in this country makes it easy for the government to obtain a maximum amount of time and reach the greatest number of people whenever it is desired, Baldwin pointed out, and a government station was apt to get in a spot where a friendly foreign government would be offended. Also that it was a useless expenditure of government funds to erect such a station.

Going back to the government suit against Ascaph, Baldwin urged that members not lose sight of the fact that it would eventually be tried, and advised all members to go on record as being vigorously opposed to any delay. He also asked that a resolution be passed placing NAB on record formally as being anxious that the case be prosecuted as soon as possible. He asked that the NAB go on record as being in favor of the five-year license period in order that the industry would have greater stability.

A comprehensive report on Sesac, the Society of European Stage Authors & Composers, is available to all who are interested and write for it to the NAB. This report also identifies the selections in the catalogue. Reference was made to the amicable status with Associated

BALDWIN MAKES REPORT ON YEAR'S ACTIVITIES

Music Publishers and that a file of these copyrights is also available.

Baldwin then reviewed the NAB legislative matters by states and showed how prompt action by native broadcasters prevented adverse legislation. The legislative matters as they affect copyright and Ascaph in the individual states were clearly outlined.

On the question of a tax on the industry, Baldwin was not exactly for dodging a suitable tax if such a thing was usual with other industries. Under the head of international problems, Baldwin told of looking after foreign activities and that in so far as the Duffy copyright bill was concerned he was in favor of it and the United States becoming a party to the Berne convention.

Suits filed in various states on copyright matters included a review of the actions filed by the National Ass'n of Performing Artists, which seeks to do away with playing of certain phonograph disks on the air, and the litigation pending by suits filed by the American Recording Artists Ass'n which seeks a license fee for playing of its members' phonograph records.

Baldwin was particularly optimistic regarding the creation and fast work of the NAB Bureau of Copyright. He pointed out that there are 20 hours of license-free music recorded on various disks. This library, developed during the past year, is being further enlarged, and by the time another emergency arises, such as the Ascaph and Warner situations last year, the broadcasters will be enabled to play music without being in the spot of infringing and obtain a measure of freedom from monopolistic organizations.

In conclusion, Baldwin urged that the only way to overcome the alleged powerful lobby of Ascaph was to send at least one favorable congressman to Washington from each state. This could be done, the managing director believes.

He also urged at the close that broadcasters go out and mingle with the people in their respective communities and acquaint them with the problems of the broadcaster.

Frank Moulan on WBZ-WBZA

Frank Moulan, whose first picture will have its world debut in Boston today, will appear as the guest on the "Little Show" over WBZ-WBZA tomorrow at 12:45-1 p.m. Moulan is a well-known stage and radio figure.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

NEW STUDIOS OF WFIL NEAR COMPLETION

In the Heart of Philadelphia

Broadcast operations will soon begin in the new studios of WFIL on the 18th (top) floor of the Widener Building at Broad and Chestnut Streets, the crossroads of midtown Philadelphia.

WFIL is the only station in the Country bringing to its vast listening audience the prime programs of Three Major Networks and is key station for the Quaker State Network covering the entire State of Pennsylvania.



Entrance to the Widener Building
HOME OF WFIL

N.B.C.
BLUE
NETWORK
PROGRAMS



MUTUAL
BROADCASTING
SYSTEM
PROGRAMS

THE WLW LINE PROGRAMS

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave.

New York City

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

ELMER HEADS THE SLATE IN NOMINATIONS BY NAB

(Continued from Page 1)
been launched, as was rumored yesterday. However, nominations can still be presented from the floor at today's session to fill in the terms of the directors whose terms expire shortly. The committee recommended for the three-year directorship Chuck Myers, KOIN, the present NAB president; Herbert Hollister of KANS, Harry Butcher, CBS-WJSV, Frank Russell NBC-WRC-WMAL, and Theodore Streibert, WOR-MBS. Russell and Butcher are now NAB directors representing NBC and CBS, respectively. Streibert is being put up for election in place of Alfred J. McCosker, WOR president, and chairman of the board of Mutual. Eugene Dyer, WGES, is up for the one-year directorship and will no doubt be elected to the post along with the rest.

Western Electric Family Well Represented in Chi

Chicago—Members of the Western Electric family from New York gathered here for the NAB convention at Sherman Hotel include H. N. Willets, G. W. Davis, E. W. Thurston, L. F. Bockoven and H. F. Scarr of the commercial department; Will Whitmore, editor of company's magazine, "Pick-ups," and E. J. Quinby of the information department. From Bell Laboratories in New York, delegates include Dr. H. E. Mendenhall, R. E. Poole, W. H. Doherty, W. L. Back and O. M. Hovgard.

Graybar field representatives familiar to broadcasters throughout country also arrived to attend a meeting presided over by sales manager Eaves of New York home office.

Western Electric's exhibit on eighth floor includes new giant 250-kilowatt vacuum tube and a demonstration of the new efficiency boosting program amplifier working with oscillograph to show its performance.

The display drew crowds yesterday, great interest being displayed in the new robot which increases a station's coverage without boosting the power rating. Dr. Mendenhall and the engineers described how the giant tube was designed and built, and how it works.

Orders for the equipment already have been placed by 95 stations, according to Quinby.

Jocko Maxwell's New Series

Jocko Maxwell, sports commentator of WWRL, opens a new series at 6:45 p.m. today, titled "Mid-Week Sports Review," to be heard every Tuesday.

On his WLTH sports program Saturday, Maxwell will salute Hank Greenberg of the Detroit Tigers.

WFBR Adds Half-Hour

Baltimore—An extra half-hour in the morning has been added to the WFBR schedule, putting the station on the air at 6:30 a.m.

Air Fight in Spanish

Chicago—Eduardo Pellicari of Radio Splendid, Buenos Aires, and Alonzo Sordo Noriega planed in yesterday to report the Braddock-Louis fight for South American and Mexican listeners via NBC in Spanish.

Five New Commercials Launched on KSO-KRNT

Des Moines—Five new commercials are under way at KSO and KRNT. The Happy Chappies have been signed for a "Stump Me" program on KSO three evenings weekly, sponsored by Cleo Cola through C. C. Taft Co.

Jimmy Corbin's Singing Salesman program, on KSO six mornings weekly, has been sold to Tankar Gas.

Grask Tire Co. is sponsoring a new program, "The Clubroom," over KSO three evenings weekly. Show stress-free news and activities of general clubs and organizations, differing from Gwen McCleary's daily "Club Calendar" which features women's clubs on the same station.

"Off the Tee" is a new KRNT show conducted three nights a week by Gail Hayes of Des Moines Register sports staff.

Dale Morgan's "Inquiring Mike" program has been sold nightly to Reed Ice Cream Co. broadcasting from sponsor location over KSO. A contest angle on the show awards 25 quarts of ice cream weekly to five listeners submitting best lists of questions used.

Western Growers Protective Ass'n renewed its daily participating program, "The Magic Kitchen," over Iowa Network stations WMT and KRNT for 39 weeks in behalf of Iceberg Lettuce.

Joins WCKY Continuity Dept.

Cincinnati—Virginia Goldenburg, daughter of the late William Smith Goldenburg, for many years dramatic editor of the Cincinnati Enquirer, joined the continuity staff of WCKY yesterday. Miss Goldenburg's mother, Grace Delaney Goldenburg, is a well known teacher of the dramatic art. Her sister Flo is the wife of Don Becker, radio writer and producer, now in Hollywood with Transamerican.

Miss Goldenburg will continue her radio dramatic work as a member of the cast of "The Life of Mary Sothern," heard over WLW.

Lewis Charles Joins WOV-WBIL

Lewis Charles, for three years senior announcer at WINS, has resigned to go over to WOV-WBIL.

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

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

Rambeau

RADIO NEWS

"Smart Money"

Maybe the best test of a commercial radio program is what the sponsor's deaf Scotch treasurer thinks of it after he has paid the bills on it for six months. He may not care whether you buy a juggler or a humming bird chorus but he will be curious about how much it cost and whether the cash register knows it's on the air.

That's why the "smart money" goes for "audience tested" programs that have already built an audience and are ready to build sales.

Here are some "smart money" buys for smart buyers.

FEMININE FANCIES

One of the oldest variety shows on the air—seven years without a break—five years on the same spot—3:00 to 3:30 p.m. Monday through Friday. It's a "smart money" buy for small appropriations with a big job to do.

Ten minutes any day costs only \$175.00 on the entire

DON LEE SYSTEM
California Golden Group

SUNRISE BREAKFAST CLUB

Harry Golder, music, news, time signals, sports, weather, goodwill announcements, music, Harry Golder, and more music! All in the interest of more enjoyable breakfasts in Detroit. Harry Golder has been making this the outstanding breakfast program in the Detroit area for more than three years. We think it's absolute tops—but don't take our word for it—have your checker-upper check up on it. Monday through Saturday—6:30 to 7:30 a. m.

WXYZ—Detroit

ANDY AND VIRGINIA

Mr. and Mrs. Andrew H. Mansfield to you, suh. A couple of swell trouper and they've been around too. Doing a song and piano act that has a lot of what it takes—their record of mail getting and sales proves that and the price will please you. Now on at 8:00 to 8:30 a. m.

KHJ—Los Angeles

MORNING MERRYMAKERS

A half-hour variety program with Claude Sweeten's 17 piece orchestra and those most popular of emcees (two of them—count 'em) Bill Davidson and Bob Bence, with their troupe of vocalists and novelty acts. 10:30 to 11:00 a. m. Monday through Friday and you can buy the full half-hour show—one day a week—time and talent (don't ask us how they do it—the boys must just love their work) at just \$115.00, fully commissionable.

KFRC—San Francisco

WOMEN IN THE NEWS

News reports—current events—Hollywood gossip—fashion news and general topics of interest to women—the reportorial ability and personality of Nancy Osgood make this something more than just another news program. To the newspapers Miss Osgood is "ace woman announcer" with a "voice that wears well" and she has unusual sales ability. 1:30 to 1:45 p. m. Monday through Friday on

MICHIGAN RADIO NETWORK
Most of the Best of Michigan

WIP HOMEMAKERS' CLUB

A participation program for the "household purchasing agent" that sparkles with the personality of Carolyn Ann Cross.

Nice music too and it's on the air Monday through Saturday at 10:00 to 10:45 a.m.—plus the big Tuesday afternoon show when it gets a full hour in the Gimbel auditorium with a ten piece orchestra, outstanding guest artists and of course, Miss Cross as hostess and emcee.

It's making sales records in the Quaker City and it's been on the air since 1922. Six times a week—\$100.00—three times a week—\$65.00.

WIP—Philadelphia

MATINEE VARIETIES

Here's an easy-to-listen-to program of popular music. Timely too—2:15 to 2:45 p. m. every afternoon—because that's when the housewife can relax and enjoy it. The price? You won't believe it but ask us anyway.

WIRE—Indianapolis

EV HUNG

Master of the black and white keys—a program of modernistic modulations. Has been a feature of station WOOD for more than seven years. Popular leader of one of the city's best orchestras and has a large following in this area. Monday and Saturday, 1:30 p. m. at a very reasonable price on

WOOD—Grand Rapids

It is our good fortune to represent stations whose managers apply themselves to developing "audience tested" programs. It's your good fortune that these are made available to take the guesswork and the gamble out of buying radio advertising. We'll be glad to tell you about the many other "audience tested" programs now ready on our stations, for example, SYCAMORE STREET on KGB, San Diego, SIDEWALK INTERVIEWER on KDB, Santa Barbara, and many others.

WILLIAM G. RAMBEAU COMPANY

CHICAGO NEW YORK DETROIT SAN FRANCISCO

ANTI-RADIO NEWSPAPER TURNS TO AIR IN PINCH

(Continued from Page 1)

every radio station here the first day of the drivers' strike, which was settled over the week-end. On the following day, a studio was constructed in the office of the Bulletin's executive editor and with Harry Proctor, sheet's ace reporter as news commentator, aired the latest news over WIP for those readers who were unable to buy the paper, using five five-minute shots daily to correspond with the daily's usual five editions. For the remainder of the week, similar time was bought on WCAU, WDAS, WPEN and WRAX.

Major Bowes Relaxing

Major Edward Bowes will vacation from his Sunday "Capitol Family" program for the next two months. He will continue to appear for his Thursday night amateur show for Chrysler over CBS, however, as well as supervising the Sunday program.

MAX GRAF
SAN FRANCISCO

At Convention Room 1064-65
SHERMAN HOTEL

NAB Convention Committees Appointed

Chicago—C. W. Myers, NAB president, yesterday appointed the following to service on committees: John Henry, KFAB-KOIL, chairman of resolutions committee, with Gardner Cowles, KSO-KRNT, O. G. Taylor, KGNC, William S. Hedges, WLW and Stanley Hubbard, KSTP, completing the staff; elections committee, Hugh A. Halff, chairman, WOAI, Dale Robertson, WIBX, Father Wagner, WHBY, William B. Way, KVOO and Don Searle, WIBW; credentials committee, Warren Williamson Jr., chairman, WKBN, D. A. Burton, WLBC, Frank Smith, KXYZ, Edward Spence, WBAL, and Ike Lounsberry, WGR.

McMassey Quits WCFL; Mel Wolens Gets Post

(Continued from Page 1)

of R. Calver Haws, program director. Both resignations are the result of the recent death of Ed C. Nockels, general manager and founder of WCFL and secretary of the Federation. Maynard Marquardt, who succeeded him as manager, is supervising program operations.

Allen Franklin Joins WFIL

Philadelphia—Addition of Allen Franklin, formerly program director at KVOO, Tulsa, to the WFIL sales staff is announced by Donald Withercomb, g. m.

New Shows on WLBC

Muncie, Ind.—New program schedules inaugurated at WLBC give the station news on the hour every hour. New shows include Success Stories, the Heart of Judy Blake and the T-N-T Review.

WCOL Gets Out 'Warrant' For Amos-Andy Program

Columbus, O.—WCOL today presented a novel and convincing appeal to the Pepsodent Co. and Lord & Thomas, their agency in Chicago, to bring Amos 'n' Andy to Columbus listeners over the local station. Jack Kelly, studio manager, attending the NAB convention, made his appeal by serving a bona fide warrant on Pepsodent.

The warrant, issued by Wayne Fogle, city police prosecutor, and sworn to at city clerk's office, was perfectly legal in every respect and read, in part that the affidavit was issued for "failure, on their part, to provide their excellent entertainment for WCOL listeners." Backing up the affidavit were signed letters from the municipal court, prosecuting attorney, Ohio State University, American Red Cross, Columbus Press Club, Veterans of Foreign Wars, City Mayor, Chief of Police and Fire Department—in fact every administrative and civic group in the city.

At present Amos 'n' Andy are heard over WLW, Cincinnati, but Columbus listeners want their favorite program over a local station.

New WELI Sales Manager

New Haven—J. H. McMahon Jr., from Bronxville, is the new sales manager at WELI. He formerly worked in Indiana, Illinois and Missouri.

KSL Extends Schedule

Salt Lake City—KSL is now on the air a half-hour earlier, at 6 a.m., giving it 19 hours of continuous daily broadcasting.

RESULTS! COUNT MOST

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



ZUCKER MADE CRA G.M.; THOMAS, RADIO DIRECTOR

(Continued from Page 1)

radio and dance orchestra bookings in CRA's Cleveland territory, will direct the sales operation of the New York, Cleveland, Chicago, Dallas and Hollywood offices. His brother, Ben, has been appointed Cleveland manager.

Thomas recently was director of radio for A. & S. Lyons Inc. Before that he was connected with the theater, having been associated with Ned Wayburn.

NBC Gets Philly Concerts

Philadelphia—Exclusive airings of the Robin Hood Dell summer concerts of the Philadelphia Orchestra, for the past five years carried by WCAU for the CBS, now goes to NBC. The first in the series will be picked up Saturday by WFIL for the NBC blue. Beginning July 3, and every Saturday thereafter throughout the summer season, KYW will make the pick-up and do the feeding for NBC red.

4 NBC Thesaurus Renewals

The NBC Thesaurus recording service yesterday announced four renewals to the service. Effective June 15, CKSO and WBCM began their second year as members of the service. On July 15, WBRY will begin its third successive term, as will WSB, effective Aug. 1.

Oury In New R. I. Firm

Providence—W. Paul Oury, who until a few months ago was station director of Cherry & Webb's WPRO here, is one of the incorporators of Pawtucket Broadcasting Co. Frank Crook, Rhode Island automobile distributor, and Howard W. Thornley are the other incorporators listed on the certificate.

WMT Discovers Sport Prodigy

Cedar Rapids, Ia.—A young sports prodigy has been uncovered here by W. B. Quarton, sales manager for WMT, member of the Iowa web. Bernie Kozberg, 13, has been following major sports for about seven years and to date WMT sports announcers have been unable to stump the lad on questions pertaining to sports. His specialty is baseball and boxing with football and basketball following a close second. Quarton signed the kid to appear on the "Man At the Transom" program prior to the fight in Chicago.

Tenth Year for Harold Betts

Toledo, O.—Harold Betts, "The Romantic Bachelor", is celebrating his tenth year in radio. He is staff vocalist at WSPD.

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.

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K F W B

CRANEY ATTACKS ASCAP, URGES EACH STATE ACT

(Continued from Page 1)

ception of 1934, when the government suit was filed against Ascaph, the past year saw more copyright legislation than the past few years put together, or all of the other years combined with the one exception. He said he was merely seeking a fair method of paying the music fee, one based on music actually used and the money to be paid fairly to the author and composer.

National legislation, he said is a precarious undertaking, but each state could do something for itself. Due to the "strong Ascaph lobby in Washington," he felt that his was the best method now. He wanted public domain and other cleared music and felt that Ascaph was the logical organization to do it, but of course it was out of the question.

Ascaph came in for a general attack, as well as Gene Buck and E. C. Mills. He pointed out that some stations, by being forced to pay for music they do not use, are actually paying Ascaph 25 to 30 cents a number, especially in the case of small watters. He urged that more than money was needed, but advised a committee member in each state to get busy and to seek no pay but merely expense.

An assessment on the membership would provide the means to carry on and be prepared for 1940 when present Ascaph contracts run out. Special aid by such men as Phil G. Loucks and Judge Joseph Hostelter should be taken on, he believed.

Ft. Worth Fiesta on NBC

Ft. Worth—Entire first performance of the 1937 Casa Manana Revue of the Fort Worth Frontier Fiesta, featuring Paul Whiteman and his orchestra and other entertainers, will be broadcast over NBC-Red network at 8:30-9:30 p.m. (CST) on Saturday according to George Cranston, WBAP director. Ken Douglass, WBAP announcer, is to be narrator. R. C. Stinson, WBAP technical director, and J. E. Bridges, in charge of remote control programs, will supervise airing. Arrangements for nation wide airing were made by Harold Hough, general manager of WBAP.

24 Daily Newscasts

Sheboygan, Wis.— Addition of another news period by WHBL on a three-a-week basis gives the station a total of 24 on those days. The new spot, a commercial, is handled by William L. Doudna, program director. The regular 8 a.m. period has gone commercial, too, with emphasis on women's news. Mona Pape is at the mike for that one.

Over 50 Weekly Remotes Are Carried by WBAP

Ft. Worth—With the addition of numerous remote broadcasts from the Frontier Fiesta to the 50 weekly remote programs being aired by Station WBAP, Fort Worth, this station now holds local record for number of such broadcasts. WBAP airs 10 weekly news broadcasts from editorial rooms of the Star-Telegram, 10 from the Livestock and Grain Exchange, 14 from two remote local dance spots, five from dining room of hotel, five from studio of flour mill near city, five from Mineral Wells and one weekly from Abilene, 165 miles from here. J. E. Bridges and R. C. Stinson handle these remotes. Nearest local competitor carries 12.

NAB MUSIC LIBRARY MAKES INSTANT HIT

Chicago—The first 18 radio station executives to hear the new recordings of the NAB Bureau of Copyright signed on the dotted line as subscribers. Stations were: KOIN, KALE, WCKY, WLVA, WSM, WCBM, KMBC, WOW, WHO, KJBS, WSFA, WGAR, WBAP, WJSV, KGIR, WRC, KFEL, KXL and WGH.

Service is being offered to NAB members at \$10 per hour. For non-NAB members the fee is \$15. Present library of 20 hours of recordings consisting of 100 selections is being demonstrated here at the convention. All music in the recordings is tax free.

Station, Little Theater Tieup

Dodge City, Kas.—KGNO is using the Radio Writers Laboratory, Script of the Week, series, in cooperation with the Dodge City Little Theater group. Station supplies material and the rehearsal studio, with the Little Theater supplying the talent. Thirty-minute dramas are presented each Monday evening at 7:30.

Weed In Larger Quarters

Weed & Company, station reps, is now occupying enlarged New York quarters at 350 Madison Ave. Space adjoining the old offices was recently acquired to accommodate the enlarged sales staff.

They're going WILD in Chicago

about Conquest's new, classified transcription service to stations

STREAMLINED SERIALS

Transcription buying is at last on a business basis!

That's why NAB delegates are so enthusiastic about these new quality shows at definite, reduced prices . . . why they're crowding into Conquest headquarters, Rooms 409-410, Hotel Sherman.

These shows are classified and definitely priced at one-sixth daytime quarter hour rate with following minimums:

- Class A \$4.00
- Class B \$3.50
- Class C \$3.00

Another Convention sensation is the revelation in realism produced by Conquest's new Combination Audition Unit and Radio Receiver . . . and the improved Audition Unit.

Phone or write for full information

CONQUEST ALLIANCE CO., Inc.

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New York City

228 No. LaSalle St.
Chicago

May all your presentations be Radio Events

In this, our first column in Radio Daily, we pause a moment to introduce three organizations, each distinct in itself, each independent, and yet each cooperating with the other to completely serve radio.

I have chosen to introduce first the organization which I head, Radio Events, Inc. The broadcasting industry, as far as stations are concerned, know little of the work that we are doing for the simple reason that we function through advertising agencies, for the most part, unanimously. Where we do appear, it is at the specific request of the agencies, and not particularly to our liking. That we are known at all to broadcasting stations is due to the fact that the Script Library was the original Radio Events, and we were referred to as Radio Events, the Script Library.

Today, the Script Library is a distinct organization headed by Genevieve Pace, and, while it functions with the cooperation of Radio Events, Inc., it is an entity apart.

The Script Library is the station's answer to each and every request for any type of script program beyond its own staff's capacity—from one-minute dramatized commercials, to full hour gala broadcasts.

The Script Library makes available every type of program material—from a one-man show to a revue utilizing a symphonic orchestra and a choral group. Despite the completeness of the Script Library's service, minimum royalties are the house rule. There are no charges except a royalty per broadcast. In other words, unless the Script Library material is used,—unless it sells, it costs the station nothing.

The newest member of our three affiliates is Service Programs, Inc., headed by Gladys Miller, an outstanding merchandising authority in the home furnishing field. It is Miss Miller's belief (and she has proved it) that informative programs, well conceived, can do a better job of selling the American woman than any other type of broadcast entertainment. Moreover, Service Programs, Inc., follows through from "idea to sale," from "blueprint to cash register."

Here, then, are three organizations, each distinct within itself, yet each co-operating with the other, so that they may serve the field of broadcasting completely—adequately.

Already they have brought hundreds of thousands of dollars to broadcasting stations in the sale of time. Their individual plans together with their collective campaigning will continue to make, we all hope, the field of broadcasting a pleasanter business of which to be a part.

They can and will serve YOU if you will but permit them. In saying this, I know I speak for Genevieve Pace of the Script Library, Gladys Miller of Service Programs, Inc., and Georgia Backus, Chairman of the Board of Radio Events, Inc.

This column is, of course, especially addressed to those members of the N.A.B. in convention in Chicago. We have no sales representative in attendance trying to sell you anything while you are in convention. Our job, individually and collectively, is to make your selling a far simpler matter when you are at home.

Joseph K. Koehler

The Script Library SERVICE PROGRAMS, INC. RADIO EVENTS, INC.

535 Fifth Ave., N.Y. N.Y.

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ADVERTISING LEADERS PRAISED BY ROOSEVELT

(Continued from Page 1)

commercial radio was held at the women's breakfast session, but was only allotted 15 minutes. Speakers were Elsie W. Weaver, president-elect of the Philadelphia Club of Advertising Women, and Florence Cox, president of the Women's Advertising Club of Detroit. A breakfast clinic will be held this morning which will be devoted to radio, and will be presided over by Jake Albert of Detroit.

WHN Colored Show Series

WHN on Monday at 9:15-9:45 p.m. will inaugurate a series of all-colored shows under the title of "Darktown Strutters' Jamboree." The Harlem Heat Waves, 15-piece orchestra provide the musical setting. Bob Howard, pianist and comedian, will direct the troupe. Edna Brevard and the Three Jazzsters are among the featured talent.

In LOS ANGELES

(for Southern California coverage)

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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

NEW PROGRAMS—IDEAS

Radio Police Chase on WCCO

Continuing an active summer season of public events programs, WCCO, Minneapolis, will stage a broadcast between Minneapolis police headquarters and a squad car racing at 70 miles an hour at 2:45 p.m. today. The radio chase will demonstrate the new two-way police broadcast system for the first time in the Northwest as part of the fifteenth annual convention of the Minnesota Police and Peace Officers' Convention at Mankato, Minnesota.

Members of the convention will "take in" this unusual feature by listening to WCCO at the convention headquarters in Mankato.

To accomplish the broadcast, WCCO will have one receiver tuned to the Minneapolis police department transmitter in the downtown section of the city, and another tuned to the wave-length of the squad-car's transmitter. Thus it will be possible to hear the complete two-way conversation as the squad of officers heads for an imaginary scene of trouble.

Camera Club of the Air

A new sustainer at WMAS, Springfield, Mass., is the "Camera Club of the Air." It is a series of talks on amateur photography presented every Wednesday evening at 7:30 by John Funaro, prominent photographer of that city. Al Felix is the announcer.

New Trimmings for Vocals

Monette Shaw, vocalist, whose quarter hour program is heard every Wednesday night at 9:30 over WOAI, San Antonio, has been putting on a different kind of stunt for the month of June. This program is called "Something Old and Something New." On the first two broadcasts of June, the music, the songs and their descriptions have dramatized a courtship. On the third program, in addition to the regular music, a real wedding will take place. So far, much listener interest has been drawn by the idea.

Dramatized Oddities

Recently associated with the Z.C. M.I. Department Store in Salt Lake City, Alvin G. Pack has conceived and is producing the new series of dramatized oddities. The show makes no pretense to editorialize the great events of the day, but treats four to five sketches in a humorous manner. The items are taken from true reports thru-out the nation. The copyrighted feature is heard twice weekly over KSL in Salt Lake City. The show carries a sustaining cast of five dialoguers, two announcers, and organ interludes by Gene Halliday.

Past and Future Headlines

The Columbus Dispatch is sponsoring a new program over WBNS, Columbus, called "Headlines of Yesterday," a dramatization of news stories years gone by, and "Headlines of Tomorrow," with stories taken from the paper's Sunday magazine section and presented the Saturday before issue.

Swimming Reports

WISN, Milwaukee, as a service to swimmers, is presenting air and water temperature reports of city and county beaches daily at 12:15 p.m. C.S.T.

NO SUMMER LULL AT WFIL AS BIZ UPS 27 PER CENT

(Continued from Page 1)

up 17 per cent and national 10 per cent. In addition, two NBC-Blue and one WLW Line commercial network shows were added.

New accounts included four locals making their first use of radio on any station. Noteworthy in this influx of new business, said Withycomb, was the trend of amusement parks and summer resorts to radio. Five of these were included in the WFIL sales chart.

150 for WSYR "Cooking School"

Syracuse, N. Y.—WSYR's "Cooking School of the Air" will celebrate its 150th weekly broadcast on Wednesday. The full-hour broadcasts originate from the auditorium of E. W. Edwards & Sons department store, the sponsor, and are conducted by Josephine Bixby, graduate of Cornell State College of Home Economics, for the benefit of a large visible audience as well as radio listeners.

LINCOLN

Lyle DeMoss, senior "man on the street" with KFAB, has taken to embarrassing members of the station staff by linking them up in phoney romance when he runs out of other chatter.

Reginald B. Martin, station manager for KFAB-KFOR, made a jaunt to Des Moines last week to visit old cronies.

Three former employees of the Central States Broadcasting Co. here are doing okay in Hollywood now. Al Poska is on the staff of KEHE, the Hearst station, and Ray and Beth Buffum, with Robert Taplinger Adv. agency, authored a script on the side for a recent Jolson show.

KFOR is picking up band broadcasts for the Turnpike Casino, dance spot six miles out of the city. Will air Jan Garber, June 25. J. B. Lake stands up to the mike.



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★ *Coast-to-Coast* ★

SAM BROWN, WMCA announcer, now carries a pass through the customs lines at steamship arrivals and departures. Brown is the official WMCA announcer on the gangplank broadcasts where Frankie Basch and Martin Starr interview arriving or departing trans-Atlantic passengers.

Glen Law, formerly of WBOW, Terre Haute, Ind., has joined the announcing staff of KSO-KRNT, Des Moines.

Jerry Belcher, who vacationed from his "Our Neighbors" program on the NBC-Blue network last Sunday, will be back next Sunday.

Powel Crosley, president of Crosley Radio Corp., received the 50,000th Willys car to be turned out by Willys-Overland Motors.

Herbert Plambeck, farm editor of WHO, Des Moines, will marry Frances Marie Hahn of Davenport tomorrow. They will honeymoon in the west, returning to Des Moines on July 6.

Walter Patterson and "Texas" Bill Thomas are handling the mikes for the street-interview feature being sponsored by Wheeling Bond Bread Plant over WWVA, Wheeling, W. Va.

Vacation departures at WDNC, Durham, N. C., have been scheduled as follows: Lewis Brown, June 28; Alice Walters, July 12; Bob Stratton, Aug. 2; Frank Jarman, Aug. 9; Tom Loeb, Aug. 23; Tom Van Alstyne, July 12; Woody Woodhouse, July 26; Al Harding, Sept. 13; Kay Lee, July 26; Red Dalton, July 19; Lee Vickers, July 19.

WQAM, Miami, items: Listeners got a behind-the-scene glance at WQAM's new Summer Scrapbook variety show, when program director Norman MacKay had the actual rehearsal of the show broadcast. . . . Jean Bolton, warbler, vacationing in Georgia, is putting in three spots weekly over WTFI. . . . Jack Thurston, emceeing a new "How Smart Are You" stanza from the interior of Morris Brothers restaurant on Miami Beach, making the third quiz show WQAM is now carrying. . . . Dorothy Roberlard, secretary to Roger Herndon of sales department, does a shuffle off to Buffalo to the tune of the wedding march on June 30.

WTMJ, Milwaukee, is now on the air from 12 midnight to 3 a.m. each Saturday with "Rhythm Nightcaps."

a program of recordings. Claude Kirchner announces the three-hour broadcast with listeners invited to send in requests for numbers.

"Rhythm Serenade," a new half hour program is being aired at 6 p.m. C.S.T. each Monday and Friday over WTMJ, Milwaukee, featuring Paul Skinner, tenor.

Ed Tacy, chief announcer at WSPR, Springfield, Mass., replaces Wayne Henry Latham as emcee for "Arthur's Opportunity Hour," commercial, Sundays.

Carl Raymond of Buffalo, N. Y., has joined the staff of WMAS, Springfield, Mass., as junior announcer.

Grady Cole, news commentator at WBT, Charlotte, attended last week's annual convention of the Law Enforcement Ass'n at Asheville.

Wilbur Edwards is a recent addition to the WBT (Charlotte) announcing staff. He's a Davidson college student.

"The Heart of Julia Blake," new serial about a young woman called upon to choose between marriage and a career, starts over WPTF, Raleigh, N. C., at 2:30-2:45 p.m. June 28. The serial also started five-a-week at WHBL, Sheboygan, Wis., yesterday.

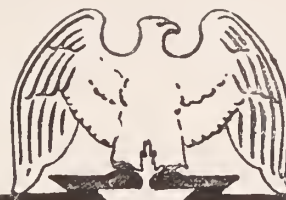
J. E. Gilhooley, WOWO (Ft. Wayne, Ind.) engineer, is piloting a specially-equipped test car in the vicinity of Fort Wayne, determining the primary and secondary coverage of WOWO and WGL, sister station.

John de Young is the latest addition to the WOWO and WGL, Fort Wayne, Ind., announcing staff. Jean Brown is now staff pianist and organist.

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*I*t is incidental that Transamerican in its first ten months sold over \$2,000,000 worth of broadcasting time.

The fact most important to the broadcasting industry is that most of this volume would not have gone to radio stations without creative sales effort.

Advertisers did not *buy* this time. Transamerican *sold* it.



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★ Program Reviews and Comments ★

"HI THERE, AUDIENCE!"

Sustaining

WOR-Mutual Sundays, 9-10 p.m.
BADLY ORGANIZED VARIETY SHOW MISSES DESPITE AMPLE TALENT ARRAY.

Taking over the spot formerly occupied by the "Nine O'Clock Revue," this was one of the longest hour shows brought to the air. Emceed by Ray Perkins, who has more ability than displayed on this program, the musical end was okay, but the comedy and other script material missed sadly. Nat Brusiloff's orchestra provided the musical background, and talent included Sid Gary, whose rendition of "The World Is Mine Tonight" was a highlight, though he flunked on a torch song; Barbara Lamar, who substituted for Helene Daniels and did well with her songs; Willard Amison, another good vocalist; the Key Men and the Embassy Trio.

One trouble was that everyone wanted to be the comic. Gary, who

sings, spoke; Perkins, who is funny, wasn't; Frank Knight, a great announcer, didn't; Joe Browning made an attempt to stooze as a "ten-percenter" and George Stone, a dialectician, did a mad Russian a la Bert Gordon.

Program on reaching the station break after 30 minutes may have gotten by as a first attempt. But, after that, it was every one for himself to reach the dial for a switch. Ray's material was bad. The production number with "September In the Rain" was pleasing. So was the final theme song, "Hi There, Audience."

"UNIVERSAL RHYTHM"

Ford Dealers

WABC—CBS networks, Sundays, 9-10 p.m.

N. W. Ayer & Son Inc.

FIRST-CLASS MUSICAL SHOW EXPANDED TO FULL HOUR FROM SATURDAY HALF-HOUR.

Not very much altered from the format employed when it occupied a half-hour on Saturday nights, except for the addition of Frank Crumit as emcee, the Ford Dealers show made Sunday's 9-10 p.m. Columbia network spot a very enjoyable affair.

Crumit and his amiable style of steering things along gave the program a nice friendly touch. Despite the full hour's running time, Crumit

gave most of the spotlight to the rest of the talent, contenting himself with short and snappy emceeing and a few bits singing on his own score.

Richard Bonelli, the show's baritone star, did handsomely in "Gypsy John," "Toreador Song," "My Little Buckaroo" and in medleys with Carolyn Urbanke, lyric soprano, who also scored alone in "My Hero" and another number. Alec Templeton did his customarily enjoyable specialty at the piano, while Rex Chandler's orchestra backed up the works in fine style.

Though an hour is not an easy stretch for a show of this kind, the troupe made it without permitting a dull moment.

"FIRESIDE CAMEOS"

WOR-Mutual, Fridays, 9-9:30 p.m.

Sustaining

ENJOYABLE COMBINATION OF GOOD MUSIC AND PHILOSOPHICAL COMMENT.

Another in the new series of programs for the Mutual network dialers originating from the west coast made its debut over the web last Friday night, and proved to be a very pleasing half-hour of music and philosophical narrations. Show features Ted Bliss, narrator, Frederick Stark's orchestra, Ronald Graham, baritone and some violin solos expertly played by Margit Hegedus. The broadcasts should prove a happy medium for listeners who do not enjoy the popular or concert music which is featured at this hour over the competing networks.

"Red-Head Baker"

Authored expressly for radio by Albert Maltz, who wrote "Black Pit" and collaborated on two other stage plays, "Peace on Earth" and "Merry-Go-Round," this latest presentation of the Columbia Workshop, presented Sunday at 7-7:30 p.m. over WABC-CBS, ranks with the best offerings of the Workshop to date. Skill in presentation, as well as good writing, combined to make it an engrossing drama which planted interest and suspense from the outset and maintained it to the finish.

Joe Losey was guest director for this presentation of the Columbia Workshop, which is under the direc-

tion of Irving Reis, and he got the most out of the script and the capable cast of players.

Plot concerns the handling of juvenile delinquents by modern sympathetic sociological methods, thereby turning them into right paths, as compared with the old reform school system which often hardened them into permanent criminals. Action opens in a courtroom where an erring lad is about to be sent to a reformatory. A flashback sequence follows, depicting the story of tough "Red-Head Baker" and how he was eventually reformed along humane channels by being allowed to study the things that interested him instead of forced to struggle with books that he couldn't assimilate.

After this moral is made clear, scene shifts back to the courtroom, where the letter-of-law judge imposes the reformatory sentence on the kid before him, thus topping off the playlet with an ironical punch.

Cast included James McCallion, as the boy; Martin Wolfson, the father; William Johnstone, the educator; Agnes Moorhead, the mother; Walter Tetley, the kid brother, and Santos Ortega, a detective.

"Boston Hour"

A pot-pourri of good listener entertainment combined with a good brand of showmanship is presented to loudspeaker patrons in the "Boston Hour" every week day over WEEI, 5:30-6 p.m. The station has taken some clever special event types of features and has made them everyday program events. Feature of the show reviewed (Friday) was when Del Castillo, WEEI production chief, climbed up on a large electric sign framework 150 feet over Tremont Street and interviewed two steeplejacks who were erecting the sign.

Regular events consist of a pickup from Fire Alarm Headquarters in the Fenway, where Chief Operator John Galway gives a resume of the day's activities in the fire department. From there the control hops to Police Headquarters, where Charles Ashley, police reporter of the Traveler, gives the latest in crime news. The climax of the show is a sidewalk interview conducted by Jay Wesley at the studios' front door on Tremont Street. Here those interviewed draw questions about Boston facts, history and people. Those who give the right answers get a dollar. If you give the wrong answer you at least get two passes to a local theater. Earlier in the program Wesley dramatizes the human interest in Metropolitan Bos-

(Continued on Page 11)

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

★ ANNOUNCING ★

BLAIR PRODUCTIONS

CREATED TO RENDER

A New Service in Spot Broadcasting

John Blair & Company takes pleasure in announcing the formation of Blair Productions, an associated company, the function of which will be exclusively creative. While they will operate as separate companies, Blair Productions and John Blair & Company will cooperate to further the best interests of Blair stations and their advertisers—together rendering a completely rounded out representative service.

Blair Productions will work with agency production departments in the creation of new plans and ideas for spot broadcasting.

John Blair & Co.

NATIONAL REPRESENTATIVES OF RADIO STATIONS

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
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MUrray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188

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"EVERYWOMAN'S HOUR"

WMCA

Monday Thru' Friday 11:15 to 11:45 A.M.

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Wipe-on Corp. E-Name!-On
Alkine Laboratories "Flemolyn"

"There's Nothing She Can't Sell!"

FURGASON & ASTON



Representation with Concentration

★ Program Reviews and Comments ★

(Continued from Page 10)

ton news. Transcribed music is used to intersperse the events. The Boston Hour is sponsored by participation announcements, and it is a good bet for any sponsor's money. The program is written and produced by Bob Freeman and Wesley.

"The Fantastic Episode"

Filling in the 1:30-2 p.m. spot over WJZ-NBC Blue network last Sunday, while Jerry Belcher ("Our Neighbors") took a vacation, a rather choice bit of fantasy was presented under the title of "The Fantastic Episode."

Of obvious British authorship and locale, the sketch concerned the strange dream of man who dozed off while his wife was preparing dinner. It seems that the man suddenly found himself in the Upper Regions, where he had to go through questioning at the hands of two successive inquisitors before finally being allowed to appear before the Grand Llama, whose quizzing was of a satirical nature and dealt more with the man's favorite dish, roast lamb, with mint sauce, than with his earthly behavior. Finally the dreamer awoke, to learn that his wife had prepared roast lamb with mint sauce for dinner.

Excellent acting enhanced the enjoyment of the playlet. Cast included

Eustace Wyatt, who also authored the piece; Florence Malone, Burford Hampden, Louis Hector, Peter Donald and Julius Matthews. Sherman MacGregor directed.

Texaco Program

Entrance of Igor Gorin and Ella Logan into the cast of the Texaco show on Sunday, over CBS at 8:30-9 p.m., added further value to the personnel that is carrying on while Eddie Cantor takes a vacation. Gorin sang two numbers, one in Italian, followed by "Cosi, Cosa" in English, and both were a treat. Gorin's baritone voice has few toppers on the air.

Miss Logan and her Scotch brogue participated both in comedy with Eddie Stanley, the emcee, and in singing on her own hook. She scored on each count.

Other regular members of the summer cast, including Pinky Tomlin, Saymore Saymore and Jacques Renard's orchestra, also were in fine form. Deanna Durbin, who missed last week's broadcast, made a farewell appearance before following Bobby Breen on vacation.

"Rising Stars"

A program that bids fair to make something of a name for itself is the "Rising Stars" presentations put on by Broadway stage understudies un-

der the guidance of Penny Bancroft and aired over WJZ-NBC Blue network on Sundays at 8-8:30 p.m.

With Graham McNamee as announcer and the efficient Frank Tours directing the orchestra in intermissions, the show has a palatable variety touch, though not too much to spoil its essentially dramatic mood. The acting talent displayed in the two programs to date has been very good, all worthy of being taken out of the understudy ranks—although some of the players are filling roles in current Broadway shows in addition to understudying bigger parts.

Last Sunday's offerings included "The Last Favor," by Benjamin Lee, and "The Prodigal," by Harry Ingram. In the casts were George Barry, Edward Mann, Reed Herring, Eddie Nelson, Winston O'Keefe, Lester Damon, Virginia Bonnell and Leslie Woods.

"Ave Maria Hour"

In observance of Father's Day, Sunday's program of the Graymoor Friars from Christopher Inn, Garrison, N. Y., over WMCA-Intercity Network at 6:30-7 p.m., dramatized the Lord's Prayer with unusual effectiveness. The skit, augmented by appropriate music, was only semi-religious in nature, and it was one of the most interesting programs put on by this group.

Opening scene was a modern family residence in New York, with the Browns celebrating Father's Day and planning an auto drive after a hearty dinner. A collision with another car on the road, with fatal injury to the father, brought out the consoling dictum of the priest who pointed to the ever-present Heavenly Father.

Presentation as a whole was thoroughly well staged and carried more general interest than is usually found in programs of a devotional nature.

"Community Sing"

Though Bert Lahr couldn't get much comedy out of his hotel situations, Milton Berle turned the trick on his Gillette sing over WABC-CBS on Sunday night. Reason for the difference is that Berle has better script material and a better surrounding comedy cast. Proving, as usual, that it's not what you do, but how you do it.

GREETINGS to NAB CONVENTION
BILL ELLSWORTH
RADIO TALENT
75 E. WACKER DRIVE
CHICAGO, ILL.

RADIO AND AUDIENCE TESTED

Henry P. Johnston, vice president, WSGN, Birmingham, Ala.:

"I want to take this opportunity of telling that our newcasts have improved 100 per cent since we started using your service . . . I have heard numerous favorable comments from listeners."

Charles A. Roeder, news editor, WCBM, Baltimore, Md.:

"Your recent explanation of the Wagner NLR Act was particularly good. This educational type story has a definite place in newscasting . . . The great mass of people will listen to it . . . We like your thorough coverage of big stories."

William E. McDonald, advertising manager, KFNF, Shenandoah, Ia.:

"We are entirely pleased in every way with our service as rendered by I.N.S. We are particularly appreciative of the coverage on the Hindenburg crash."

Larry Nixon, publicity director, WMCA, New York:

"I don't believe you fellows can improve on the report you put out today . . . The I.N.S. wire stuff was fresh and up to the minute."

Don Withycomb, WFIL, Philadelphia:

"Congratulations on your amazing speed on Epsom Downs winner flash. Your flash description of winner was only one minute and ten seconds behind radio announcer's voice in England."

J. Oren Weaver, news editor, WBBM, Chicago:

"We feel that you people are really on your toes and are interested in giving us the best service possible."

From "Radio Daily," March 12:

"Birmingham—As a result of demand for WBRC's 15-minute news casts four times daily, only one period is now sustaining and several sponsors have shown an interest in it . . . WBRC is using I.N.S."

E. K. Bauer, business manager, WLW, Cincinnati:

"We feel that we have done a good job with news on WLW and WSAI . . . We cannot overlook the fact that your news service has been at least the basis for whatever success we have enjoyed."

INTERNATIONAL NEWS SERVICE

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

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

SAN ANTONIO

Announcer Bill Shomette of KMAC started on his two-week vacash June 18. Program Director Jerry Morgan of KONO has rigged up a portable short wave set so he can keep in close touch with the Mission Broadcasting station when he goes on that vacash.

Steve Wilhelm, head of the Payne Advertising company's radio division, drew plenty of press notices recently when he interviewed Joe De Mack, convict, on one of Bohnet's Bakery program "The Arm of the Law", over KTSA.

Monte Magee and His Jailbirds, playing twice weekly at the Show Boat Cafe, also heard regularly over WOAI and KONO.

Mrs. Nita Butler is the latest addition to the Payne Advertising Agency's radio staff.

KABC now has 10 daily newscasts periods.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B



For a "Good Time" and the Best 5-Minute Dramatized Programs You Ever Heard.

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N. A. B. CONVENTION

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"Stay at Homes" May Secure
Full Information

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H. S. G.

ADVERTISING AGENCY
420 MADISON AVE.
New York

☆☆ *Los Angeles* ☆☆

CHARLEY CHAN, wise-cracking Chinese sleuth as top price Sat Eve Post feature series, doing a radio comeback, probably live talent national network, under a deal just signed by Irving Fogel Productions with Mrs. Earl Derr Biggers, author's widow. Fogel says he is lining up cast, production details, with live talent show in mind, but will switch to disks if sponsors want it that way.

NBC's ace announcer, Don Wilson, has been set by the artist bureau to do a series of 13 sport shorts for Condor Pictures, RKO release.

Meredith Wilson, here from East, set for "Show Boat."

Don Bernard, former program director for KHJ, and at one time manager of that station, has joined CBS ranks on the cost, as producer. His first assignment will be to get a new series going to exploit members of the CBS artist bureau talent lineup. Series to be called Hollywood Show Case.

Bill Morrow and Ed Beloin, who were associated with Al Boasberg scripting for Jack Benny the past year, will take over full responsibilities for thinking up laughs, Young & Rubicam agency announces.

Through the friendly relations with the new owner of KMPC and officials of CBS, KMPC has started a new arrangement whereby the Beverly Hills station will release from an hour to an hour and a half, daily, of Columbia sustaining shows. No CBS commercials, however, will be aired on KMPC.

Don Clark, new production chief for KFI-KECA will take over scripting of the Silverwood Short Story Playhouse program, weekly on KECA, which starts next week on a new hour, Friday, 7:30 p.m. PST.

KEHE and California net starting a new sustaining program 9-9:30 tomorrow night, with an all-colored variety program of mostly swing. Tal-

ent includes Mixed chorus, the Sheffield Singers; the Four Tones, novelty quartet; Ollie May Lane, singer; Nicodemus, who used to be with Cab Calloway; Spencer Williams, Jr., comic; Bill Anderson, tenor; Lucille Hall, hot singer; L. Z. Cooper, hot piano and a bit of white talent to furnish music—Leon Rosebrook and his Swingcopators.

Harry Witt, CBS sales chief received, as a going away present, a surprise package of five new KNX sales contracts, which his staff worked on, signed in secret, and sprung on Witt as a fillup to the enjoyment of his trip back to the convention.

While some of the pop shows are off the air for the summer, their characters and plots will be burlesqued in a new series, "Cosmopolite Revue", which KEHE will stage with Joe Twerp scripting and acting, and Kaye Storey as feminine lead in cast, which will be changed as needed. Series will air Mondays, 9-9:30, and first episode will burlesque "Gang Busters."

When "Show boat" starts airing from the Coast July 8, it will return to the old style program. Lanny Ross will not be in cast, which will use Charles Winninger, "Tommy" Thomas, Jack Haley and Nadine O'Conner. Vera Oldham, who did the script on William Farnum "Drums", signed to do script.

Sonja Heinie will write her own script for her spot on the Chase & Sanborn show of June 27. Probably will be a skit with Charley McCarthy, in which the dummy tries to learn to talk Norwegian.

Bing Crosby will pack his boots, saddles and race horses into the traveling kit when the chimes ring out his NBC Kraft Music Hall program on Thursday, July 1, and set out in quest of purses and relaxation on the Del Mar race track.

Rush Hughes leaves Hollywood June 28 for a four-week sojourn in Hawaii. Clinton "Buddy" Twiss, who has substituted for Hughes on numerous occasions will be at the NBC mike to carry on the daily Langendorf Pictorial, which Hughes will prepare for delivery by Twiss.

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WAX

ELECTRICAL TRANSCRIPTIONS

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

KANSAS CITY

M. H. Straight, WHB continuity editor, has been promoted to manager of the newly created Client Service Dept., where he will have full charge of special promotion, merchandising and program development.

Ruth Royal, KCKN musical director, is airing a new daily quarter-hour, "Organ Moods."

Frank McIntyre, formerly at KXBY, and Carl Eberhardt, for some time with KCKN, have joined the new KSAL, Salina, Kas.

J. Leslie Fox, director of sales at KMBC, leaves for vacation in Tennessee and Mississippi after the NAB conclave. LeRoy Smith, KMBC continuity editor, is relaxing in the Ozarks.

"Little White House," quarter-hour weekly sponsored by Federal Savings & Loan associations over WDAF, has faded till September, when it returns as a half-hour show, according to J. O. Young of J. O. Young Adv'g Agency, producers. Show is heard elsewhere as a disk.

Beulah Karney, KMBC home economics director, will be hostess to delegates to annual American Home Economics Ass'n convention this week.

Rubinoff to Conduct
In Chi. Park Series

Chicago—Dave Rubinoff, who flew in yesterday from the coast, has accepted the invitation of Chicago Federation of Musicians to direct the orchestra for one night, probably late in July, in the Grant Park free public concert series. Rubinoff made a guest appearance last year, bringing out 150,000 persons and tying up downtown traffic.

Rubinoff almost brought on a riot at Hotel Sherman yesterday when Jan Garber yelled at the broadcasters' meet, "here comes Rubinoff!"

Park concert series starts July 1, running nightly to Labor Day, with 75-piece orchestras playing nightly under a score of noted conductors including several from radio. Among these are Roy Shield, Carlton Kelsey, Henry Weber, Walter Hancock and Joseph Rafaelli.

These are full two-hour concerts and are broadcast in part by all three major networks. City of Chicago also is sponsoring 35 concerts at Navy Pier this summer with 75 men in orchestra, also to be broadcast.

James C. Petrillo, union president, returns today from Louisville.

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423
Sherman Hotel

San Francisco

"Memory Lane," one of the hit coast shows of the past, returns to the air July 5, with Ted Maxwell, Eileen Piggott, Olive West and Bobbe Deane of the original cast, also Eddie Firestone Jr. To be heard in 15-minute periods (formerly 30 mins.) on Monday, Wednesday and Friday at 3:30 p.m. Montgomery Mohn replaces Bennie Walker in the script.

Coleman Cox, "modern Benjamin Franklin," gets three sustaining spots a week, over entire CBS coast net starting June 28. Cox will do "mental meanderings" — philosophy — in a style like Will Rogers.

Frank Bull, Don Lee sports commentator, resumed Los Angeles origination yesterday after catching the N. C. A. A. track meet first hand in Berkeley on Friday and Saturday.

Ford Billings, general manager of the California Radio System, on a month's business trip to N. Y.

"One Man's Family" will move to Hollywood Aug. 8 for an indefinite period, furthering the exodus of Frisco shows to the southland. Announcer Bill Andrews and Organist Paul Carson will remain here, however. Other stay-in-Friscoans will be Bert Horton (Bill Herbert) Everett Glass (Professor Waite) little Ann Shelley and Richard Svihus (Joan and Pinkie).

Commercial commitments will pre-

Inter-Office Program Idea Contest

Lincoln—Central States Broadcasting Co. is sponsoring an inter-office contest in the studios of KFAB, KOIL and KFOR, for new program ideas. Lads on the staff are invited to submit stuff and eight prizes of full privilege memberships to the YMCA will be handed the eight winners. Program ideas must be original with the station. Judges will be Bruce Wallace, CSBC promotion manager; Jim Acuff, Omaha member of the sales force; Reginald B. Martin, manager of the stations; and Barney Oldfield, amusement editor of the Sunday Journal and Star.

vent local NBC dialers from hearing the Barrymore Shakespearian series.

Ben Alexander of Hollywood up visiting Charles Gerrard, NBC actor to catch Kathryn Murphey, a friend in "Brother Rat" at the Geary theater here. His network show was aired from here.

Lee Strahorn is the newest member of NBC's press department.

Larry Keating miked the finals of the N. C. A. A. track meet for NBC. Ernie (KYA) Smith dittoed for Hearst outlet.

Dr. Seth Maker, known to many Coast dial spinners, bowed in as "The Philistine" via KYA waves yesterday, for a series of quarter-hour chats.

Dwight Newton, KYA's "Uncle Harry," back on the job after two-week layoff due to chicken pox.

The baby his wife had was too much for David Vaile, KYA studio supervisor, who was so overcome with excitement he lost a day's work trying to get over it.

Bob Goerner replaces Dudley Manlove as announcer at KROW, while latter takes a leave of absence July

1 in order to wax a vocal series for MacGregor in L. A.

Ken Gillum and Leo "Old Ranger" Cleary, NBC comic team, have parted company. Funnymen were known as "Nuts and Bolts" and also "Leo & Ken."

The Stork has been making a guest appearance at KYA. Jack Owens, tenor, is the father of a boy and Patricia Kay, Orange network singer, has a daughter.



L. D. Barnhart, head of department of speech at University of Toledo and former director of University Civic theater there, has been engaged for NBC production department here. He goes to work in July.

William E. Klein, director of the WIND German hour last week took a party of 150 tourists to Europe, taking along a recording of WLS Hindenburg disaster scoop which he plans to put on the air over various stations in Europe.

Martha Nash, formerly with Anson Weeks' orchestra, is now singing with WIND Studio ork.



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Alka-Seltzer
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A DIVISION OF

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 360 North Michigan Ave.
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RADIO ARTISTS' GUILD FORMED BY COAST GROUP

West Coast Bureau, RADIO DAILY
Los Angeles—More than 100 independent screen players met in Associated Cinemas and formed an independent organization for collective bargaining and protective measure. Norman Fields was named temporary chairman of organization to be known as Radio Artists' Guild of America. Committees were picked to draft by-laws, make up list for election of permanent officers.

WPTF Has Big Schedule For Historical Celebration

Raleigh, N. C.—Some 15 hours of broadcasting will be devoted by WPTF to the 350th Anniversary of the Birth of the First White Child in America at Roanoke Island, according to tentative plans. Inaugural broadcast of the celebration takes place July 4, and the observance will run to Aug. 18. Carl Goerch, commentator, will supplement the regular WPTF staff in covering the event.

MRS. MARTIN JOHNSON

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

ORCHESTRAS - MUSIC

GLENN MILLER and ork are music-making in the Blue Room of The Roosevelt, New Orleans, replacing Lennie Hayton for dinner and supper dancing interludes. Vocalist is Kathleen Lane. They're aired via WSMB and WWL.

Maestro Neil Giannini and ork have staged a return to the airwaves and are heard over KFOX, Long Beach, Cal. every night except Sundays at 10:15 and Sundays at 4 p.m. Program emanates from the Majestic Ballroom, which boasts a new amplifier setup featuring three mike balance controlled by a technician at the point of broadcast.

Fred Waring and his lads have been engaged by Arnold Kirkeby, Drake Hotel boss, for the Silver Forest Room, effective the latter part of July, marking his return to a dining and dancing spot. Jack Denny opened the summer room last Thursday.

Batoneer Art Ouimet and his Merrymakers Orchestra, airing via WSPR, Springfield, Mass., Saturday afternoons, are playing at the Pine Point Tavern, Thompsonville, Conn., Saturday nights.

Cal Pierce and his Hartford Playboys, ethered over WNBC, New

Britain, Conn., are currently featured at the Apremont Cafe, Springfield, Mass.

Lloyd and Alta, hillbilly singers over WSPR, Springfield, Mass., are making a series of recordings to be used while they're on vac. Disks are being cut by Remy Recording Co. of Springfield, with Lawrence A. Reilly as technician.

Maestro Willard Robison and his "Deep River" ork have signed a Consolidated Radio Artists management contract.

Jack Russell and his band, now at the Golf More Hotel, Grand Beach, Mich., have had their contract extended twice and will remain there throughout the summer season.

Batoneer Frank Novak and his boys have been booked into the Warwick Hotel, New York, for an engagement beginning June 24.

Norman Sandoval, once of Ray Herbeck's orchestra, has become featured soloist at Utah's Old Mill Club. Norm is aired five nights a week when he sings with Johnny Peterson's Music over KSL, Salt Lake City.

With the Rose Room, New Orleans, off the air for the summer, Harold Jordy's ensemble is dispersing for the present.

Paul Martin, NBC guitar-star, in Frisco, combines business with his scheduled vacation. He left by plane for the East yesterday, to display his electric guitar to an interested manufacturer. On his way back he'll stop in his home town of Lincoln, Nebraska, to pay his first visit in 9 years.

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Uniform

ALNICO STEEL
Permanent Magnet

HIGH OUTPUT
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RUGGED—No Parts
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FLEXIBILITY—Readily adaptable to all
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EFFICIENT REPAIRING DYNAMICS,
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WAIM GIVES CBS WEB SOUTH CAROLINA LINK

Anderson, S. C.—Columbia Broadcasting System will extend its network into South Carolina for the first time on July 18, when its affiliation with WAIM here becomes effective. Signing of contracts for the linking was announced yesterday by WAIM officials.

WAIM is owned by Wilton E. Hall, publisher of The Anderson Independent and Daily Mail. Station maintains studios in Anderson College, Clemson College and Erskine College. It is a 100-watt full time, operating on 1200 kilocycles, and recently ordered a new Western Electric program amplifier.

The station's national rate is \$40; network rate will be \$125. J. J. Devine & Associates represent the station.

Herbert V. Akerberg, CBS vice-president in charge of station relations, handled the negotiations with Hall.

Gosch to Head Radio Activities at 20th-Fox

West Coast Bureau, RADIO DAILY

Hollywood—Martin Gosch, who has resigned as head of the radio department at Warner Bros., will head the radio department at 20th Century-Fox, it is reported. Warner radio activities will be handled by Ed Selzer, Ed Obinger and Tenny Right.

Scandinavian-American Series

Des Moines—United Scandinavian-American Central Committee of Iowa is sponsoring a series of six half-hour programs over WHO at 1 p.m. Sundays during the summer months. Hans Pauli is chairman of the committee and has charge of the broadcasts.

The series will include talks by outstanding authorities on Scandinavian culture embracing such subjects as literature, music, art, mythology, economics and history.

SAN ANTONIO

Announcer Jack Mitchell is free-lancing.

Two bands are back on KONO—Dooley Jordan and Ted Mays, both colored.

Doris White will become Mrs. George Lewis Downs this week. He is announcer at KONO.

W. W. McAllister and Howard W. Davis of KMAC have applied for permission for a high frequency station. Horace Shelton is announcing a new beer program over KMAC.

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Radio Station Representatives

New York
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FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

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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

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UNITED AIR LINES

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

first by a large margin!

BY ANY CHECK WNEW RANKS FIRST
AMONG LOCAL STATIONS IN NEW YORK

take your choice... ✓ check at will

✓
Total number of local
accounts on the air...
*first by a large
margin!*

✓
Total number of local
accounts that repeat
year after year, in season
and out—
*first by a large
margin!*

✓
Total number of national
accounts using programs
of no less than fifteen
minutes—
*first by a large
margin!*

✓
Total number of hours
on the air—with the
highest percent of listen-
ing audience among the
local stations (Clark-
Hooper)—
*first by a large
margin!*

✓
Total number of program
features that belong to
New York—that are New
York—that rank first in
listening audience—
*first by a large
margin!*

✓
... Best
equipped to
move your goods
at the lowest cost
per buyer...
*first by a large
margin!*

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2500 WATTS BY DAY 1000 WATTS BY NIGHT

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PROMOTION

Sponsor's Anniversary Party

A free "carnival" for White Plains children was staged Saturday under the sponsorship of Golden Brothers, Inc., Kelvinator Dealers of White Plains. Sponsors engaged the Colony Theater, new movie palace, for the event. Show started with an hour's broadcast from the stage by Uncle Neal and his WFAS Kiddies League, comprising a score or more of talented juveniles, followed by a special film show. Souvenirs and "eats" included. There was no admission charge of any kind, and invitations were sent to all schools, and institutions inviting the children.

Entire show was in celebration of Golden Brothers' 16th anniversary in business. Firm is sponsoring a regular weekly half hour broadcast from the theater. Deal was arranged by B. M. Middleton, WFAS sales manager.

Promoting Shakespeare

WBIG, Greensboro, N. C., has started publicizing to all public libraries, colleges, and schools, as well as cultural clubs the new eight weeks Shakespeare series to be broadcast via CBS starting July 12. Special arrangements are being made with libraries and clubs in Greensboro to install radios on the nights of these broadcasts.

WSAN Circular

"Gone Modern!" is the title of a newly issued promotion circular on WSAN, Allentown, Pa. It points out the station's new Western Electric equipment throughout, new grounded vertical radiator, 16-hour daily service, experienced personnel, etc., in addition to giving the usual market data and listening area maps.

Offering His Picture Free

Monte Magee, who broadcasts daily at 1:45 p.m. over WOAI, San Antonio, is offering his picture free to listeners. Several hundred requests a day are reported coming in.

Walter Pree Joins WMT

Walter Pree, formerly with WEMP, Milwaukee, has been added to the engineering staff in the Cedar Rapids studios of WMT. Pree will handle studio pick-ups and remotes for the station.

ONE MINUTE INTERVIEW

IRVING REIS

"Radio must educate listeners to new appreciation of pure sound. Civilization has conditioned humans to use only about 10 per cent of the powers of their ears. Radio directors and dramatists will find the unused 90 per cent an exciting field for exploration. The auditory sense is the new highroad to the kingdom of emotional imagination."



CHICAGO

● ● ● SALES PROMOTION...Everybody and every organization is promoting something, individually and collectively. Judging by the all-night racket and noise, most promoters have been successful in their promotion plans...Mutual Broadcasting system's breakfast proved a huge success in the West Room of the Sherman, and this was followed up by two nifty blondes passing out yellow carnations as the Mutual colors at the convention hall entrance...Standard Radio also used the femme angle and had the gals passing lollypops by way of a tie-in with the new Standard "pop" series of transcriptions...Other exhibitors are on the job to make their layouts attractive, including Transradio, Atlas Radio and Associated Music Publishers, the latter having a mural in back of the miniature bar which defies further elaboration in print...Don't get Loren Watson wrong...It is hotel property.

● ● ● Transradio is showing its new series of recorded programs entitled "Meet the Headliner" and also the facsimile outfit. Mark Hawley, Turner Parkinson and Herbert Moore are real busy there...Graybar Electric has the largest vacuum tube in the country...In fact, it can be used for a lighthouse as is...Tube is 250 kilowatts, seven feet tall, and is planned for use in the 500,000 watt stations. Gene O'Fallon of KFEL has miniature horseshoes attached to his clever new booklet, entitled "The New Cry of the Old West"...It is illustrated by photographs and includes a quote from RADIO DAILY...Fred Hart of KCBM, Honolulu, in addition to his extra fancy leis, this year is doing some political work by way of passing out pamphlets and an open letter urging adoption of the NAB resolution of last year anent reorganization.

● ● ● Mode of travel seems to get into the conversations considerably...Webb Artz of United Press hopped in from Omaha in exactly two hours and a half. One fellow had a forced landing for more gas in the middle of nowhere, but otherwise smooth fast trips by air are reported by scores of attendees, including Turner Parkinson, our own Howard London, Jack Harrison, et al...Trio of boys from the wide open spaces literally lost their shirt en route when Reggie Marden of KFAB, Bill Larimer, the outlet's commercial representative, and Ranny Daly of the Iowa Network took their shirts off while driving because it was too hot. Unnoticed the wind blew all three shirts out of the open car. Otherwise crap games and poker fixed up other shirt losers.

● ● ● This afternoon Marshall Field cooperates with the local NAB committee on entertaining the ladies at a style show and tea. The men will do okeh at the fights tonight. Webb Artz seems to have the lowdown on just how the Joe Louis camp feels, if you want to place any bets by chance...Saul Shapiro, representing the Universal Microphone Co. of the coast, will pack his recording exhibit and show it along the Atlantic seaboard later. Walter Biddick and better half are set to drive to Detroit tomorrow and then to the coast. Fenton Earnshaw will also make a swing around the country, going to the northwest on the way back to the coast. Station 2GB of Australia went for the series of 65 recordings featuring Frank Watanabe bought through Dr. Ralph L. Power, the outlet's U. S. representative. Same series is now heard on the Don Lee chain. Cutest pet here is the dachshund belonging to Mrs. Fred Weber, the former Ruth Betz. Edythe Fern Melrose of Street & Finney agency misses her first convention in six years due to mother being ill. Passing through and taking a look in were Paul Ross of CBS Artists Bureau...Bill Murray of William Morris offices here until Thursday...Sam Serwer of the Warner music houses, en route to New York.

Coming Events

Today: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

Today: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

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

Nov. 26: Inter-American Radio Conference, Havana.

Cloutier in NBC Series

Norman Cloutier, conductor and arranger, with a 25-piece orchestra, started a new series over WJZ Sunday night. In addition to music from the popular field, their offerings run the gamut of light opera and musical comedy selections. The program will be heard each Sunday at 8:30 p.m. Cloutier was brought here by NBC from WTIC, Hartford, Conn., where he was musical director for some time.

Warren Greenwood to Wed

Springfield, Mass.—It'll be wedding bells for Warren Greenwood, senior announcer at WMAS, on July 31. She's Amy Moore of Springfield. Jack Holden, who announces the Ol Painter program at 6:30 a.m. over WMAQ, has been re-signed for 13 more weeks.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

June 22
Greetings from Radio Daily
to
S. R. Wilhelm

**WITH THE
☆ WOMEN ☆**

By ADELE ALLERHAND

EVA LE GALLIENNE pays tribute to J. M. Barrie when she presents "Peter Pan" over the NBC-Blue Network, June 24 at 3:30-4:30. . . . Virginia Verrill to play a double lead with Adolphe Menjou in the "Goldwyn Follies" . . . Ken Murray's improving on the old memoir system by placing his life story on record with a 16mm. color camera. . . . That vocalizing zany, Martha Raye, is New York-bound on a personal appearance tour. . . . She arrives July 7, opens in Boston July 15, in Detroit the 23rd and takes over Chi the 30th. . . . Loretta Clemens heads the radiaristocracy on account of she rates a special salute from CBS page boys who do a combination salaam and "Heil" when she appears. . . . Singing Sandra Brown has been signed by Charles Dornberger to help create "Swythm" with the new band at the Memphis Peabody Hotel.

Helen O'Neill, who takes care of auditions for NBC in Frisco, departed Saturday for the Northwest, mountains, trees and all. . . . She threatens anybody who mentions auditions during her vac with extinction. . . . Ted Church and Leif Eid of NBC press department in N. Y. and Welbourn Kelly of the script department all absent for similar reasons. . . . Florence Marks of NBC press joins the dolce far niente (loufing on vac, to you) contingent next week, to spend a month at Martha's Vineyard. . . . CBS' Bob Trout is sporting an English raincoat these not-so-fine days. . . . He got it from a compassionate Britisher during a soupy spell of English weather while announcing at the Coronation. . . . Matrimony-bound. . . . Alice Patton, NBC thespienne and musician of Chi, who weds W. Hatfield Smith, broker of that city, in August. . . .

The Ruth Donne Ensemble, aired over WBNO from the St. Charles Bar in New Orleans, has finished its season because the southern spot has dropped its music during remodeling operations. . . . Estelle Taylor, beauteous flickerite, to do a personal appearance at the world premiere of the Bros. Warner's "The Singing Marine" at Wilmington's Aldine Theater, June 25. . . . Mildred Brunelle of WSPR Cooking Forum fame takes a month's leave July 9 to take special advanced courses in presenting and conducting cooking forums, in the Fanny Farmer Cooking School, Boston. . . .

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 44 of a Series

WMBD—Peoria, Ill.

1440 K.C.—1000 Watts L.S., 500 Watts Night.

**EDGAR L. BILL, Mgr. CHAS. C. CALEY, Comm. Mgr.
HOWARD BEAN, Program Mgr.**

WMBD is owned and operated by the Peoria Broadcasting Co. and is just a decade old. WMBD is rightfully proud of its phenomenal growth, having started its spurt only six years ago. In June, 1931, the present owners purchased WMBD, then a half-time station. Since that time the station has been granted full-time privileges by the FCC and has effected an affiliation with the Columbia Broadcasting System. Business volume today is greater in one month than it was in one year in 1931. Number of employees in that same span has increased from 16 to 40, and studios and equipment are of the latest type.

WMBD has, during its 10 years of broadcasting, co-operated fully with all civic and educational bodies in its vicinity. During 1936 the station presented special programs of 64 leading organizations which included, among others, the YMCA, Boy Scouts, Girl Scouts, Churches of various denominations, State and County departments and schools. More than 500 speakers were allowed to air their messages of general interest over WMBD during 1936. In addition to the figure, WMBD broadcast all leading speakers and special programs aired over the CBS chain. Commercial advertising over WMBD must pass a strict, but just, censorship before it is allowed to be aired. In the case of medicants, the o.k. of an expert, or a recognized organization must first be gained before the account is accepted.

National advertisers have found WMBD a valuable addition to a network broadcast. Among those utilizing WMBD regularly are the Chevrolet Motor Co., Texas Co., Ford Motor Co., Gillette Safety Razor Co., American Tobacco Co., Liggett & Myers Tobacco Co., R. J. Reynolds Tobacco Co., Lever Bros. Co., Colgate-Palmolive-Peet Co., Chrysler Corp. & Campbell Soup Co. Local advertisers have found WMBD gives them complete coverage of Central Illinois.

WMBD broadcasts 18 hours daily on 1440 kc., with a power output of 1,000 watts to local sunset and 500 watts thereafter. Studios and business offices are located in the Alliance Life Building in Peoria, and the transmitter is located between Peoria and Pekin, approximately 5 miles from Peoria. Free, Johns & Field, Inc., is the station's representative.

**14 Stage Stars Signed
For CBS' Shakespeare**

(Continued from Page 1)

IV." Sir Cedric Hardwicke to play Malvolio in "Twelfth Night," Tallulah Bankhead as Viola in "Twelfth Night," Walter Abel as Horatio in "Hamlet," Montague Love as the King in "Hamlet," Grace George as the Queen in "Hamlet," Orson Welles as Duke in "Twelfth Night," William A. Brady as the Ghost in "Hamlet," Brian Aherne as Prince Hal in "Henry IV," Walter Connolly as Falstaff in "Henry IV" and Estelle Winwood as Maria in "Twelfth Night."

Mutual Picks Race Miker

Rusty Callow, coach of the University of Pennsylvania crew, has been selected by Mutual to broadcast the Yale-Harvard crew race next Friday.

**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.**

GUEST-ING

JOHNNY GREEN, on Jack Benny program, June 27 (NBC-Red, 7 p.m.).

FRANCIS LEDERER and **MADELEINE CARROLL**, on "Hollywood Hotel," July 9 (CBS, 9 p.m.).

ROBERT ROSS, talent scout for Warner Bros., with Rose Pelwick on "Movie Pilot," tomorrow (WEAF, 7:30 p.m.). **JOHN EMERY**, actor, with Frank Nugent, on same program, June 25.

WALTER WINCHELL, playing the lead role in "Front Page," on the Lux Radio Theater, June 28 (CBS, 9 p.m.).

DICK BARTELL, JR., son of the ball player, on Col. Jack Major's program, June 28 (CBS, 3 p.m.).

JOE MORRISON, on Broadway Melody Hour, June 23 (WHN-WOR, 8 p.m.).

LEONARD SILLMAN, producer of "New Faces," on Norman Winter's Amusement Digest, tomorrow (WNEW, 8 p.m.).

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

**We Have News
for You!**

Not only news of the world, for your audiences back home, but news of impending big developments that will interest you particularly.

Button-hole one of us around the hotel or look us up in Suites 105-106, 255.

- Herb Moore
- W. G. Quisenberry
- John Parkerson
- Bob Moore
- Sims Guckenheimer
- Mark Hawley
- Rex Goad

Transradio Press Service

515 REGISTRATIONS IN ON SECOND DAY OF MEET

Chicago—Official NAB registration at the close of yesterday's meeting totaled approximately 515, with scores of others present at the convention not attending the meetings and hence not bothering to register. NAB officials feel that the lack of any pressing problems before the convention will prevent the meeting from exceeding last year's total of 700 attendees. The Braddock-Louis fight tonight may draw a number of one-day visitors to the convention who ordinarily would not attend.

Amer. Home Products Reserves NBC-Blue Spot

American Home Products has reserved the basic NBC-Blue network with WCKY on Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p.m., beginning Sept. 28. No talent has been selected for the show. Fifty-two week contract was signed through Blackett-Sample-Hummert Inc.

KOBH Gets Power Boost

Rapid City, S. D.—KOBH last week received authority for increase in power to 250 watts day and 100 watts local sunset. This permits use of RCA transmitter type ET-4250-A.

Robert J. Dean is managing director of the station, with Archie W. Hall as program director. Studios are in the Alex Johnson Hotel at the "Gateway to the Black Hills."

ADOLF SCHMID

Conducting—Orchestration
INSTITUTE OF MUSICAL ART
JULLIARD SCHOOL OF MUSIC
New York City

Complete Studio Facilities for di- rect Recording or Electrical Transcription.

ADVERTISERS' RECORDING SERVICE

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

Programs That Have Made Station History

No. 12—WFBC's "Guess Time" and "Meetin' House in Dixie."

"Guess Time," now in its third year over WFBC, Greenville, S. C., sponsored by Belk-Simpson Department Store, is one of the outstanding merchandising successes staged by this station. The program is conducted by The Freshman, nee Eber Lineberger. "Guess Time," heard Tuesday through Saturday at 7:45 a.m., pulls from 100 to 300 letters and cards daily.

The Freshman, versatile announcer, pianist, and singer, conducts the programs in his own informal style, sings popular songs and playing a medley of three tunes. Listeners guess titles of the tunes and submit the titles to the station. The cards and letters with the correct titles are put in a hat and ten winners are selected. These winners receive two passes each to the New Paris Theater.

After three years of continuous

run, "Guess Time" grows in popularity.

Among WFBC's outstanding sustaining programs, "Meetin' House In Dixie" pulls its quantity of fan mail and audience approval. "Meetin' House In Dixie," now in its third month, as a broadcast feature, commands a wide audience. The program originates at a colored church in Greenville. It is conducted by Reverend Benny Campbell, pastor of the church. Negro Spirituals and Hymns are sung by the congregation, the clapping of hands and wailing of the colored folk add charm and color to the half hour. Reverend Benny Campbell's sermons are always unique and interesting.

Program is attractive, interesting, and sometimes humorous. "Meetin' House In Dixie," the old camp meeting at the Cross Roads, is broadcast over WFBC each Thursday 9:30 p.m.

Revival Remote on KFRO

Longview, Tex. — KFRO has been handling a remote broadcast from the tabernacle tent of the Ham Revival being held in Longview. The Revival broadcasts from 10 to 11 a.m. on all week days except Monday. This program has been on the station for the past seven weeks.

At a recent night meeting held for women only, the pastor asked the women present if they listened to the morning broadcasts on KFRO. Of the 1,800 present approximately 1,700 held up their hands indicating that they were listening to the daily devotional programs over KFRO.

Off to Cover Special Events

John Hartley, assistant director of special events, and four engineers will be on the road all this week covering three special events programs for NBC. First stop is Poughkeepsie for the collegiate rowing classic, then the American Cup Races off New London, Conn., then to Boston for a weather program from the Blue Hill Observatory. Charles Noble, WBZ announcer, will join the crew there and do the observatory broadcast. Engineers are J. Wiess, B. B. Whittmore, A. R. Thomson and E. C. Wilbur.

THE SONGBIRD OF THE SOUTH

**KATE
SMITH**

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Viewpoints

Says Typing Discourages Individuality on Radio

"A few years ago, radio was heralded as the great new field for artists of every description. Within its folds was to be found employment for all those who could entertain. Then came classification and specialization and their inevitable strangulation effect. No longer is there a call for a comedian, an orchestra, a singer. Instead, there is a search for 'types'—a singer who can do a Crosby or an Eddy, a funny man who has the Fred Allen angle, a master of ceremonies who is like this or that prominent emcee. For the artist, it is no longer smart to be original, at least, not too original. And for the performer who has been accepted as a particular type, further developmental possibilities are practically stopped. He must stick to the role which has been associated with him. Perhaps there will be a day when Mister Public will become fed up on a diet of cut and dried 'types', and then will arise a lusty cry for variety and versatility." — RAY HEATHERTON.

Changes at Station WHBL

Changes in schedules at WHBL, Sheboygan, Wis., have put the Sheboygan Harmony Boys, old-time dance band, at 12:15 p.m. Sundays, and the Little German Band at 7:00 p.m. Thursdays.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

CHARGE LAWYERS USED CLERKS AS 'DUMMIES'

Washington Bureau, RADIO DAILY

Washington—FCC yesterday charged three girl secretaries in one of the largest law offices here were named as officers and directors of a dummy corporation formed for the purpose of applying to the commission for radio broadcasting facilities in distant cities.

Yesterday's charges came following the commission's action in formally accusing lawyers of unethical practices and citing them to show cause why they should not be suspended or disbarred.

Washington Bureau, RADIO DAILY

Washington—Categorically denying all of the charges made in an FCC order of May 19, asking that they be disbarred for allegedly filing applications in the name of so-called "dummy" applicants and for other specified reasons, Paul M. Segal and George S. Smith, attorneys, have filed pleas with the Commission asking that the charges be dismissed. A hearing on the charges was requested, unless the FCC should conclude that the order be dismissed.

Script Foundation Plans Awards for Best Works

(Continued from Page 1)

which have been broadcast over their facilities within the six-month period. First nominations will be received Sept. 1, and continue to Sept. 28.

First prize is \$100 cash; second and third, \$50 each; fourth, \$25.

Judges for the 1937-38 season are: For Broadcasting, Alfred J. McCosker; for the Theater, Brock Pemberton; for the Radio Critics, Ben Gross, radio critic of the New York Daily News; for the Sponsors, William Burnham, advertising manager, Bigelow-Sanford Carpet Co., Inc.; for Agency Production, Antony Sanford, radio director, J. Walter Thompson Co., New York; for the Actors, Selena Royle; for the Playwrights, Carl Reed, president of Elizabeth Marbury, Inc.; for the Technicians, Dr. O. H. Caldwell, former Federal Radio Commissioner, and editor of "Radio Today"; for the Radio Industry, Paul S. Ellison, Hygrade Sylvania Corp. and for the Committee, Georgia Backus, Joseph M. Koehler and Lloyd Jacquet, executive secretary.

Radio and Disk Sales Up

Washington Bureau, RADIO DAILY

Washington—Revealing a sizeable increase, the U. S. Treasury Bureau of Internal Revenue yesterday disclosed that internal revenue receipts on radios and phonograph records had increased \$8,324.08 in May, 1937, over the same period in 1936.

According to revenue bureau's figures, total receipts from radios and phonograph records for May in 1936 amounted to \$220,750.43 and in 1937 jumped to \$329,074.51.

RADIO DAILY

NEW BUSINESS
Signed by Stations

San Francisco

KYA: Guarantee Union Life Insurance Co., through Stodel Adv'g Agency.

KJBS: S. & W. Fine Foods Inc., through Botsford, Constantine & Gardner; Standard Beverage Ltd., through Emil Reinhardt; James F. Waters Co., through Jim Diamond Agency.

WDNC, Durham, N. C.

Durham Coca-Cola Bottling Works, American Oil, Ban-Dan, Stephenson-Wilson-High (new Chrysler distributors), Durham Merchants Ass'n, Red Top Beer and Ale, Criterion Theater, Penni-Center.

WSPA, Spartanburg

American Oil Co., through Joseph Katz Co., Baltimore; Miller Tires, through local dealer; Gillette Tires, through Richmond Rubber Co., Richmond, Va.

KSL, Salt Lake City

Sears-Roebuck, featuring Ralph Hardy, commentator, with Announcer Francis Urry.

WFIL, Philadelphia

Tidewater Associated Oil Co., renews newscasts with Gene Morgan, 52 weeks, through Lennen & Mitchell, N. Y.

"One Price Plan" on ET's

Chicago—An attempt to inject the "one price plan" of selling and leasing transcriptions to stations is being made by Conquest Alliance Co.

Announcement of "Streamlined Serials," classified by production costs but not necessarily according to merit, was made at the opening of the NAB Convention in the Hotel Sherman, where Conquest has an exhibit of programs, portable audition units and radio combinations. The shows will consist of transcriptions having records of success on one or more stations, and new shows selected and produced by Conquest with former stage players and present network voices. Strip shows are low priced with the object of providing both sustaining and sponsored programs for stations and their advertisers with minimum budgets.

Good Work Builds Business. That's why we do 90 per cent of Hollywood's off the air recordings (AIR-CHEK).

ELECTRO-VOX RECORDING STUDIOS

(Originator and owner of Trade Mark AIR-CHEK)
5546 MELROSE HOLLYWOOD

Labor Union Problems for CBS Seen in CIO Unit Affiliation

Action of the executive committee of the Association of Columbia Broadcast Technicians last Friday, dissolving the association and the 70 WABC engineers immediately becoming affiliated with the American Radio Telegraphists Association, a CIO union, is expected to bring labor troubles to CBS for the first time.

CBS has American Federation of Labor men on its payrolls now. In its playhouses the stage hands are members of the International Alliance of Theatrical Stage Employees and the house bands are members of local 802 of the American Federation of Musicians, both AFL unions. It was over the bitter opposition of the stage hands union that the engineers decided to join the ARTA.

Case is very similar to the WHN labor trouble which is slated to come up before the National Labor Relations Board on July 1. In this case the engineers became affiliated with ARTA and immediately three of the

WOR Special Events

In addition to WOR's airing a description of the Braddock-Louis fight on Tuesday, with Arthur Hale at the mike, WOR-Mutual will broadcast same day the Detroit Shriners' Convention Parade, 11:30-11:45 a.m., with Joe Gentile and Art Sutton describing, and on Friday will air the Yale-Harvard crew race at New London, about 7 p.m., with Dave Driscoll heading the staff. Transradio reports will be used for the Chicago fight.

Telecommunications Confab

An International Telecommunications Conference will be held in Cairo starting February 1, according to American Commercial Attache James T. Scott, Cairo, in a report to the Department of Commerce. An organizing committee has been formed in the Egyptian capital under the chairmanship of the Minister of Communications.

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

Radio Patriot

L. B. Wilson, WCKY proxy, isn't attending the Braddock-Louis fight tonight. He says he'll enjoy it more over the radio.

AFL unions, motion picture operators, stage hands and musicians, filed a protest with Loew's Inc., owners of WHN. Protest stated that unless the ARTA engineers were dismissed the AFL would call a strike of all its personnel in Loew's Metropolitan Theaters. Hence, case was handed over to the NLRB and a vote will probably be taken next month on whom should represent the WHN employees.

That the WABC dilemma will be delayed pending the outcome of the WHN case is very probable. Meantime the ARTA is trying to sign up the rest of the CBS technicians employed in the eight other CBS owned and operated stations across the country—(KNX, WKRC, WEEI, WBBM, WJSV, KMOX, WBT and WCCO).

Mervyn Rathbone, president of the ARTA, says that engineers of WJSV, WEEI, WBT and KNX have already signified their intentions of joining the CIO union.

AGENCIES

BENTON & BOWLES, west coast offices located in the Equitable Building, Hollywood, were officially opened yesterday. Office will handle the west coast radio shows of the agency, with Herschel Williams and Chester McCracken in charge.

PEGGY PHILLIPS has resigned as account executive of the Bert Nevins publicity offices to accept a position on the scenario staff of Paramount pictures. No replacement has been announced as yet.

KELLY W. BLUMENSCHNEIN, formerly associated with Kelly, Nason & Winsten, has joined the radio department of Blackett-Sample-Hummert, Inc. as commercial continuity writer.

Joines N. Y. Web Ad Staff

Burt Squire, general manager of the New York Broadcasting System, announced yesterday that G. William Anderson has been added to the sales staff of the network. Anderson has been closely connected with the advertising world for the past 17 years. He will confine his activities to the New York area.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

And now...NEW
TRANSCRIPTION HEADQUARTERS
in CHICAGO

• You are cordially invited to see and inspect the only complete Vertical transcription facilities in the middle west. The new Chicago headquarters of World Broadcasting System are located at 301 East Erie Street—only two blocks east of Michigan Ave.

A hearty welcome awaits you at World's modern air-conditioned building, designed to serve every program requirement. Just telephone Superior 9114, or stop in at your convenience. Write for new, illustrated folder describing World's complete Chicago facilities.

WORLD BROADCASTING SYSTEM

301 East Erie Street Chicago



TRANSCRIBED PROGRAMS

Are Outstanding for Two Reasons

*BY TEST. . . THEY SATISFY THE LISTENERS AND BUILD FOR BIGGER AUDIENCES.
BY TEST...THEY ARE A PROFITABLE INVESTMENT FOR STATION AND SPONSOR.*

For the 1937-38 season, ATLAS Radio Corporation offers to stations TWENTY-SEVEN sure-fire result-getting programs. • Conceived and produced by outstanding radio showmen, with painstaking devotion to production detail and technical perfection...and with a basic idea offering great promotional possibilities.

An ARC production is a guarantee, always, of
a HIT show to the wide-awake broadcaster...

"CAPTAINS OF INDUSTRY" "PORTS OF CALL"
"SONGS OF THE WEST" "MAGIC ISLAND"

are just a few of the TWENTY-SEVEN ARC
programs that are established successes on the air.

At Convention Room 119—Sherman Hotel



A T L A S R A D I O C O R P O R A T I O N
HOME OFFICE 1540 BROADWAY, N.Y.C. • STUDIOS 930 NO. WESTERN AVE., HOLLYWOOD, CALIF.