



# RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 95

NEW YORK, N. Y., WEDNESDAY, JUNE 23, 1937

FIVE CENTS

## John Elmer NAB Prexy

### WRTD COMPLETES STAFF; TAKES THE AIR TOMORROW

Richmond, Va.—WRTD, new local station has completed its staff with the appointment of Florence C. Thomas as program director and Bernard Dabney Jr., as continuity manager, and will take to the air tomorrow. Dabney was grabbed from the news field, having been a reporter on the Richmond Times Dispatch for the past six years.

The entire WRTD staff has been observing operations at WTAR, Norfolk, until departure for the first Richmond airing. Station goes NBC basic Blue network on June 27. John Carl Morgan, WTAR announcer, will go to Richmond for a few weeks, leaving Ernest Bowman, selected for the WRTD staff, at the Norfolk sta-

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### New NAB President



JOHN ELMER

### Regular Ticket Wins 3-to-1—John Gillin Elected First Vice-President, William Scripps Second Vice-President

By M. H. SHAPIRO

Chicago—In the face of an opposition ticket headed by Ed Craney, the regular ticket by the NAB nominating committee rode to a 3-to-1 victory, the delegates giving John Elmer of WCBM, Baltimore, the office of president by a vote of 147 out of a possible 199 ballots cast. Craney drew 52 votes.

John J. Gillin, Jr., of WOW, Omaha, was elected first vice-president, with a vote of 148, and William J. Scripps of WWJ, Detroit, received 152 ballots for office of second vice-president.

There being no opposition or independent slate relative to the nominating committee's selections for board of director terms, election of this list was done from the floor by

(Continued on Page 3)

### AFA FINDS RADIO AIDS NEWSPAPER PROMOTION

Departmental sessions were the only activity of the second day of the American Federation of Advertisers convention yesterday in the Hotel Pennsylvania. Radio's value in the promotion of daily newspapers was discussed at length early in the day, when Jake Albert, promotion manager of the Detroit News, headed a breakfast clinic composed of John Bradford, Rockford; Bradford Wyckoff, Troy; Charles Baum, Portland; Walter Tyson, Minneapolis; Fred Phillips and F. B. Rogger.

Discussion concerned itself with the newspaper's use of radio as a

(Continued on Page 3)

### Warren Hull As Emcee On "Show Boat" Hour

Warren Hull has been set as successor to Lanny Ross in the emcee spot of Maxwell House's "Show Boat," which starts emanating from the coast July 8 over the NBC-Red network. Virginia Verrill also has been set for the show. Benton &

(Continued on Page 3)

### NATIONWIDE ET CURBS PREDICTED BY PETRILLO

Chicago—James C. Petrillo, president of Chicago Federation of Musicians, returning yesterday from the Louisville convention, predicted that his drastic restrictions regulating musical recordings and electrical transcriptions which he imposed here last February would be made nationwide. Executive board of

(Continued on Page 4)

### New WTAR Transmitter Is Placed in Operation

Norfolk—Without ceremony, WTAR engineers threw the switches that sent the program into the ether from the new transmitting plant in Glen

(Continued on Page 3)

### Radio-Television Exhibit By Westinghouse at Fair

Westinghouse Electric & Manufacturing Co. will present an exhibit and demonstrations of the latest developments in radio and television, among other things, at the New York World's Fair in 1939. The company has just signed the first formal contract for exhibit space in a building to be erected at the Fair.

### James V. Peppe Joins Wilson-Powell-Hayward

James V. Peppe, formerly director of Orchestral Relations Department of the Columbia Broadcasting System, has been appointed general manager of Wilson, Powell & Hayward

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### Philco Adv'g Budget Is Being Boosted 50%

Philco Radio & Television Corp. revealed yesterday, at the opening of a showing of new models, that the corporation would increase its advertising budget 50 per cent for the new 1938 line of radio sets. The show is

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### PROGRAM DIRECTOR UNIT IS FORMED AS NAB MEET

Chicago—An idea that originated with Jimmy Willson of WWL, New Orleans, and received approval of Managing Director James W. Baldwin, resulted in the formation yesterday of "The Program Director's Section", a new sub-group within the NAB fold.

Purpose of the new group is to exchange program ideas and discuss mutual problems. After a two and one-half hour interesting session, Willson was elected chairman of the

(Continued on Page 6)

### Edward A. Allen is Re-elected By Independent Broadcasters

By HOWARD J. LONDON

Chicago — National Independent Broadcasters Incorporated, a group of so-called 100-watt station owners and operators which was organized within NAB ranks three years ago for the purpose of coordinating the efforts of the smaller and local outlets with a view to bringing the

local markets to the attention of national advertisers, has voted to definitely proceed with its original plans.

At a meeting held yesterday afternoon, officers for the coming year were elected, with Edward A. Allen of WLVA, Lynchburg, Va., being re-elected president. Allen is founder

(Continued on Page 4)

### Degree for DeForest

Chicago — Lewis Institute, technical college, today will confer honorary degree of Doctor of Engineering on Dr. Lee DeForest, inventor of audion radio tube and father of modern radio. Dr. De Forest is here from Hollywood for the occasion. His first experiments were conducted while instructor at Armour Tech here 30 years ago.

### Secret Ambition

Philadelphia — When an announcer on WFIL identified himself as 'Charlie Harris' in an exploitation airing from the new studios, staff couldn't figure who it was. Later revealed as Sam Rosenbaum, WFIL prexy, who has yen for mike splicing and, not wishing to abuse his official capacity, assumed a moniker so he can start at bottom.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, June 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164½	163¾	164¾	+ 1
Crosley Radio	20	20	20	+ ½
Gen. Electric	53	52½	52½	+ ½
North American	23¼	22½	22½	- 1/8
RCA Common	8½	8	8	.....
RCA First Pfd.	64¼	63¾	63¾	+ 3/8
RCA \$5 Pfd. B	17½	17½	17½	- 1/8
Stewart Warner	33	32	33	+ 1½
Zenith Radio	33	32	33	+ 1½

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	2½	2½	2½	- ¼
Majestic	1½	1½	1½	.....
Nat. Union Radio	1½	1½	1½	.....

### OVER THE COUNTER

	Bid	Asked
CBS A	27½	29
CBS B	27	28½
Stromberg Carlson	13	15

### New Music Works on NBC

World premiere of one work and the first broadcast performance of another will add musical significance to the NBC Music Guild program featuring the works of the young American composer, Ulric Cole, tomorrow 2-2:30 p.m. over the NBC-RD network.

The program will open with the first performance anywhere of two movements from a suite for string quartet, to be played by Mara Sebriansky, first violin; Frederic Dvovich, second violin; Frank Brieff, viola, and Bernard Greenhouse, cello. The second chamber work, to be heard for the first time by radio audiences, will be a quintet for piano and strings. This will be played by the composer at the piano and the above quartet.

### REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MED. 3-1270 New York

## NAB Dues Hike Voted Down; Action on Other Resolutions

Chicago—Resolutions before the NAB convention delegates were disposed of to some extent, at least two major issues being worked out from the floor yesterday. These included the proposed amendment to increase the membership dues, the proposal being lost by unanimous vote.

The proposed amendment to have owners of more than one station take out a membership for each outlet was tabled for further discussion and may come up today. One speaker believed the proposal unconstitutional in its effort to force such membership. Amendment whereby the outgoing president of NAB in each case would automatically become a member of the board of directors was favorably voted upon, although the retiring president, C. W. Myers, advised that he was against such an amendment to the by-laws.

Later in the day, with a small representation or delegates who were waiting for the election votes to be counted, some additional resolutions were voted upon, although it was originally planned that only the non-controversial items would be chosen. These included the usual thanks for use of the hall and local committees, thanks to FCC Chairman Judge Sykes and the resolutions already acted upon in past conventions but still in need of attention, including

an affirmative vote to seek a three-year license term for broadcasters, authorization of the NAB to continue to work for a "per piece method" of performing rights license fees, affirmative vote to encourage the prosecution of the government suit against Ascap and affirmative vote to have the NAB as an organization further the efforts to have the Duffy copyright bill passed.

Approval also was voted to take the action desired on the NAB Bureau of Copyright which includes the preservation for the NAB of 51 per cent of the stock in the Bureau, and to promote an advertising bureau whereby the NAB will publicize under the board of directors' supervision the true picture of the broadcasting industry to the public at large.

Favorable vote obtained to work against the passage of the Congressman Celler bill for a government-owned station. The proposal of Ed Craney that each state have a member on a committee which would cooperate on copyright matters was referred to the board of directors. The motion to seek to establish one week in each year to be known as "National Radio Week" was quickly lost. Action on the petition of Fred J. Hart of KCBM, Honolulu, for a reorganization of the NAB was tabled until today.

### New WMCA Femme Series

A new 15-minute sustaining series, dedicated to successful women in all fields, replaces the "Vanishing American" series on WMCA, Wednesdays at 8:45 p.m. Frankie Basch will interview one outstanding feminine personality every week. A feature of the program will be an organ, playing the popular song current when the woman of the week got her start in business.

### Buccaneers to Detroit

The Buccaneers, a male quartet now broadcasting from the Cleveland Exposition, close their engagement tomorrow, and will open at the Michigan Theater, Detroit, on Friday. Deal was set by Henry Frankel of the WOR Artists Bureau.

GREETINGS TO STATIONS CARRYING

### RIPPLING RHYTHM

....Shep Fields

### Pepper-Upper Guest Star

Dallas—Senora Milla Dominguez, wife of the Mexican consul here, will be guest star on Dr. Pepper's Pepper-Upper program of June 27, which will be dedicated to June bridegrooms. Jimmy Jefferies is comedy star of the program, with Roy Cowan and Sugah among featured performers.

## 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

## COMING and GOING

CAMPBELL ARNOUX, general manager of WJAR, Norfolk, will visit Richmond for the WRTD opening after he finishes his NAB Chicago convention sojourn.

PETER DONALD, JR., character actor heard in NBC and CBS programs, sails June 29 on the Lafayette for a three-month visit to England and Ireland. He expects to do some radio work abroad.

CHARLES E. GREEN, president of Consolidated Radio Artists' Inc., who left Saturday for a westward business trip, will continue on to Hollywood.

MILTON BERLE arrived in Chicago yesterday to attend the Braddock-Louis fight.

GEORGE RAFT is en route to New York from Chicago, where he was among the fight spectators.

FERDE GROFE left yesterday for Philadelphia to fulfill a concert engagement. He is accompanied by WILL YOLEN of the Earle Ferris office.

BILL STERN, NBC sports expert, will arrive in Milwaukee on July 3 to air the AAU Track and Field Championships to be held at the Marquette University Stadium.

BURNS LEE of Benton and Bowles left yesterday for Hollywood to take over the publicity end of the agency's new offices there.

TODD SLOAN, engineering supervisor of KYW, Philadelphia, sails this week for a West Indies cruise.

THE MILLS BROTHERS leave on their European tour June 30.

GEORGE McELRATH, NBC engineer, DON GLASSMAN, NBC press, CHARLES RANGER, sound effects, THOMAS REILLY, production manager of NBC and CHARLES WARBURTON, NBC production supervisor, all leave on vacations this Friday.

JAMES WOOD, NBC engineer, sails for Europe on June 29.

## REWARDED

The Coward Shoe was rewarded with 1,286 replies on a 15-minute Jewish program at a cost of less than 6c each.

Ask about our audience  
Tested Jewish programs

## Sell it to Cohen

Through New York's quickest approach to the Jewish market

# WLTH

New York City



## JOHN ELMER IS ELECTED PRESIDENT OF THE NAB

(Continued from Page 1)

unanimous vote, prior to the ballots being cast for higher offices. This also held good for Harold V. Hough of WBAP, who was unanimously re-elected treasurer.

Directors elected for a three-year term are: Charles W. Myers, KOIN, Portland, Ore. (retiring president); Herbert Hollister, KANS, Wichita; Harry C. Butcher, WJSV, Washington, a CBS outlet; Frank M. Russell, WRC, Washington, NBC outlet, and Theodore C. Streibert of WOR-Mutual, New York.

Gene Dyer, of WGES, Chicago, was elected to the board for a one-year term.

Before the voting began, open discussion brought several broadcasters to the front speaking in favor of John Elmer as an all-around capable man who would be in a position to devote the necessary time. These included outgoing president Myers, Arthur B. Church, Stanley Hubbard, Edward A. Allen and Bill Way. Last mentioned also went on record as being against the present method of fighting Ascap. Peculiarly enough, no one spoke in favor of Craney, but this was regarded at the time as no indication of how the actual voting would result.

Bill Hedges, pressed into service for some parliamentary procedure by President Myers, suggested that both the regular and independent ticket nominees be placed on the one ballot sheet to facilitate matters for a faster vote. This was done, although at the moment it appeared that the independent ticket might benefit thereby. Yet Hedges advised voters to vote a straight ticket, one way or the other.

Election of John Elmer is a concession to the so-called 100-watters, or small station owners, who have been seeking for years to have a president from their ranks. At the same time, Elmer had the backing of many large station owners as well.

The insurgent group which made up the Craney ticket did so on the strength of his copyright activities and his strong hand in having anti-Ascap legislation passed in Montana, Washington and Nebraska. Opinion of many older members, however, was that Craney was not yet ripe for the presidency and possibly too drastic in his methods.

### Sousa's Grandson Joins NBC

John Phillip Sousa, grandson of the late bandmaster, has been added to the NBC mail staff.

**RADIO EVENTS, INC.**  
AN INDEPENDENT PRODUCING GROUP  
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,  
New York, N. Y.

*From script to production -  
that extra something that's good radio*

### Radio Set Sales Shift to Small Towns

Chicago—Farms and small towns are now buying radios at a faster proportionate rate than the large cities, President E. F. McDonald Jr. of Zenith Radio Corp. told stockholders at the company's annual meeting of stockholders held here yesterday.

Production of radio sets by Zenith in the fiscal year starting May 1 is 50 per cent ahead of last year, despite removal to a new plant, said McDonald, who credited the increase largely to the switch in market from large cities to the rural communities.

### Warren Hull as Emcee On "Show Boat" Hour

(Continued from Page 1)

Bowles, agency handling the show, has not yet confirmed reports that Meredith Willson and his orchestra will succeed Al Goodman.

Charles Winninger, who resumes as skipper of the program, appeared as a guest on the Jell-O program Sunday, at which time it was announced that Willson's orchestra would be heard on "Show Boat."

### Earl Harper Wins Contest

Earl Harper, sports commentator for WNEW, is the first prize winner in the second of the Steinie bottle contests sponsored by Glass Container Ass'n. Award, consisting of two round trip tickets to California, was for the best letter beginning with the words, "I prefer my favorite beer in a Steinie because . . ."

Harper and the missus plan to make the trip to California in the fall.

### KDKA Duet Becomes Trio

"Sunbeam" Billy Hinds of the KDKA (Pittsburgh) announcing staff, has been adopted by three girls. For some time back, the Weston Sisters have been heard as a girl trio in the vocal interruptions to KDKA programs by Slim and Jack and their Gang. Hinds joins the girls in the capacity of soloist and the trio will hum background harmonies to novelty numbers. They will be heard from KDKA at 1 p.m. Friday.

**Not the Cheapest,  
But the Best Direct Recordings.**

### ADVERTISERS' RECORDING SERVICE

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

### New WTAR Transmitter Is Placed in Operation

(Continued from Page 1)

Rock, Princess Anne County, and silenced the former scene of operations on the Virginia Beach Boulevard. Against 500 watts power at night on which station has been operating for some years, the new directional array, with increased power, will result in sending the equivalent of almost 4000 watts into the station's primary area 18 hours daily.

### Lanny Ross Signs Warner Deal

Lanny Ross, star of the Maxwell House "Show Boat," has been signed by Warner Bros. Pictures and will go to Hollywood following next week's broadcast. Ross, who has refused picture contracts since 1934, consented to the WB. deal because, on account of the death of an infant in childbirth, he felt the change of scenery would help Mrs. Ross and himself.

## AFA FINDS RADIO AIDS NEWSPAPER PROMOTION

(Continued from Page 1)

means of promoting circulation. Bradford Wyckoff, representing the Record Newspapers of Troy, N. Y., stated that his interest in the meeting was primarily to discover the value of his papers' association with a radio station, an affiliation that does not exist at present. Discussion was allotted one hour, then adjourned.

The value of outstate broadcasting, however, came in for additional discussion, with a general concession of parties present that it was of definite value. Spot radio is also being used as a medium for interstate and outstate promotional purposes.

Today's calendar, the last of the convention, is headed by an election of officers and will be climaxed by a reception in the evening. Speakers at today's luncheon include Mayor LaGuardia and Henry Eckhardt, AAAA chairman. Lee J. Eastman, president of Packard Motor, will preside as chairman. WOR will air the talks.

### KMMJ

Clay Center, Neb.

*The favorite family station.*

## They're STREAMLINING into

Room Five Hundred 'n' Thirtynine in Chicago's Hotel Sherman to hear Conquest's new

## STREAMLINED SERIALS

Here's a new method of producing and distributing quality transcriptions!

Selected shows . . . tested transcriptions . . . proven profit-producers . . . Classified and definitely priced for easy selling to sponsors.

Low priced at one-sixth of each station's daytime quarter-hour rate, subject to following reduced minimums:

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

Conquest's new Combination Audition Unit and Radio Receiver, with microphone attachment, and the new, improved Audition Unit . . . both portable . . . on view now at the NAB Convention.

Write or phone for information

## CONQUEST ALLIANCE CO., Inc.

515 Madison Avenue  
New York City

228 No. LaSalle St.  
Chicago



## INDEP'T BROADCASTERS RE-ELECT ALLEN HEAD

(Continued from Page 1)  
of the organization. Edward E. Bishop of WGH was made vice-president; W. W. Behrman of WBOW was elected secretary, and Arthur Westlund of KRE, treasurer. Board of directors elected includes: James Curtis, KFRO; Clifford Chaffey, WEEN, and W. B. Greenwald, KWBG.

Prolonged session brought out interesting developments and it was the consensus of opinion that the drive to be made this coming season will result in definite progress being made. Member stations are offered by the IBA as an unconnected network of nearly 100 stations for use of transcription programs at various rates, national and local.

### Marsala's Contract Renewed

Joe Marsala's swing band, currently featured at the N. Y. Hickory House, has had its contract renewed, marking the start of its fourth month there.

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

**THE AEROGRAM CORP.**

"from script to disk"

1611 Cosmo St.

Hollywood

## STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:  
No. 45 of a Series

### KDB—Santa Barbara, Cal.

1,500 Kc.—250 Watts LS, 100 Watts N.

**DON HASTINGS, Manager**  
**ROBERT C. MOODY, Chief Engineer**

**K**DB has served Santa Barbara and the adjoining cities of Ventura and Oxnard since 1925. It is the only radio station in Santa Barbara and Ventura Counties. When first opened, the call letters were KFCR. In 1927 these were changed to KDB, and station was moved to the Faulding Hotel, its present location.

KDB is a member of the Don Lee Broadcasting System and affiliated with the Mutual network. A new Western Electric transmitter has been installed and plans are now made for moving into larger quarters in the heart of the business district.

The only original Spanish orchestra on the air today is broadcast over KDB and is heard coast-to-coast over the Mutual Broadcasting System. Don Hastings, manager of KDB, is a veteran in radio, having started in 1926 in Indianapolis. He has had wide experience, having been announcer, special events director, program director, continuity writer and producer, and manager of various stations, as well as sports announcer for Columbia Broadcasting System and originator of the first Radio Announcers School.

Robert Moody, chief engineer of KDB, has been with the station for over six years and is recognized as one of the leading radio engineers of the West. He has written several articles on radio engineering that have been accepted for publication.

### Lucille and Lanny on NBC

Lucille and Lanny, formerly featured on WNEW, take over an NBC spot, Tuesdays and Thursdays, over WJZ and the Blue network, at five in the afternoon, effective June 29. Deal set by Lester Lee.

### James V. Peppe Joins Wilson-Powell-Hayward

(Continued from Page 1)

Inc. The appointment becomes effective next Monday. Roy Wilson, president, made the announcement yesterday, and at the same time intimated that the agency will shortly expand its activities not only in New York but in additional cities throughout the country.

"Wheaties Champions of Harmony"

**KAY & BUDDY ARNOLD**

Sponsored by General Mills

WMCA

2:30-5:30 Daily

**AIR FEATURES, Inc.**

**RADIO PRODUCTIONS**

247 Park Ave.

New York City

## NATIONWIDE ET CURBS PREDICTED BY PETRILLO

(Continued from Page 1)

American Federation of Musicians will deal with the ET situation in New York on July 20 in accordance with action of the Louisville convention.

"The American Federation of Musicians will dictate henceforth under what circumstances records can be made," Petrillo said. "Those days of recording companies doing what they please so far as music is concerned are all over. The AFM is going to know from now on where the recordings are going and what's going to be done with them. The AFM will lay down rules regulating and controlling recording of music, and every local in the country will follow these orders. We are out to put musicians to work and we know we can do it by making the record and transcription outfits do what we tell them."

### Station Contract Ruled Within State's Court

New Orleans—State courts have jurisdiction over contracts affecting radio stations under certain circumstances, State Supreme Court ruled here yesterday supporting appeal of Attorney J. Studebaker Lucas over ruling of lower courts. The lower court, in a suit wherein Southern Broadcasting Co., through Lucas, asked injunctions restraining Charles Carlson, owner of WJBW. Here, from alleged acts nullifying a contract, Southern had to manage WJBW, had decided it lacked jurisdiction and matter was for FCC. Supreme Court's stand is said to be based on principle that state courts have jurisdiction to aid interstate commerce unless specifically denied, and that FCC act does not empower commission or Federal courts with authority in such matters. Lucas was said to be pressing for hearing on injunction soon, and that Southern had FCC requests to erect 100-wattaters in Bogalusa, La., and McComb, Miss., as well as permission to operate here on WJBW's wavelength.

### Clyde Barrie in Workshop Play

Clyde Barrie, CBS baritone, and a Negro chorus have been added to the Columbia Workshop's dramatization of "Babouk," which will be presented next Sunday, 7-7:30 p.m., over the CBS network. An original music score based on African themes also has been added to provide jungle background.

GREETINGS to NAB CONVENTION

**BILL ELLSWORTH**

RADIO TALENT

75 E. WACKER DRIVE  
CHICAGO, ILL.

## FLY UNITED'S NEW "MAINLINERS"

**3 NON-STOP FLIGHTS DAILY**

BETWEEN

**CHICAGO and NEW YORK**

IN THE

**DELUXE "SKYLOUNGE"**

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST

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

**UNITED AIR LINES**

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT



★ F. C. C. ★  
ACTIVITIES

HEARINGS SCHEDULED

June 28: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo, Tex. CP for change in power and frequency to 940 kc., 1 KW., 5 KW. LS., unlimited.

The Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

KCMO, Kansas City, Mo. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

Sept. 16: Leonard A. Versluis, Grand Rapids, Mich. CP for new station. 830 kc., 500 watts, daytime.

WMEX, Boston. CP for change in power to 5 KW., 1470 kc., unlimited.

APPLICATIONS RECEIVED

KLZ Broadcasting Co., Denver. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

BOSTON

Gordon Swan has been appointed program director of WBZ-WBZA by manager John A. Holman in the absence of John F. McNamara, who sailed last Saturday for a six-months tour of Europe.

Ruth Chilton, WEEI songstress, will be heard on WSyr in Syracuse after July 14. In addition to her singing, Ruth will also write continuity. For years Ruth has been one of the busiest vocalists in Boston radio. Recently she had as many as six shows a week on WEEI.

Kay Kyser and his orchestra opened at the Ritz Carlton Hotel Roof this week. WEEI making two pickups weekly, on Tuesday and Thursday nights at 11:30 o'clock.

John A. Holman, general manager of WBZ-WBZA, was made an honorary vice-president of the Scituate Players, a new little theater movement which recruits only local talent. Holman lives in the South Shore town.

WEEI's "Goofs," headed by Del Castillo, will appear today at the National Retail Grocers Association convention at the Hotel Statler.

Bill Williams, ace sports reporter for WBZ-WBZA, returns to those airways Monday 28 after an absence of several years. He replaces Dick McDonough and Bill Daley, and will have two daily spots, 6:25 and 11:10 p.m.

Lloyd Dennis, former WBZ-WBZA announcer, now handling assignments at WCSV, Washington. Fred B. Cole has been signed by WBZ to fill Dennis' place.

CLYDE BARRIE  
CBS

Thursday

6:15 P. M.

NEW PROGRAMS—IDEAS

WFIL Joins Camera Clubs

Falling in with the camera craze, WFIL will start its "Camera Club" on June 29. Programs will combine instruction, inside tips and real entertainment. Various members of the Photographers Guild will guestar on each broadcast. Initial show will open with a brief talk on the history of photography and the camera, followed by a round robin among Guild members on the art of picture taking, emphasizing the do's and don'ts. Last five minutes will be turned over to a swarm of candid camera bugs who will attend each program, with the announcer trying to tell listeners what happens when a flock of candid are turned loose in a radio station.

"Cultural Olympics"

A running review of the first year's activities of the "Cultural Olympics," sponsored by the University of Pennsylvania, and a microphone presentation of the outstanding talent uncovered, will be featured in a new series of weekly programs over WFIL, Philadelphia, under the personal direction of George H. Johnson, president of Lit Brothers department store, part-owner of station. Olympics were designed primarily to give the artistic youth of the city the same recognition as has been accorded those athletically inclined. It was hoped that through competition, just as in sportdom, much worthwhile talent would be brought to light.

KDKA Summer Smiles Special

An ideal summer program has been devised by KDKA (Pittsburgh) and will make its debut on the air as a weekly booking at 7:30 p.m. July 8. It will be called George Heid's Revue and will be 15 consecutive minutes of smiles, according to George. The M.C. Pat Haley and the Lawson

WBIG to Cover Junior Golf

Among the sporting events that WBIG, Greensboro, will cover is the 11th Annual Junior Golf Championship of the Carolinas, to be played at Sedgefield, June 21-24; the semi-pro baseball tournament in Greensboro, July 1-13 and Greensboro's entry in the National Marble Tournament, Wildwood, N. J., the week of June 27.

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

Sisters, together with Heid, will do the vocalistics; Al DiLernia, accordionist, will add instrumental variety, and a novelty swing group, directed by Al Egizi, will contribute the orchestral effects.

No Dice on This One

Travis Barnes, WTAR (Norfolk) salesman, hitherto has been imbued with the thought that if you have an idea for a program, you can find a sponsor. Barnes' latest brainstorm backfired on this subtle bit of reasoning when his mind rewarded him with a strange thing called "The Credit Column of the Air." Barnes claims the idea is to broadcast the names of the city's leading debtors until they pay their bills, and thus scare everybody into paying up. Just what this would do to finances in Norfolk isn't certain, but it's pretty definite what might happen to Barnes.

Daily Mystery Tune

John Holtman, conductor of the Early Bird program broadcast at 7-8 a.m. on WFBM, Indianapolis, has added a "mystery tune" to the records played each morning. At end of week, every correct list gets a theater pass. Holtman claims to be able to tell after several weeks when audience reached low ebb by computing his mail response.

GUEST-ING

VIRGINIA BRUCE, FRANCHOT TONE and MAUREEN O'SULLIVAN in "Between Two Women," on "Hollywood Hotel," July 2 (CBS, 9 p.m.). MADELEINE CARROLL and FRANCIS LEDERER in "It's All Yours," on same program July 9; ROBERT TAYLOR, ELEANOR POWELL, SOPHIE TUCKER and BUDDY EBSEN, in "Broadway Melody of 1938," on same program July 16.

THE SWINGTIME BOYS, on Fred Allen program, tonight (NBC-Red, 9 p.m.). Booking set by Central Artists Bureau.

BUNNY BERIGAN, on Maurice Hart's Request Club program, June 25 (WAAT, 5:30 p.m.).

MARTA ABBA and JOHN HALLIDAY of "Tovarich," on James Melton's "Sealtest Sunday Night Party," June 27 (NBC-Red, 10 p.m.).

LUCREZIA BORI, MISCHA MISCHAKOFF, JAN PEERCE, SHEILA BARRETT and RICHARD HIMBER and his orchestra, on Magic Key of RCA, June 27 (NBC-Blue, 2 p.m.).

C. P. MacGREGOR

Hollywood

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Audition—A Study in  
Monotony

Six Plays for Radio

Mr. Dynamite



## PROGRAM DIRECTOR UNIT IS FORMED AS NAB MEET

(Continued from Page 1)

Program Director's Section and J. Neil Regan was made secretary.

A committee was also formed to proceed with the various items discussed and these include the exchange forthwith of at least two programs, possibly at regular intervals, so that directors in other parts of the country may profit by unusual ideas or new wrinkles. The committee consists of Art Kirkham of KOIN; Nicholas Pagliara of the West Virginia network, and Ezra A. McIntosh of WWNC.

The committee will seek to have as many stations as possible next year and send their program directors to the NAB convention.

## Programs That Have Made Station History

No. 13—WNBR's "Amateur Night on Beale Street."

ONE of the most unusual and colorful radio presentations in the country is "Amateur Night on Beale Street" aired over WNBR, Memphis, where Mallory Chamberlin is manager.

This popular feature, which has been the responsibility of Grover A. Godfrey Jr., commercial manager of the station, since its inception some 125 weeks ago, is put on every Tuesday night, 9:05-11 o'clock. The programs originate from the stage of the Beale Street Palace Theater—the oldest showhouse for colored in the South—located in the heart of famous old Beale Street where the Blues were born. On this very stage W. C. Handy's original Dixieland Band first played "The St. Louis Blues," "The Memphis Blues," "The Yellow Dog Blues" and other numbers composed and published by the "daddy of the blues." Jimmy Lunceford made his first public appearance here. Many negro stage and film careers started on the stage of the Beale Street Palace Theater. This historical setting for the broadcasts has helped greatly to add to their popularity; the stage is a constant reminder and source of hope for amateurs who stop to think of those who got their start here. When an amateur "comes thru" for the satisfac-

tion of the "Amateur Night on Beale" audience, his hope runs high for bigger and better things.

The programs are MC's by the Professor of Mathematics in the Booker T. Washington Public High School—Prof. Nat D. Williams, "the Major Bowes of Beale Street." Nat, in addition to his professorial activities, edits a column for a syndicate of 28 negro newspapers. He is on the Board of Directors of the "Cotton Makers Fiesta"—colored division of the Memphis Cotton Carnival. Nat handles publicity on various colored promotions; he produces a show called "The Booker T. Follies," which is presented annually on the auditorium stage of Booker T. High. Generally, Nat has a job to do relative to all negro activities in this territory calling for a knowledge of showmanship. But his one BIG job—his biggest pride—is handling "Amateur Night on Beale Street" each Tuesday night.

On the stage for each program is a 12-piece orchestra from the Brown Derby Nite Club. "Amateur Night on Beale Street" gives the amateurs the accompaniment of a full band. Programs open and close with the one logical theme—"Beale Street Blues," played in a special arrangement. Amateurs are both adults and juveniles; cash prizes are given for both classes. Amateurs come from all over this tri-state territory—a population comprised of 41 per cent negro.

Each amateur is presented to the audience in the usual way, and then he's "put on his own." If the theater audience likes the amateur well enough, he is permitted to remain to finish his number. If the audiences don't appreciate his efforts, they boo, stamp, whistle—and sometimes THROW miscellaneous articles at the bewildered applicant. When Nat is convinced that his applicant "hash't got the stuff," he nods to an aide and a volley of gunfire (.45 blanks) and smoke bursts forth, signifying only

## WRD COMPLETES STAFF; TAKES THE AIR TOMORROW

(Continued from Page 1)

tion. Office and air crew will work from temporary quarters in the State Planters Bank Building until the middle of July, when its penthouse studios and offices will be furnished.

one thing to the applicant, the theater audience and the radio audience. The amateur may come back for another trial on any future program if he feels that his presentation has been improved. Professor Williams believes in giving the amateurs all "breaks" possible.

During 125 broadcasts every type of "amateur" imaginable has appeared. Snake charmers, glass eaters, a man who drove nails with his head, a man who tap-danced on his hands, the musical-spoon boy, imitators, dancers, singers, comedians, etc.

Last year, W. C. Handy was visiting in Memphis and consented to be guest MC for one of the broadcasts. This was one of the most talked-about programs ever given here. Jesse Owens, Fats Waller and other bigwig sepia stars have visited the program. The most recent accomplishment of the program happened just two weeks ago when the Five Cabin Kids—Fox movie artists—added two "Beale Street" amateurs to their company. Many of the amateurs have left Memphis to join stage shows, to travel with orchestras, to dance and sing in night clubs, and to tour with medicine shows! Station receives letters from those who have "gone up" and their letters are read during the weekly broadcasts. A Mutual broadcast, though very bad, brought favorable comments and inquiries from all over the United States.

From the standpoint of gate receipts, "Amateur Night on Beale Street" has been a huge success. More than 100,000 admissions (colored) have been collected. A packed house of more than 1,400 is a regular Tuesday occurrence at the Palace. Close cooperation on the part of the theater management, WNBR and Nat Williams has brought about one of the most popular programs in this territory. Harry Martin, movie editor and columnist for the Memphis Commercial-Appeal, once said in his daily column: "that 'Amateur Night on Beale Street' is Memphis' best local radio program."

"Amateur Night on Beale Street" has received write-ups in The Advertiser, a story in Scribners magazine and in Readers Digest. Trade papers also have praised it. Program has been sponsored about 65 weeks by a credit clothing store.

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## SIX CINCY ZOO OPERAS WILL BE AIRED BY NBC

National Broadcasting Co. yesterday announced that six full-hour broadcasts have been set from Cincinnati's famous Zoological Gardens. First program will be heard July 2 at 9-10 p.m. and the second airing will take place July 9 at the same time. Thereafter, beginning July 17, the broadcasts will be given every Saturday from 10-11 p.m. All airings will be heard over the NBC-Blue network. Last broadcast is scheduled for August 7.

Although the actual routines have not as yet been set, artists to appear on the programs include, among others, Bruna Castagna, Carlo Morelli, Leon Rothier, Norman Cordon and John Gurney. Fausto Cleva of the Metropolitan will be the conductor.

### DENVER

Dave Davidson, director of publicity for KLZ, turned out a combination radio script and review as an announcement for the birth of a son, Thomas Walter Davidson.

Max Graf of Titan Productions, San Francisco, was in town a couple of days on his way to Chicago to attend the NAB convention.

Harry Anderson, of NBC, San Francisco, visited between trains with A. E. Nelson, KOA manager.

Lindsey Spight, of the San Francisco office of John Blair & Co., and Ade Hult, Chicago sales manager for Mutual, were in Denver for conferences with Gene O'Fallon, KFEL.

Proceedings of the 37th annual Trans-Mississippi golf tournament, which will be held at the Cherry Hills country club this week, are to be broadcast over KLZ in half-hour periods daily. The semi-finals and finals, to be held Saturday and Sunday, will be broadcast for two hours each day, in 30 minute periods. Charles Inglis, KLZ news announcer, will handle the broadcasts.

## ORCHESTRAS - MUSIC

**STUFF SMITH** and ork of N. Y. Onyx Club fame, begin a six months' engagement at Hollywood's Famous Door, August 1. Deal was set by Bob Sanders of CRA.

*Jackie Coogan and the band, heading CRA's "Hollywood Hit Parade" revue, inaugurate their tour in Chi on July 15, and after two weeks in that vicinity, move on to Cleveland territory. The New York office takes over the unit for three weeks, effective Aug. 15, and the show then takes over Dallas and the southwestern terrain. Sally O'Neill and Princess Luana of film fame are co-featured with the outfit.*

First name band to be featured at the Plaza Ballroom, Wildwood, N. J., is that of Art Shaw, which opens there July 3 for a 2 weeks' engagement.

*The remote control dance parade at WIP has added 5 new orchestras playing from Philly night spots to its roster. List comprises Johnny Graff, from the Anchorage Inn, Paul Specht, from Benny the Bum's, Henry Mays, from Evergreen Casino, and Melton Kellem and Renaldo's Cuban Troubadours, from the Arcadia International House.*

Shep Fields and his "Rippling Rhythm" ork offer a musical description of "The Shag", newest dance craze, in a selection of the same title to be aired for the first time Sunday night over WJZ at 9 p.m.

*Julie Oshins and Ben Lessy, satirists of song, inaugurate an engage-*

*ment at Atlantic City's "500 Club" July 2. They remain a month at the spot, then to Hollywood for their movie debut.*

Maestro Frank Dailey and his Meadowbrook lads will make music at Brighton Beach the week of July 4, doubling between their appearance there and at the Meadowbrook, Cedar Grove, N. J.

*Jesse Crawford and his orchestra, featuring Helen Crawford, together with their twin electric organs, have had their contract extended at Chicago's Congress Hotel.*

Mike Riley and the much-discussed "Round and Round" ork will be the opening attraction at the new International Club, Newport, Vt., June 25. The International Club, which will accommodate 2,000 dancers, is constructed like a streamlined train and is approximately 250 feet in length.

*Stan Shaw celebrates his second anniversary on WNEW with an all night "live" show on "Milkman's Matinee" Aug. 2.*

Peter Kent, whose debut, at the Manhattan Room of the Hotel New Yorker, marked the first time in three years that this hostelry had changed its musical aggregation, has been signed for a full year there, effective July 5.

## PHILCO ADV'G BUDGET IS BEING BOOSTED 50%

(Continued from Page 1)

being held at the Commodore Hotel. Radio, it is believed, will play a big part in the revised schedule. Boake Carter, currently broadcasting five days a week over a limited hook-up on the CBS network is expected to go on a coast-to-coast network, with a Monday, Wednesday and Friday schedule.

The new campaign, scheduled to begin in July, will feature the ease of manipulation of the Philco's new dial on an inclined board. There are 57 models in the new line, ranging in price from \$24 to \$630.

### 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.

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"From Script to Point of Sales"

## We Thank You

The 1937 NAB Convention has been something in the nature of an epochal event for us.

Never before have we encountered such a widespread sentiment of approval for what Transradio has done—never before have we found such keen interest and enthusiasm over Transradio's projects for the future.

Thanks, and good luck till 1938!

## Transradio Press Service





WJJD has launched a half-hour daily dramatic series, marking a departure from the usual five-a-week serials in that it offers a complete play at 9:30 a.m. each morning. It is titled "Complete Story Hour," and "The Threshold" by Edwin H. Morse was the first playlet. John Conner is playing the dramatic leads. Others in the cast regularly will be Bob Dearenforth, Ethel Kuhn, and Elaine Williams who has just come on from Radio City.

Benay Venuta, singing nightly at the Drake and on Mutual with Jack Denny, is finding Chicago a little lonesome. In other days when she came here, her husband Dr. Kenneth Kelley was always around. Now he is in San Francisco taking medical exams. So Benay is spending the afternoons on the tennis courts opposite Little Jackie Heller.

Lucy Gilman, 12-year-old child actress who has been in radio for six years, blossomed out as a songstress on "Today's Children's" 5th anniversary broadcast, tossing off "Mavoureen."

Graham McNamee flew back to New York after auditioning here for Gruen with Benay Venuta, Sheila Barrett and Joe Rines.

William Fifield, formerly with WUJ, Walla Walla, Wash., has joined WBBM-CBS announcing staff.

Virginia Clark (Bengston) of "Romance of Helen Trent" is supervising remodeling of Glenview home. Also adding two car garage and new barn for the horses.

George Raft was guest of Bob Elson on his WGN sports review Monday night.

Warren Brown, sports editor of the Herald-Examiner, is guesting with Russ Hodges on his WIND baseball broadcast for General Foods.

### Parker 9 to Play WICC Saturday

Frank Parker will take his baseball team to Bridgeport on Saturday to play the WICC nine, following a challenge from Joe Lopez, pitcher of the Nutmegger crew. Parker's aggregation is expected to include Ken Lyons, Roger Douless, Lou Yolen, Lyn Murray, Col. Stoopnagel and others.

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(Editor's Note: Main Street column is contributed today from Chicago by Colonel Lambdin Kay).

The WSB-Hive has suspended publication. That is, its daily NAB convention edition. We indignantly deny that Wednesday's edition failed to come off the press because Glen Snyder failed to pay for his ad. We never believed Glen intended to pay in the first place.

The truth is that the B-Hive, old and established radio institution is magnanimous to a fault. After sweeping the convention off its feet with two sizzling issues, we stepped aside to give RADIO DAILY, a young and deserving contemporary, a chance. May Mr. Alicoate receive the resultant increase in circulation and prestige with due modesty. Associate Editor Shapiro deserves high credit, and possibly a small raise, for hiring the Hive's temporary editor at less than a dollar a word.

The real lowdown is that I got damn tired of having editorial chores interfere with—well, with other matters. If you happened to save any copies of Monday's historic edition, hold on to them. We have completely run out. They may be valuable some day—possibly worth a dollar a ton. We have been swamped with requests for them. In fact, both Judge A. L. (NBC) Ashby and Harold (Hired Hand) Hough, said they wanted one.

John (Typhoon) Schilling, WHB, K.C., BVD, presented Leo Fitzpatrick, Harold Hough, Bill Hay and this correspondent with a phonograph record he had made of their collective signoffs at the 1925 Kansas City radio expo. It was downright uncanny to hear voices of 12 years ago when radio and Martin Campbell were young and there weren't no dollar-marks hanging on every kilocycle.

Andy (Tenn-O-See) Ring, custodian of fire decibels, is bunking with Judge Eugene Octave Sykes—Sykes of the Mississippi Sykes.

Had a glass of buttermilk with Inspector H. D. Hayes and Bill Downey, the fire's gendarmes in the Chicago area. Both date back to the days when radio was wireless and had something to do with navigation.

The outstanding feature of the banquet program is expected to be the adagio dance by Professor Cyril (Scientist) Jansky, L. B. (Himself) Wilson, and Bill (Oklahoma) Way. I met 17 delegates who would rather hear Clem (Phenomenon) McCarthy describe the Braddock-Louis bickering than go see it.

Another good act on the banquet routine will be tight-wire walking by Scoop (NBC) Russell. He says he learned it in Washington.

Eric (Pioneer) Palmer, radio's first Honest-to-God press agent, was still looking for a Czar late Tuesday. Frank (Public Relations) Mason declared himself ineligible because of professionalism. Charlie (Technocrat) Horne and Bill (Parliamentarian) Hedges are still NAB's flagrant—not fragrant—pipe-smokers. Even worse than when Henry Bellows used to be with us.

Everyone seems to miss W. W. Wright Gedge.

I hope Al (Curly) Short, NBC-Chicago maestro, will have something to do with that banquet program. When Al was at the old Howard in Atlanta his entire stage props consisted of a feather-duster, two pool-cues, five safety-pins and a water-bucket, with which he socked all audiences with any stage-setting ranging from "On the Beach at Wakiki" to "A Night at Monte Carlo."



GENE AUSTIN, vocalist on the Joe Penner program, has been set as an entertainer for Sardi's in Hollywood, where he opens in three weeks.

Special studios are being constructed at the Hollywood Music Box Theater for the new CBS Shakespeare series.

Vincent Lopez is building his own night club on Wilshire Boulevard.

Don Forbes leaves the Grace Moore show to take over the announcing on the Alice Faye-Hal Kemp program, effective July 2.

Patricia Wilder, stooge for Jack Haley, will go along with him to "Show Boat," when the new program setup headed by Charles Winninger starts from here on July 8.

Consolidated Transcription Library is cutting a series of five 15-minute disks to go on 15 Southern California stations to plug the coming Long Beach International Water carnival on July 3. Disks will use consuls from eight leading nations in a series of talks on international good will.

Jim Ford, formerly in radio in Sioux City, Iowa, has joined the sales force of Consolidated.

Jack Smock, head of the new R M A recording organization is both the proud father of a new bass, Jack, Junior, and the recipient of much kidding. Seems Father Smock had to go to the hospital, too, — to undergo a minor operation. While both "mother and father were doing nicely" he'd have himself wheeled in to the bedside to oh and ah over the new arrival.

C. P. MacGregor Company sold series of 65 15-minute Stamp Man disks to King Outfitting Co., for use on KFWB, five days a week, evenings, starting this week.

Jim Bannon, who will use the name "Jay Hogan" in California, has been signed to do special sports and to announce on KEHE.

Walter Cassel will do his final guesting leaving for the east with a spot on "Listen Ladies," on California net, over KEHE.



June 23

Greetings from Radio Daily

to

Pick Malone Burt Squire  
Irvin S. Cobb Mary Livingstone  
Claude Reese Marly Sherris



**WITH THE  
★ WOMEN ★**

By ADELE ALLERHAND

**D**ORIS SHARP, CBS hostess and Sylvia Lowy, now "in trade", are the proprietors of a new kind of business... they're telephone secretaries and have a radio bulletin, which means they have records of all radio performers' schedules, locate them, when necessary, and take messages... Peggy Phillips, former Bert Nevins' publicity scribe, is coast and Paramount-bound, object being to author scenarios... Over at WNEW, Doris Smith, continuity editor, back at the desk after vacation absence... Ditto Evelyn Hassemer, switchboard deity, who returned full of enthusiasm for Europe and bearing gifts for the WNEW femme contingent... Vita Kane of that station leaves on Saturday, to be married Tuesday... She'll combine a vacation and honeymoon in the Maine woods...

Burns and Allen pry into "The Private Life of Mrs. Robin Hood" in their Monday, June 28 broadcast over the NBC-Red network, with Tony Martin, Ronald Drake and Ray Noble and his Merrie Men all functioning as denizens of Sherwood Forest... Program will be dedicated to Ray Noble, presumably because Robin Hood was English, too... Roberta Jonay, recently a White House guest and protege of the First Lady, opens at the Starlight Roof of the Waldorf tonight... Mrs. Roosevelt herself will abandon the reception line at her son's wedding June 30, to make her regular weekly broadcast over WDEL, Wilmington, Del... Mrs. Wm. Brown Maloney to address the radio audience on the subject of "My Memories of Sir James M. Barrie" over WEAJ and the NBC-Red network this afternoon at 5... Elza Schallert to interview John Barrymore on her regular program over NBC Friday...

Jane Pickens enjoys the rare distinction of having been selected as part of crew to watch the start of the America's Cup Races July 31... Jane's so impressed she's formulated a series of rules for gals interested in sailing careers... Dorothea Beckman, WQXR press department damsel, is adding to the gayety of stations by turning pages for pianist Jascha Zayde on his broadcasts these days... Says it contributes to her versatility... Patricia Cook ends her Sat. night series of "Life Sketches" over WICC Bridgeport the 26th, with a script used by her on successful audition 5 months ago... "At Wit's End" ... She'll adorn summer stock...

★ *Coast-to-Coast* ★

**L**EN RILEY, sports commentator at WFBM, Indianapolis, did his Tuesday night broadcast by transcription while he was in Chicago for the Braddock-Louis fight. Explaining that he was making the record on Monday, he picked Braddock to win, taking a chance on his 100 per cent score made when he picked the right Kentucky Derby horse in the same manner.

Ralph Hatcher, promotion director for WTAR, Norfolk, is back from a month's vacation up north. Jane Burton, WTAR secretary, also is on the job again after a week's illness due to throat infection.

A series of 13 broadcasts titled "Death Rides Again" will be broadcast over WHO at 9 p.m. Saturdays. The programs, under the auspices of the Iowa State Safety Council, are dramatic episodes on safety, produced in the studios of WHO by Donald Thompson, WHO production manager. Members of the WHO Playhouse cast are heard in the sketches. The dramas are augmented by short talks by members of the state safety council and persons interested in safety education.

Norman "Skeets" Meakins, formerly of CBS press department, is working on radio scripts for "Living Dramas of the Bible."

"The Kansas Roundup," a program of old time songs originating in the studios of WIBW, Topeka, and heard via the Kansas Network through KCKN, Kansas City, Kans., is sponsored by Peruna and Kolor-Bak.

Governor Clyde R. Hoey of North Carolina will speak over WBIG, Greensboro, and a state-wide hook-up on Friday, outlining the \$250,000 advertising campaign in North Carolina just inaugurated. WBIG is co-operating fully with the Department

of Conservation and Development in this program of state advertising.

WCAO, Baltimore, is broadcasting a two-hour recorded dance music program every week from 11 p.m. Saturday to 1 a.m. Sunday, sponsored by Jolly Scot Ale.

Tommy Cochran, Ohio State university student, has been added to the continuity department of WBNS, Columbus, doing research work for the "Headlines of Yesterday," a dramatic program sponsored by the Columbus Dispatch.

Rickey Bras, formerly manager of KGY, Olympia, Wash., was recently appointed advertising manager of the Daily Olympian in that city.

Mary Jane Knotts, recent winner of the Baltimore Movie Talent Quest and who will go to Hollywood for an M-G-M screen test, was featured by WBAL in the leading role in "Afraid to Love." She was supported by the WBAL players.

Newsman Bob Maguire of WICC, Bridgeport, is back on the job following his New Hampshire honeymoon.

**AGENCIES**

ALFRED S. MOSS for the last year associated with WQXR as sales and advertising manager, has joined A. W. Lewin Co. Inc., Newark, N. J., advertising agency, as an account executive. Moss was at one time with J. Albert Cavanaugh Art Service.

ROLAND MARTINI, radio director of the Gardner Advertising Co. for the past 4 years, has been elected vice-president of the company.

THE IZZARD COMPANY, advertising agency of Seattle, has been newly retained by the West Coast Life Insurance Co., moving its Pacific Northwest headquarters to Seattle, for a new campaign.

**HARRY SALTER**

CONDUCTS THE

**LUCKY STRIKE HIT PARADE**

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDST

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# ★ Program Reviews and Comments ★

John Barrymore in  
"HAMLET"

Sustaining

WJZ-NBC-Blue Network, Monday,  
9:30-10:15 p.m.

"STREAMLINED SHAKESPEARE" IN  
BARRYMORE MANNER EFFECTIVELY  
DONE.

One of the most significant dramatic events in radio was launched as John Barrymore assumed once more the mantle of the "melancholy Dane," none the less effective for its invisibility, over WJZ and the NBC-Blue network on Monday evening. Choice of scenes was admirable and provided the inevitable highlights. Transitions, despite cutting and condensa-

tion, were smooth.

Barrymore, as narrator, contributed graceful irony, in addition to furthering the action of the drama, in which he was assisted by the traditional device of the Greek chorus. He brought emotional fire and flexibility to the chiseled blank verse. The rest of the cast was more than satisfactory. Surprise of the evening was the playing of the "ghost" by Barrymore himself.

As the first in NBC's Shakespearian cycle, which will have competition next month from a similar series by CBS, the production augured favorably for Barrymore's repertoire.

## "YOUR INVENTION"

Sustaining

WMCA, Mondays, 7:30-8 p.m.

MECHANICAL INTEREST AND FUN COMBINED IN NOVELTY PROGRAM.

Conducted by Sam Hammer as a Monday feature at 7:30-8 p.m. over WMCA, this program provides an interesting and amusing half-hour of entertainment. Idea is to present both unknown and known inventors and their new ideas. First broadcast was well handled, with a mixture of the serious and the humorous in the variety of devices, gadgets and gimmicks described by their respective originators.

Program lends itself to a lot of

gagging in connection with the more nutty inventions, but a little restraint on this score will serve to keep the show from falling into the purely freak class. The initial program, it may be added, did not run afoul of good judgment on this score.

Hammer has a pleasing genial style

## "MORNING MEDITATIONS"

Unity School of Kansas City

WMCA, Monday through Saturday,  
8:15-8:30 a.m.

INSPIRATIONAL AND DEVOTIONAL PROGRAM. VERY GOOD OF ITS KIND.

This early morning spiritual pepper-upper program compares very favorably with similar presentations on the bigger stations and networks. Alun Williams, who does the talking, has a persuasive but pleasing style of sermonizing, and he discusses along lines that are of general interest. Mind over matter, the happiness to be derived from belief in God, and the general solace of religion and its perpetual value as compared to material things, were interestingly expounded in his meditation yesterday morning.

Copies of the discussions are sent free to persons writing in.

## "Strollers Matinee"

Some day, it is hoped, NBC will manage to clear time to bring the full program of KDKA's "Strollers Matinee" over the Blue network, and then it will be possible to review the entire show. Snatches caught so far, including about 15 minutes yesterday when a college commencement and a news period cut into the feed from Pittsburgh, all have been exceptionally good. Lively, tuneful and funny, dashed off in a merry informal style.

Yesterday's highlight was Bob Keller, who rattles off original "Elmer and Elsie" monologues along the lines of Sylvia Clark in the Al Pearce Gang, except that Bob is lots faster and daffier and funnier. Val Varr was heard in a vocal number, "Too Marvelous for Words" which she sold very nicely, and there was some

good piano playing by Bus Aston. Glenn Riggs handles the show.

## Kate Smith's Bandwagon

Highspot of the Bandwagon last Thursday night over the CBS network was the dramatization presented by the unknown actors and actresses who have appeared for months on the show with never a mention or credit. Cast headed by Betty Garde and Ray Collins presented a radio adaptation of the play entitled "The Boss" and did an admirable job. However, the effect was almost ruined by the unnecessary mutual applauding indulged in at end of the performance. Rest of the show was pleasing with Miss Smith doing her usual fine job. Henny Youngman and Ted Collins rounded out the entertainment.

## "Russian Nights"

Though the Russian talk is not understandable to this listener, the music provided by the Moscow Art Orchestra under the direction of Arno Arriga is a source of genuine enjoyment on this Russian-language program over WBNX, Sunday nights at 8-8:30. Arriga was an early day feature on the NBC stations and has an artistic feel for music, especially gypsy stuff.

## Jeannine

Making her CBS debut yesterday morning at 9 o'clock in "Dear Columbia," Jeannine registered very pleasingly despite the brief time allotted. She had only one song number, "September In the Rain," which she put over in an appealing and individual style, particularly from a personality standpoint.

## Marjorie Campbell Recesses

Marjorie Campbell, whose "Tone Poems" are heard weekly over WTAR, Norfolk, fades for summer. This is usual custom and schedule is already arranged for fall. Show features Miss Campbell's originalities in music and poetry, with her own piano interpretations included in the broadcast.

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# Philadelphia

Harry W. Reiff, Jr., arranger, accompanist and baritone with the Three Pals of Harmony on WIP, was awarded the coveted Presser Gold Medal for musical achievement and progress, presented by the Presser Music Co. at the commencement exercises of the Philadelphia Musical Academy.

Charles P. Shoffner, farm journal editor, who answers questions for WCAU audiences, will be heard on a new schedule, Mondays and Wednesdays at 8:45 a.m.

Sarah Bernard, former member of WCAU Children's Hour, is heading an amateur unit under the Major Bowes banner.

Norris West, assistant program director at WCAU, plans his vacation at the seashore this summer.

The Ed Krugs (WCAU announcer) are set in their summer home at Paoli. Fred Ford, WCAU sports commentator, is back from Faraway Farms, home of "Man O' War," with a lot of new race track stories and some inside dope on the famed Glen Riddle "War Admiral."

Ben Alley is going to do six all-request programs over WCAU next week.

Taylor Grant and Hugh Walton, both WCAU announcers, are working on several new songs for Tin Pan Alley recognition.

Morton Lawrence is back on the announcing staff of WCAU, replacing Lon Pierce, who went to New York.

Bobby Dukes celebrates his seventh year on the WCAU Children's Hour this July. Bobby started broadcasting at the age of three. Shirley, his four year old sister, is following in his footsteps.

WIP producers are whipping together another summer revue, "Pioneer Clipper," which takes off on June 25. Passengers include songstress Rosalind Stuart and the romantic singer of melody, Pat Purcell. Music will be piloted by Clarence Fuhrman and his studio crew.

Ed Roecker, who left the WIP sustaining shows for a spot with the network Pick and Pat stanza, returns to the local scene this week to be Carolyn Ann Cross' guest at her annual WIP Homemakers' picnic at Alycon Park, N. J.

Ethyl Felt, who conducts the Mt. Sinai Babies Club of the Air over KYW, joins the WCAU staff on Aug. 15 as director of women's programs.

Charlie Kerr of the WCAU artists staff returns to the orchestra field to make music during the summer at

# ☆ PROMOTION ☆

## Movie Memory Test

The first 25 persons telephoning WHN and giving the correct name of the leading player of a past motion picture hit named on the air will receive guest tickets to their nearest Loew theaters as part of new feature of the Radio Movie Club broadcast by WHN on Friday nights at 8-9 p.m.

The new featured, called "Remember When," will become a regular part of the Movie Club program. Radio Harris will continue to interview screen celebrities and George Nobbs will present radio versions of current motion picture hits.

## KVI's Summer Populace

KVI of Seattle and Tacoma took a Pacific Northwest vacation booklet, pasted one of its own leaflets on

New Jersey, his third season at the resort spot.

Chris Wood, who microphoned the bangtail doings over WDAS, returns to the local scene on his way to the new duPont track at Wilmington, where he will assist Clem McCarthy for the horse race broadcasts.

Buddy Bonds pumps his organology nightly over WTEL as the Bagdad of Dreamland, slotted at a midnight spot.

Mildred Levinson, secretary to Sol S. Cantor, president of the Sol S. Cantor advertising agency, announced her engagement to Dr. Richard Snyder.

Peggy Pierce and Agnes Rush leave the WCAU microphones for wedding bells.

Florence Bendon and Jack Steck, WFIL vocal duo, resume their weekly boy and girl act tomorrow.

Jack Curtis, WIP vocalist, heading the floor show at Cedarwood Log Cabin, in Malaga, N. J. Frances Carroll, another WIP nightingale, chanting at the Anchorage Inn here.

Joe Wooton, who airs the Negro news flashes over WPEN, changes his time to a 9 p.m. Sunday spot, to precede the Slumber Lady's colored kiddies program. Wooton also writes a news column for the Philadelphia Tribune, Negro weekly.

Vernon Crawford, WFIL microphone artist, is vacationing back home in New England. Engineer Huey J. Ulstedt also is motor-vacationing in New England, while program department's Sylvia Lenson will embark this week for Bermuda.

Dave Tyson, WFIL announcer, leaves this week to take over the post of "Daddy Dave," maestro of the Kiddies Theater, on Steel Pier, Atlantic City.

the Cape May Convention Hall in front cover and a cellophane sheet inside, thereby making an effective piece of summer promotion literature. The leaflet points out that there are 300,000 more listeners this summer in the KVI area. The cellophane page, inserted over the Evergreen country map in the booklet, shows where the KVI transmitter is located on said map.

## Air Trip Tieup

WJBW, New Orleans, has joined in a contest tieup with eight theaters, a bottling company and Eastern airlines whereby the winning boy and girl get a free air trip to Atlanta and back. Contest embraces special broadcasts over WJBW.

## ARTA Appeal Before Board

Complain of the American Radio Telegraphists Ass'n, charging that CBS discriminated against it members, is being considered by the Regional Labor Board, headed by Mrs. Elinore M. Herrick. Mervyn Rathborne, ARTA president, alleges that members of his union were threatened with loss of sick leave and vacations if they remained with ARTA. Rathborne also said that 100 per cent of CBS employees in Washington are now members of the CIO union.

## Ruby Smith Back at NBC

Ruby Smith has returned to the NBC Artists Bureau after a ten-week illness. She will become secretary to Fred Niblo.

## Book Program Switched

Wilbert Newgold, who conducts the "Court of Literary Justice" over WINS, will discuss his choice of the ten best books of the past season, tonight at 8:45 p.m. This program formerly has been heard on Sundays.

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## 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.

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DRAMATIC FEATURES

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Magic Island	15	52
Moon Over Africa	15	26
The Ghost Corps	15	26
Nemesis, Inc.	15	39
The Van Teeters	15	26
Album of Life	15	26
Metropolis	15	26
Bits of Life	15	52
Birds of a Feather	15	26
Wings of the Dragon	15	13
Buddies	15	13
The Green Joker	15	39

MUSICAL FEATURES

	Time Minutes	Episodes Complete
Songs of the West	15	78
Heart Songs	15	26
Shamrocks	15	13
Songs Without Words	15	13
Memories of Hawaii	15	13
Your Hymns and Mine	15	26
Rhumba Rythms and Tango Tunes	15	39

COMEDY SHORTS

Joe and Cynthia	5	100
The General Store	5	65
Yogi Yorgesson	5	40
Marion and Reggie	5	24
Nettie Needle-Nert	5	24
Nill and Null	5	24

SPECIAL FEATURES

	Time Minutes	Episodes Complete
Famous Romances	30	13
Ports of Call	30	52

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