



RADIO DAILY



Serving the Better Interests of Commercial Radio and Television

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NEW YORK, N. Y., THURSDAY, JUNE 24, 1937

FIVE CENTS

Program Manpower Poor

GEO. SLOCUM HEADS AFA; SELF-CENSORSHIP URGED

George M. Slocum, publisher of Automotive Daily News, Detroit, was elected president of the Advertising Federation of America on the closing day of the 33rd annual convention yesterday in the Hotel Pennsylvania. Slocum succeeds E. H. McReynolds, who was made chairman of the AFA board.

Frank A. Black of William Filene's Sons, Boston, was re-elected treasurer and Louise C. Grace of Grace & Bement agency, Detroit, was re-elected secretary.

Directors re-elected are George W. Kleiser, president of Foster & Kleiser, San Francisco; Gilbert T. Hodges, member of the executive board of

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NEWSPAPER STRIKE AIDS STATIONS IN PITTSBURGH

Pittsburgh—Strike of the Wrappers & Shippers Union which this week tied up three local newspapers, threw a lot of extra business to the radio stations here. Firms, especially department stores, which usually carry regular newspaper ads took to the air to bring their sales messages to the public.

Pittsburgh Post Gazette, immediately after the strike started, ar-

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New Broadcasting Firm Is Incorporated in N. J.

East Orange, N. J.—Incorporation papers were filed Tuesday for Community Broadcasting Corp., 519 Main St. Incorporators are Martin Karig 2d and Alwyn Karig of Livingston,

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Man in the Rain

Chicago—Nelson Brothers Storage, long sponsors of Man in the Street interviews, may become sponsors of Man in the Rain broadcasts under terms of a new WBBM contract. The deal provides that their Man on the Street show again be aired from Wrigley Circle outside WBBM-CBS studios on afternoons when no baseball games are broadcast or rain stops them.

Full Coverage

Chicago—Evans Fur Co., through Auspitz & Lee, on July 5, adds WMAQ to the list of stations it is using here. A 15-minute program three times weekly will be used in the new spot. Evans now has programs on half a dozen Chicago stations.

ARTHUR CHURCH SCOLDS MEMBERS FOR LAXITY

Chicago—At the closing session of the NAB convention here, Arthur Church, president of KMBC and a director of the NAB, took time out before presenting his report of the Committee of Radio Research to scold the NAB membership for its lack of interest in the convention.

He said that members ought to be ashamed of themselves for staying out all night and then expecting to be

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WFAA's 15th Birthday On NBC Coast-to-Coast

Dallas—WFAA will celebrate its 15th birthday Saturday over an NBC national hook-up. Taking its cue from the Greater Texas & Pan-American Exposition, program will feature Latin-American music, Texas tunes

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NBC Taking Drama Seriously; O'Neill Follows Shakespeare

46 Stations Are Taking KDKA "Strollers" Revue

Pittsburgh—Forty-six radio stations in 28 states are now taking the "Strollers Matinee" programs from KDKA. Specifically, 40 of the stations in 25 states are taking the program, as fed to the NBC-Blue network by KDKA, both Tuesday and Thursday afternoons. Six additional stations in

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Pryor of BBD&O Urges More Attention to Shows and Less to Sales Charts —Hits Politics and Surveys

By HOWARD J. LONDON

Chicago—Arthur Pryor, Jr., vice-president in charge of radio for Batten, Barton, Durstine & Osborn, Inc., New York, speaking on the topic "An Agency Man Looks at Radio" before the NAB convention here on its closing day, told the broadcasters to pay more attention to program and less to the sales chart.

"Build good programs and sales will take care of themselves," Pryor said, adding that the program department is the most neglected division of a radio station.

The sales personnel of radio stations is of the best, but in the pro-

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NAB TO GIVE \$83,000 FOR EDUCATIONAL WORK

Chicago—At yesterday's closing session of the NAB convention, the members approved the resolution agreeing to contribute \$83,000 over a period of two years in cooperation with the Federal Radio Education Committee, who will gather \$167,000 from other sources, making a total of \$250,000 for education investigations.

Other resolutions approved by the membership yesterday were that the NAB board of directors be directed and instructed to carry on negotiations with the copyright owners to the end that a "Per Piece" or measured service plan be obtained; to expedite the measure that was

(Continued on Page 3)

S. F. Commerce Chamber Protests Shift of Shows

San Francisco—Exodus of big shows from here to Hollywood has caused Chamber of Commerce to write panic letter to Manager Wilbur Eickelberg of KFRC. Fearing Frisco may be merely a "ghost-to-coast" chain link, the C. of C. asks reconsideration of any plans to do away with production through KFRC, and

(Continued on Page 3)

BALDWIN RE-APPOINTED NAB MANAGING DIRECTOR

By M. H. SHAPIRO

Chicago—James W. Baldwin was re-appointed managing director of the NAB for another year by the newly-elected board of directors in session yesterday afternoon for the first time at the Hotel Sherman. Board also discussed the hiring of a radio publicity director and a radio research director in accordance with

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Dallas City Council Bans Airing Horse Race Dope

Dallas—Conforming with the recently enacted Texas law which prohibits gambling on horse races, the Dallas City Council has ordered WRR,

(Continued on Page 3)

Femme Newscaster

Cleveland—An innovation in newscasting has been inaugurated by WJAY, on its Emmett and Larry show, in having its news dispensed by a feminine commentator. The items read by her are not merely for the fair sex, but are of general interest. The news, hot off UP wires, is served with entertainment.

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, June 23)

Table with columns: NEW YORK STOCK EXCHANGE, Net Chg., High, Low, Close. Includes entries for Am. Tel. & Tel., Crosley Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., RCA \$5 Pfd. B., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, CBS A, CBS B, Stromberg Carlson.

Mutual Network to Air Arlington Park Races

Chicago — Mutual network will broadcast all seven Arlington Park stake races starting Monday with the inaugural handicap. Lincoln Plaut, Daily Racing Form chart maker, will report races. Other races are Matron Handicap, Stars and Stripes Handicap, Hyde Park Stakes, Lassie Stakes, Classic and Futurity.

The Brooklyn Handicap, one of the leading handicap races in America, will be described over WOR and the coast-to-coast Mutual network on Saturday, 3:30-4:30 p.m., EDST, by Bryan Field. The race, part of the triple handicap crown, along with the Suburban and Metropolitan handicaps, will be run at Aqueduct Park on Long Island.

In the heart of Radioland—Hollywood's most modern transcription studios THE AEROGRAM CORP. "from script to disk" 1611 Cosmo St. Hollywood

Fight Broadcast Jumped the Meters Blow-by-blow description of the Braddock-Louis fight in Chicago, broadcast exclusively in the U. S. over the 126 stations of the combined NBC Blue and Red networks, was carried over the most extensive international hookup in the history of sports broadcasting. It was fed to the Canadian Broadcasting Corp., to Radio Splendid in Buenos Aires, to Mexico City, and was available to European listeners by shortwave. New York's interest in the world championship bout was reflected in tremendous increases in electricity consumption and telephone calls. Current consumption, attributed by the Consolidated Edison Co. directly to fight listeners, had increased 183,000 kilowatts by 10:30 p.m. over the same hour the preceding night. At 11:30 p.m., the increase was 167,000 kilowatts, and at 11:45, 105,000 kilowatts. NBC's fight broadcast signed off at 11:40 p.m., and by midnight the current load was rapidly dropping back to normal. NBC's telephone switchboard in Radio City reported 837 inquiries about the starting time of the fight between 5:00 and 11:00 p.m. Inquiries about shortwave reception came from as far away as the island of Horta in the Azores. Western Union received the query for wavelengths from a group of men in that lonely spot as they waited for the bout to start.

New Transmitter Site Is Located for WJSV

Washington Bureau, RADIO DAILY Washington—CBS yesterday removed another obstacle from its attempt to re-locate transmitting station of WJSV from Virginia to Maryland, when the board of Montgomery County commissioners approved a proposed site near Wheaton, Md. In approving proposed site, Commissioners followed recommendations of Maryland National Park and Planning Commission. Although tract of land on which it is planned to place transmitter, if permission for change is granted by FCC, is located in residential area, the Commissioners said, in view of fact that station would be of material benefit, they felt it was proper to approve site. CBS is asking FCC for permission to increase station's power from 10,000 to 50,000 watts.

Harry Butcher, vice-president of CBS in charge of Washington office, estimated project's cost, including new location and 50,000-watt transmitter, at approximately \$270,000.

Promotions at WCOL

Columbus—Along with the moving of the sales and executive offices of WCOL to the ninth floor of the Standard Bank Building within the next ten days, two promotions will be in line. Ed. Bronson steps up to program director, and Bob Seal assumes the responsibilities of production manager.

Sponsors After "Inventions"

"Your Invention", new WMCA program, which made its debut Monday as a weekly feature at 7:30-8 p.m. with Sam Hammer as producer and commentator, already has had bids for sponsorship from two sources. One is a publication. Hammer is understood to be holding off, feeling the show will be worth more after a month's whipping into shape.

Franklin Tooke Promoted

Fort Wayne, Ind.—Franklin Tooke, formerly announcer on WOWO, went up the ladder of success, and is now production manager of WOWO.

46 Stations Are Taking KDKA "Strollers" Revue

(Continued from Page 1) three other states are taking the broadcast either Tuesday or Thursday. Geographically, the stations are located from New York west to the Pacific Ocean, four of them being in California. And north and south they run from Buffalo to Alabama.

Larry Nixon Quits WMCA

Larry Nixon, publicity director of WMCA, has resigned, effective July 1, it was learned yesterday. He has signed a contract to complete a novel for fall publication and must devote his entire time to the book in order to finish it in time. Before joining WMCA, Nixon was associated with Hirshon-Garfield Inc., New York advertising agency.

Bill Davies Joins WOWO

Fort Wayne, Ind.—Bill Davies, formerly production manager at WLBC, Muncie, Ind., is now connected with Westinghouse's WOWO here. Davies will handle publicity and also assist with production.

WOV-WBIL Adds Announcers

Lewis Charles, formerly chief announcer at WINS, and Kennedy Ludlam, formerly of WNAC, have been added to the announcing staff of WOVB-WBIL.

"Time" Back to Time

"March of Time" reverts to its original sponsorship, Time, Inc., on July 15. Present sponsor is Servel, Inc. Program to continue on its present CBS spot indefinitely.

UNITED WOV "WEB" KINGS

Radio leaders fly United. Overnight Mainliner lvs. New York at 5:55 p.m.—breakfast in CALIFORNIA. (Only 3 stops.) Whole day for biz. 2 other coast-to-coast flights, CHICAGO — 3 non-stop flights daily, only 4 1/2 hours.

UNITED AIR LINES

COMING and GOING

H. S. GOODMAN of the H. S. G. Advertising Agency will go to Rochester today and returns to New York about July 1.

JANET MACRORIE, NBC editor of continuity, sails today on the S. S. Petan for a West Indies cruise.

JOHN W. ALICOATE, publisher of RADIO DAILY, returns today from Chicago where he attended the NAB convention.

M. H. SHAPIRO, associate editor, and MARVIN KIRSCH, business manager of RADIO DAILY, arrive on the 20th Century from Chicago today.

LYMAN FOOTE MOREHOUSE, London director of AT&T, arrives today aboard the Washington from Europe.

HELEN A. HOLBY, director of Club Contact for the Advertising Federation of America, sails Saturday on the Columbus for Paris to attend the third annual Continental Advertising Association Convention there.

DAVID O. ALBER returns today from a three-day business trip to Boston.

New Setup is Replacing Gillette Community Sing

Gillette Safety Razor Co. will change the name of its program from the Gillette Community Sing to the Summer Hotel effective with the broadcast this Sunday night. Public participation on the program will be eliminated from the make-up, but a new feature, designed to promote the sale of the sponsor's product, will be introduced. Valuable gifts, including washing machines, bicycles, etc., will be auctioned off each month. Listeners will bid for the prizes, with empty covers of the blades as money. A time change is also rumored, but as yet there has been no official confirmation. Program is aired over the CBS network Sundays 10-10:45 p.m. and features Milton Berle, Jolly Gillette, Bert Gordon and others.

"Howdy Neighbor" Traveling

Omaha—Following in the wake of KFAB's success in presenting the Union Pacific sponsored "Howdy Neighbor" program from a different Nebraska or Iowa town each Saturday, Man-On-The-Street Foster May of WOW, Omaha, is presenting his Chevrolet-sponsored daily broadcast from various localities during the summer. The program is on a remote and he has a full calendar arranged.

FRANK DEGEZ CUSTOM CLOTHES 46 WEST 48 ST. NEW YORK Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up. BR yant 9-9746

PROGRAM MANPOWER HIT BY PRYOR AT NAB MEET

(Continued from Page 1)
gram department its man power is very poor, said Pryor. He stressed the point that no program is better than the man who produced it. He suggested that all program men be given a year to travel around the world visiting Hollywood, New York, London and other large radio centers seeing with their own eyes how others do the job, as program directors need contacts, ability and background to deliver the goods.

Pryor then took a crack at station break announcements read by a stupid announcer and which he told the convention should be curtailed.

The "Crossley report" and radio politics also came in for some verbal spanking.

"With half the telephones located in New York state, how can the Crossley report give an indication of how many or how often people are listening to a radio program?" he asked.

Continuing, Pryor said that he had only been in Chicago a day but he had a very strong indication that politics are being played by a number of radio station men.

At one point in the talk, which was extemporaneous, Pryor called upon C. E. Midgely, radio time buyer of the BBDO agency, to give his views on some of the topics he had discussed, particularly the haphazard presentations made to agencies by the stations. Midgely said that he was in agreement with Pryor's remarks, that stations change time without notifying the agency, cannot clear time that was signed for and all sorts of foolish errors which embarrass the agency and make the medium hard to sell. Pryor said that at least once a day he has to apologize to a client for some stupid mistake made by a station.

"Stations should do the very best job they know how when planning a program, whether it be a spot announcement, a sustainer or a full hour commercial, not just fill the time with anything that can be gotten together with a minimum of effort," said Pryor, adding that he thought stations should spend much more money for sustaining programs than is now the custom. He said he knew of one station whose sustaining talent bill for the entire year totalled \$750.

Remainder of talk was open for questions from the floor, and in answer to one query Pryor said that if he had a network program on 50 stations and could get just as good a program on 50 stations as a spot account using local talent he would take the latter.

There is a much greater chance of a spot program with good talent being successful than a network show because of the local interest created in a local show, Pryor declared.

In presenting a program to an agency for sale to a client, Pryor

Chicago Loses NAB 1938 Convention

Chicago—Resolution that the next annual NAB meeting be held in Chicago was voted down with emphasis. Members were dissatisfied with the general layout of the convention here. It looks like another mid-western city will get it next year, with New York in 1939 when the World's Fair is in progress. San Francisco has made a bid for the meet in 1939, but no one seems interested.

Arthur Church Scolds Members for Laxity

(Continued from Page 1)
able to attend the meetings in the morning. He said others don't want to take any responsibility.

Attendance, except at the Tuesday morning election session, was poor, and it was at the Tuesday afternoon session that Church referred to directly. Only about 50 were present to vote on the resolutions.

Department Store Finds Radio Excellent Medium

Chicago—Radio advertising as used by department stores is an excellent medium for price goods or institutional advertising, said Marvin Oreck of Orecks Inc., Duluth, to the NAB convention. Why the number of retail store accounts has decreased in the past year, Oreck said, was due to advertisers and stations knowing little about radio advertising.

Radio advertising is being used successfully by Orecks and they have found that through radio they can draw a class of trade which ordinarily would not come to the stock. Oreck said radio is especially good for children's department advertising, Orecks having built up this department with the use of radio. Oreck said that for direct sales he has found spot announcements much more effective in selling goods than a program.

Looking into the future, Oreck said television will open vast fields for radio advertising, and the ones who have had experience with sound broadcasting will be first to profit in the new field. Oreck also stressed the point that radio station men should contact retail buyers personally to sell them the medium.

"You may have sold the promotion man, but if the buyer remains unsold they will not buy the medium," Oreck concluded.

told the radio men to sell the program to the agency, not just file a letter or promotion piece. Personal contact between the agency and the station personnel always helps in such cases, he said. "How can an agency sell a program to a client if the agency is not sold on the show itself?" asked Pryor.

In his closing words, Pryor said that all radio stations should refuse programs if they have any doubts about the product or entertainment value of program. "Also, you make your station hard to buy and you will sell more programs," he concluded.

Baldwin Re-Appointed NAB Managing Director

(Continued from Page 1)
the resolutions adopted by the convention. Matter has been referred to the executive committee.

Entire afternoon of the convention's last day was devoted to a panel discussion lead by H. K. Carpenter of WHK, chairman. Discussion revolved around how the agency and the station can operate more closely. Arthur Pryor Jr. and C. E. (Ned) Midgely of B.B.D. & O., Elizabeth Back, radio time buyer of Ruthrauff & Ryan Inc., Edward Petry, of Edward Petry & Co., radio station managers and owners swapped questions and answers of interest to a large audience. Convention closed last night with the annual banquet.

Dallas City Council Bans Airing Horse Race Dope

(Continued from Page 1)
the municipal radio station, to discontinue broadcasts of race entries, results and comments. Several times in the past Dallas has attempted to stop the race result broadcasts during police raids on bookie establishments. The ban proved effective against horse selections being announced or sold by a local commentator over the station, but have never before halted the broadcasts of race results. The Dallas Morning News has announced the discontinuing of all race results in its columns.

Standard Brands Shows Undergo Changes July 4

Standard Brands Inc., sponsors of the Chase & Sanborn hour and the Bakers broadcasts on Sundays, will make changes in both programs on July 4.

The new Chase & Sanborn show will lose the services of Werner Janssen who will switch to the Bakers broadcast.

Robert Armbruster and his orchestra will take over Janssen's spot on the former. Robert L. Ripley leaves the latter show on this date, and will begin a new series of broadcasts July 16 for General Foods over an NBC network.

DON KERR
MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA
2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

NAB TO GIVE \$83,000 FOR EDUCATIONAL WORK

(Continued from Page 1)
adopted last year calling for sectional NAB chapters, and that a committee of seven members shall be appointed to carry out this resolution; that the FCC be petitioned by the NAB to accept the "Preliminary Engineering Report on Allocations" report and incorporate it into its regulations.

New Broadcasting Firm Is Incorporated in N. J.

(Continued from Page 1)
and Robert E. Lee of Orange. The statutory officer is William P. Wilkins, attorney. Capital stock will be \$125,000.

Martin Karig will be engineer of the new concern's plant; Alwyn Karig will be business manager and Lee, who has had experience in dramatic work over WAAT, Jersey City, will be program director. The transmitter, a modern high fidelity model, will be in Livingston, and the studio will probably be in Newark or East Orange.

S. F. Commerce Chamber Protests Shift of Shows

(Continued from Page 1)
invites station to discuss with C. of C. the methods whereby local facilities may be increased.

KSFO (CBS) already has shifted its Western Home variety show south, and KPO is moving "One Man's Family."

In absence of Eickelberg, Assistant Manager Bill Pabst of KFRC said new productions will be developed here.

WFAA's 15th Birthday On NBC Coast-to-Coast

(Continued from Page 1)
and numbers from the Pan-American Casino and Billy Rose's Casa Manana Revue. Appearing on the birthday broadcasts, which will be on NBC beginning at 6:30 p.m. CST, will be G. B. Dealey, president of The Dallas News-Dallas Journal, owners of WFAA, also many artists who have been familiar to WFAA listeners.

BARRY WOOD

Presented by
DRENE WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager
MATTY ROSEN

GUEST-ING

EDMUND LOWE, on Kraft Music Hall, July 22 (NBC-Red, 10 p.m.). ADOLPHE MENJOU, on same show, July 29.

EVELYN NESBIT, on Bide Dudley program, today over WOR, arranged by Central Artists Bureau.

JOAN BENNETT and JAMES GLEASON, appearing with Walter Winchell in "The Front Page," on Lux Radio Theater, June 28 (CBS, 9 p.m.).

JAMES DUNN, FREDDIE GIBSON and BARRY McKINLEY, on "Your Hit Parade," with Peter Van Steeden's orchestra, July 3 (CBS, 10 p.m.).

FLORENCE REED, DOROTHY DRESLIN, JACK LYONS and IVAN IVANTZOFF, on Hammerstein Music Hall, June 29 (CBS, 8 p.m.).

MARGARET DALE of "Tovarich," interviewed by Charlotte Buchwald, "The Playgoer," tomorrow (WMCA, 2 p.m.).

MARGOT STEVENSON of "You Can't Take It With You," interviewed by Clifford Adams, "Theater Guide," today (WINS, 11:30 a.m.).

WARDEN LEWIS E. LAWES and ALEX MORRISON, golf pro, on Joe Cook's "Shell Show," June 26 (NBC-Red, 9:30 p.m.).

MILTON BERLE, set by Herman Bernie office, on the American Can program, July 20 (NBC-Blue, 9 p.m.).

JOHN and ELAINE BARRYMORE, on Elza Schallert program, tomorrow (NBC-Blue, 10:45 p.m.).

CONNIE BOSWELL, on Ken Murray program, June 30 (CBS, 8:30 p.m.).

KAY THOMPSON, on "Swing Session," June 26 (CBS, 7:30 p.m.).

MARJORIE GATESON, interviewed by Radie Harris, tomorrow (WHN, 8 p.m.).

Newspaper Strike Aids Stations in Pittsburgh

(Continued from Page 1)

ranged to give frequent news broadcasts over WWSW. The Post has regularly scheduled daily broadcasts on this station at 6 and 10:30 p.m., but when the strike was called it immediately started to broadcast every half hour or so, with John J. Davis, regular newscaster, being assisted by Ray Schneider.

1	9	3	7
4	5	7	
9	11	12	13
17	18	19	20
21	22	23	
25	26	27	28
29	30		

June 24

Greetings from Radio Daily

to

Phil Harris

Frank Bastow



● ● ● Dick Powell will undoubtedly head the Packard one-hour show in the fall, replacing Fred Astaire... Stuart Metz will be the emcee of the summer Jell-O show... George Beatty emcee's "Show Boat" tonite in place of Lanny Ross... Clarence Muse will return to Oldsmobile in the Fall, again airing via NBC on Saturdays... Joe Cook's show folds this week and the "Sisters of the Skillet" bow out the second of July... "Vocals by Verrill" take over Rubinoff's time on Sundays with the July 4 airing... "One Man's Family," aired from Frisco since August, 1932, will be heard from Hollywood starting Aug. 8... Tim Marks and Paul Mosher are with Earle Ferris' office now—Earle is down with the gripe... Nat Margo of Roy Music has returned from his stomach illness minus 23 lbs... Mike Nidorf is recuperating at his ma's place in Jersey... Shirley Brown replaced Gloria Whitney as William Farmer's vocalist at the Sunken Gardens in Radio City last nite. Gloria quit because of a cold contracted on opening nite. Farmer has three NBC shots now... Al Shayne shoots a 69, Mack Goldman a 70, while ours is 175!—on the "hi-li!"

● ● ● Jimmy Fidler, the WLBC, Muncie, Ind., weatherman, has scored one for radio in the meteorological circles... Bulletin of the American M—Society devotes considerable space to article on airing weather reports... Fidler emphasizes need for training mete—in the employ of broadcasting stations and for the credit given to the Weather Bureau for the value of its services on weather reports by private agencies... WHIO, Dayton, aired the city's amateur golf championship and Lester Spencer, a better than average golfer, was selected to do his bit... Spence had a tough time to pronounce such names as Zotkiewicz, Haenwgi and Zukiewicz, so he may be seen now walking about the studios with a bandage about his head that would make a turban look like a skull-cap... This was the first time WHIO attempted to air a local golf meet.

● ● ● Frank Parker leaves Woodbury next week, Joey Nash won't get the show—because he can't stooge. Phil Regan turned down the job because of flicker commitments. This leaves Joe Morrison and Del Casino in the running with the former just about set—unless Morton Bowe is able to double from Kool!... Mickey Alpert was given a fourth Mutual coaster this week from the Riviera—and gets a fifth spot next week... Harry Rose goes into the Loew's State this week with Duke Ellington... Paul Monroe will shortly wear smoked glasses... What ever became of Vick Knight?... Dick Finch is now with Witmark... Already they are changing the script writers on the Ray Perkins show!... Judy Starr couldn't be reached last Thursday to appear on the Vallee hour... With Tommy Dorsey set for one spot and Brother Jimmy scheduled to be a block or so away, the music boys will call the connecting street: "Dorsey Drive"... Bert Gordon ribbed Larry Daniels about Benny Fields and Blossom Seeley last Sunday and then let him in on the gag. A week later a columnist carried the "rib" as fact!

● ● ● A Federal jury in Austin called up Terrell Sledge, new a.m. newscaster for WOAI, San Antonio, saying that he had been placed on the jury... Terrell had other commitments and knew that he couldn't possibly carry out this duty. He therefore called the judge but got as far as the district clerk who informed the announcer that no one could get off and that a writ had been issued for failing to appear... After several hours of worrying, Sledge got the judge on long-distance and, after speaking with the jurist for several minutes, the black-robe wearer said: "Are you the new morning Newscaster over WOAI?"... Like all actors, Sledge said yes... "I thought so and I've already quashed the writ... You're doing fine, m'boy, keep up the good work"... Anyway, this is the story from Texas and we won't dispute the actions of judges down yonder. But we'll be glad to tell you about the jurist here, who, on learning our identity, doubled the fine!

F. T. C. CASES

Cease and Desist Orders

Two companies have entered into stipulations with the Federal Trade Commission to discontinue certain misleading advertising practices.

Chas. H. Phillips Chemical Co., New York, agrees to stop advertising that Phillips' Milk of Magnesia Texture Cream helps to correct certain ugly skin blemishes and that this preparation and Phillips' Milk of Magnesia Cleansing Cream help to neutralize the fatty acid accumulations on the skin, unless, in this latter representation, the language is qualified to mean excess fatty acid accumulations. The respondent company stipulates that it will not advertise Phillips' Milk of Magnesia Tooth Paste as providing the best way yet discovered or as science's latest discovery for cleaning teeth. The respondent company will also cease asserting that its tooth paste contains more milk of magnesia than any other tooth paste, unless such representation is true at the time it is made. The respondent company admits in its stipulation that there is no evidence that its dentifrice contains more milk of magnesia than any other tooth paste.

Bristol-Myers Co., New York, in the sale of Ipana tooth paste, will cease advertising that this preparation and massaging will correct any unhealthy gum condition; that Ipana and the use of a tooth brush will restore to the gums the stimulation they need to remain firm and healthy; that modern dental science or the country's dentists urge or approve the use of Ipana and massaging in the care of teeth and gums, and that Ipana and massaging will prevent one from becoming a "dental cripple".

WJTN Staff Additions

Jamestown, N. Y.—Recent additions to the staff of WJTN are Gardner Smith, announcer and Harriet Stem, continuity writer and women's program director.

Smith is a graduate of Hamilton College and comes to WJTN from WSYR, Syracuse. Miss Stem is a graduate of Syracuse University and served in the capacity of director of women's programs at WSYU, Syracuse University.

MCA

RICHARD

BEGINNING

LUCKY

YOUR HIT



JOE PENNER, who gives his final broadcast of the season on Sunday over CBS, returns Oct. 3 at the same time and with the same cast, including Gene Austin, Joy Hodges, Coco and Malt, and Jimmy Grier's orchestra.

An invitational audience, including college presidents, Shakespeare scholars, stage and screen players and producers who have made names in Shakespeare, watched NBC launch its Streamlined Shakespeare series Monday evening, with John Barrymore reading both the Hamlet and the "ghost" roles. Whether or not NBC will keep the same hour throughout the series is not definite, as CBS starts its Shakespeare series July 12, and the two would bump. Both CBS and NBC doing elaborate promotion campaign with schools, clubs, libraries, etc.

Vachel Lindsay, touchy about releasing radio rights for his poem, "The Congo," has given in and ok'd it for KMTR this week.

Frank Robinson Brown is presenting Los Rancheros Troubadors nightly over KMTR by remote from the Knickerbocker.

Eddie Cantor starts this week filming "Ali Baba Goes to Town" for Twentieth-Century Fox.

Ferde Grofe will play his "Grand Canyon Suite" in Hollywood Bowl on July 22, with Aida Broadbent presenting the interpretive dances.

Jean Ellington In 3rd Spot

As part of her newly launched build-up, Jean Ellington has just been placed in a steady spot on NBC's Week-End Revue program, which is usually composed of guest artists.

This makes the third program on which Miss Ellington may be heard each week.

WFBM Team Lands Sponsor

Indianapolis—Ruth Noller and Ada Straub, who have been playing double piano on WFBM, have caught a sponsor. Emrich Furniture Store signed on the dotted line for nine weeks with options of renewal. Gals have been on sustaining.

PRESENTS

HIMBER

AUG. 11 NBC

STRIKE

PARADE

NEW PROGRAMS—IDEAS

Squawks and Peeves

"Complaints, Incorporated" is the title of a new public service program started by WJAY, Cleveland, at 10-10:30 a.m. daily except Sunday, under co-sponsorship.

A telephone has been installed in the studio and listeners are invited to phone in their complaints and pet peeves to the program. These complaints, provided they are reasonable, will be turned over to the proper civic or other officials in the city for an answer.

Complaints are answered on the program just as soon as the person concerned makes his reply. Listeners may also write letters of complaint, which will be handled in the same manner.

Ladies Only Reporter

Broadcasting from in front of a popular apparel shop, KDYL, Salt Lake City, presents "Feminine Viewpoints" for a quarter-hour each Saturday morning. Ladies only are permitted to participate. Myron Fox, Inquiring Reporter, asks questions of interest to women. Merchandising angle is provided by asking those facing the microphone for a slogan for the sponsor, and on each broadcast a merchandise prize is awarded.

Saluting Retail Merchants

In a new series of half-hour broadcasts starting Saturday, entitled "The March of Progress," KDYL, Salt Lake City, salutes retail merchants and distributors of Utah. The first broad-

Coincidence

Production men at WMCA are seeing double. On Tuesday, at 1:49.50 p.m., Mayor LaGuardia started a talk on WMCA, being introduced by the toastmaster at the Lions Club luncheon. Yesterday at 1:49.45 p.m., the toastmaster at the A.F.A. luncheon sat down, and Mayor LaGuardia started to talk, being logged at 1:49.50 p.m. exactly—and of course on WMCA.

cast will be dedicated to the refrigeration industry and dealers. Subsequent programs will deal with air-conditioning, home-building, radio receivers, automobiles and other important industries over a 13-week period. Although no product or dealer names will be mentioned in the broadcasts, window posters are to be provided each week to the dealers receiving the radio handshake.

Actual Barn Dance on KGNO

Latest addition to the original program ideas at KGNO, Dodge City, Kas., is the broadcast of an actual barn dance each Saturday night. The dance is held in Claude M. Cave's used car building. The station's Hillbilly group provides the music, and from 75 to 200 couples dance, surrounded by a crowd of onlookers. In addition to the old time dancing, including squares, one-steps, schottisches and waltzes, there are special entertainment acts. The broadcast lasts two hours from 8:30 to 10:30 p.m. and is sponsored by Claude M. Cave & Co., Chrysler and Plymouth car and Case Machinery dealers.

Limbering Up the News

Believing that news broadcasts are more enjoyable when given in an informal form, KDYL, Salt Lake City, goes into its third year of radio newscasting by making its five quarter-hour news periods conversational in tone, eliminating the cut and dried quips and date lines.

NBC Artists Set for Disks

NBC Artists Service has set a number of its contract artists for recording work with the Chevrolet company, World Broadcasting and Muzac. Chevrolet engaged Dorothy Dreslin, Alice Joy and Ross Graham for their transcription series with Gus Haenschen's orchestra. World Broadcasting secured the services of George Griffin, and Muzac hired the Norsemen Quartet.

NEW BUSINESS

WFIL, Philadelphia

Sun Oil Co., through Roche, Williams & Cunningham; Hecker H-O Co., through Erwin, Wasey & Co.; American Oil, through Joseph Katz; Ironized Yeast, through Ruthrauff & Ryan; Procter & Gamble, through Ruthrauff & Ryan; Tidewater Oil Co., through Lennen & Mitchell.

Boston

WBZ-WBZA: Refrigeration & Air Conditioning Training Corp., through Nat'l Classified Adv'g Agency.

WNAC: Procter & Gamble (Lava soap), through Compton Adv'g Agency; Cosmos Chemical Co. (Santovan), through B.B.D. & O.

WEAN: Lincoln Lace & Braid Mfg. Co., Providence, through Arthur Braitsch, Providence.

KOMA, Oklahoma City

Wilson & Co., Pennzoil; Chevrolet zone dealers; Anderson Arctic Ice Co.

Chicago

WMAQ: Kraft Phenix Cheese, spots on O-Ke-Doke, through J. Walter Thompson.

WGN: Kraft Phenix Cheese.

KMBC, Kansas City

Goodrich Silvertown Stores, disks featuring Success Doctor, through Ruthrauff & Ryan.



NORMAN BARRY, NBC announcer, and Harlan Wells and Beanie Neibuhr of "First Nighter" ork, back from fishing trip in Wisconsin.

John Huston, Walter's son, who plays Lincoln in "The Lonely Man" at the Blackstone theater essayed the role of the Great Emancipator in Chicago Mummies Theater presentation over WCFL the other evening.

Opal Craven, Lullaby Lady of Carnation Contented hour, is wearing her arm in a sling. Struck by a golf ball on the North Shore course while waiting to tee off.

Duncan Macpherson has inaugurated a Golf Clinic on WJJD, presenting leading golf pros as guests.

Frank Black, who commutes to Chicago weekly on Mondays, stayed over Tuesday for the big fight.

Ed Cerny, NBC Music library, back from Hollywood vacation.

Eric Sagerquist, musical director of Gold Medal Feature time off for weekend of Muskie fishing at Hayward, Wis.

Joan Blaine has resigned her role in Princess Pat's "A Tale of Today" to take a summer vacation.

Star Signs 6 Stations

Chicago—Star Radio Programs Inc. signed six stations during the NAB convention here for its program service. Stations are WTRC, WFBG, WISN, KWJJ, WLAP and KPMC. D. L. Studin, vice-president, and William Gartland, sales manager, represented Star at the convention.

Eve Casanova in WMCA Series

Eve Casanova, widow of Lou Tellegen and noted authority on beauty, has a new show over WMCA at 9:35 a.m. Thursday and Saturday, talking on charm.

Miss Casanova was Paris correspondent for a leading style magazine the past season.

Two Screen-Tested

Del Casino made a screen test for Paramount Pictures on Tuesday.

Ed Jerome of Heinz Magazine of the Air's "Trouble House" is scheduled to make a movie test for 20th Century-Fox.

JERRY COOPER

HOLLYWOOD HOTEL

CBS

FRIDAYS 9 P. M. EDST.

SAN FRANCISCO

Kenneth Spencer, Negro basso, in town from Philadelphia where he studies at the Curtis Institute in winter. A former NBC staff artist ("Truthful Deacon Brown"), he'll very likely get another series here this summer.

Grace Cooper, actress, who's been in Hollywood several months, is back in town to rejoin the cast of the John and Molly Farmer sketch on NBC's "Western Farm & Home Hour" via KGO. Recently had her nose straightened.

NBC announces signing of Amelia Earhart for two exclusive interviews—one from Honolulu, the other from San Francisco.

Wallis Ford, KYA announcer, stepped up into Bob Stanley's job in the production department.

Lois Williams, CBS press, on vacation.

Les Allen, band vocalist, also technician for Sweet's ballroom in Oakland, will do all the broadcasting of name bands doing one-niters there. Debuted Sunday by calling Jackie Coogan's numbers aired via KYA.

Vic Hurley, Seattle author, has been added to the KOMO-KJR continuity staff, it is announced by W. W. Warren, program director for the two NBC stations.

Max Waisman, NBC Chicago producer, in town on his vacation.

A. H. Saxton, NBC Western Division engineer, and P. A. Sugg, studio engineer, are on vacation.

CBS Salute to WRVA

CBS will broadcast a special salute to station WRVA Sunday when that station joins the CBS web as a regular outlet. Program will be heard 8-8:30 p.m. and will feature, among others, Mitzi Green, Ray Heatherton and Alfred Drake. A piano team and a staff orchestra will also be heard.

Nat Abramson's Mother Dies

Mrs. Etta Abramson, 80, mother of Nat Abramson, manager of the WOR Artists Bureau, died yesterday in the Park East Hospital following a severe illness. Funeral Services will be held at 10:30 this morning in the Park West Chapel, West 79th St.

Olga Albani on Chevy Disk

Countess Albani, who came to New York from Chicago for a guest appearance with Ray Sinatra over WJZ today, will remain over a few days more to make a recording with Gus Haenschen for the Chevrolet program.

Richard Maxwell Celebrates

Richard Maxwell, CBS tenor and philosopher, celebrates his 10th year on the air by adding a new program to his series of broadcasts over CBS on July 1. His schedule now runs Monday through Friday, 9:30-9:40 a.m., Saturday, 10:15-10:30 a.m.

★ Coast-to-Coast ★

WVOV-WBIL this and that: *Harry Grellck*, studio engineer, was recently married to Miss Helen Groth of Brooklyn. . . . *Walter A. Graham*, control supervisor, is the proud father of a 7¾-pound baby girl. . . . *Robert E. Study*, chief engineer, is building his own home on North Long Beach Ave., Freeport, L. I. . . . *Karl Neuwirth*, in charge of the WOV transmitter, is a student of Brooklyn Polytechnic Institute. . . . *Robert Dickens*, transmitter engineer, is a former radio man aboard the U.S.S. Florida. . . . *Maurice Kamke*, studio engineer, won \$500 on a ten-cent chance in a recent church bazaar. . . . *Nicholas Gerrity* recently completed eight years of service for WOV.

Robert Brooks, production manager for KRLD, Dallas, leaves July 1 for a month's vacation in California.

Bob Leefers and Doug Grant, program director for WMT have been searching the woods for new musical talent in and around Cedar Rapids for use on various musical programs during the day. Were bowled off their feet the other day when they heard a sweet blues singer over the station on a local program. Both rushed to the studio at the same time only to see Elizabeth Munger, one of the girls in the front office, singing on the "Cedar Valley Frolic." Aside from being a bit nervous the girl came through in grand style and is now being coached to appear on future WMT spots.

Charles Armstrong of Federal Theater and *Dorothy Weller*, actress, are among altar-bound WCCI-ites, according to word from *Bridgeport*. *Lorraine*, *Ethel* and *Dorothy Brown* of the same station are vacationing.

"Drums of Destiny", by Donald Thompson, WHO production manager, was recently presented over WOL, Washington, D. C., under the direction of Ronald Dawson. Thompson, besides writing radio plays for the Playhouse, and other WHO program scripts, is doing free-lance fiction writing.

Soren Munkhof, formerly Omaha Bee-News reporter and later a teacher of journalism at an Omaha high school, has been employed as local news reporter for WOW, Omaha, and as assistant to News Editor Foster May.

A new radio revue to be known as the "Atlantic City Revels", comprised of stars appearing at the famous resort this summer, will be headlined by Oshins and Lessy. The new program will be heard from CBS, beginning in mid-July. Oshins and Lessy are the young comedians who made their radio debut on the Vallee

Varieties recently. They will be starred at the 500 Club while in Atlantic City.

Frank Dailey's CBS broadcast on June 29 will be short-waved to England. The transatlantic salute is occasioned by the tribute paid Dailey recently by English musicians, who selected him as leader of the outstanding swing orchestra comprised of white musicians. Their views were obtained by "Crescendo," musical magazine published in Great Britain. *Louise Wallace*, regular vocalist with the Dailey organization will also be heard on the program.

"Please Stand By," musical satire concerned with radio which will be presented on Broadway in September, will have Lee Wiley in the leading feminine role. Miss Wiley, recently returned from Hollywood and a session of picture-making, will be heard on the air soon in the CBS spot vacated by the vacationing Phil Baker.

WSOC, Charlotte, chatter: *Earle J. Gluck*, president and general manager, *Mrs. Gluck*, and *Commercial Manager Bill Irwin* made the trip to the NAB convention in Chicago with *Bevo Whitmire*, manager of WFBC, Greenville. . . . *Cy Carter*, engineer, back from a week's vacation jaunt with *Mrs. Carter*. . . . *Charlie Hicks*, assistant program chief, elevated himself the other day—he and the missus moved to an apartment one floor higher than before.

Stepping from the reception line at her son's wedding, Mrs. Roosevelt will go on the air from WDEL, Wilmington, Del., for her regular weekly broadcast on June 30 at 7:15 p.m. over the NBC-Blue Network. While the wedding bells of Ethel Dupont and Franklin Jr. re-echo, Mrs. Roosevelt will broadcast a discussion of the summer plans of the family and also the schedule of the "Summer White House." For her radio guest Mrs. Roosevelt will present Carleton Smith, NBC's "Presidential announcer," the man who introduces the President whenever he broadcasts and has travelled all over the country with him.

"Down the Dusty Road With William Grow" is a new Monday-through-Saturday feature at KFOX, Long Beach, Cal. It features William Grow, author and narrator. *Hal Nichols* and *His School Kids*, another KFOX feature, has been lengthened to a half-hour variety show on Sundays. Script is by *Lou Huston*. Incidentally, by arrangement with *Nichols*, Long Beach theatergoers were given a chance to see two of the station's announcers, *Foster Rucker* and *Frank B. Goss*, in "Accent on Youth" put on by the Long Beach Players Guild last week.

PHILADELPHIA

KYW's Roger Williams and WFIL's Burton Rogers are the same person. Williams is auditioning in New York for a singing spot.

Ben Greenblatt, KYW piano rambler, will play the wedding march at the marriage of Ethel du Pont and Franklin D. Roosevelt Jr.

Thomas J. Donohue is reporting Montgomery County news over WIBG every Sunday for T. P. Lowry, Inc., local Ford dealers.

Johnny Coombe, who scribbles a chatter column for the Germantown Courier and other local weeklies, is doubling over WIBG airplanes with his home-town gossip.

Grace Moore has been set for an Aug. 10 date to sing with the Philadelphia Orchestra at the Convention Hall here.

Todd Sloan, engineering supervisor for Westinghouse Electric at KYW, sails this week for a 10-day cruise to the West Indies.

Daniel Barlow, formerly connected with the engineering department of Philco, is the newest addition to the WIP technical staff.

ST. LOUIS

G. Bradford Simpson, scripter for "The Land We Live In" (Union Electric Light & Power), and "To The Lovely Ladies" (St. Louis Dairy) both KMOX features, hopes to lose some 75 pounds within the next six months. He now tips the beam at 295 or thereabouts and is entering St. John's Hospital for several days to get thoroughly familiar with his reducing diet.

Verna Burke, who toiled for WJZ in New York during the past 30 months, is back in her home town for a run at the Biltmore Country Club. She is feeding the patrons with a bevy of songs cooked up by Charley Boulanger, pop ork boss of Manhattan.

Jerry Hoekstra, public affairs director of KMOX, and his sparring partner, better known as Gladys Post, will vacation at their farm in Michigan.

Vic Rugh of the KMOX staff has about recovered from the arrival of a 6-lb. girl at his domicile. Rest of the staff have recovered from the cigars he passed out.

KMOX has perfected a publicity tie-up with the South St. Louis Neighborhood News, published by Ben Nordman. A weekly column of radio gossip from the station will be used. Tie-up is somewhat similar to that between KWK and the South Side Journal, an opposition neighborhood newspaper.

Mike Zuzenak, who writes arrangements for Ben Feld's ork, is vacationing in New York.

Nancy Peck, secretary to Ken Church, sales manager for KMOX, has left the station to become the bride of Gage Kent.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

MARY SMALL, teens-age vocalist, busy as anything these days, what with a guest appearance on the Joe Cook show Saturday... an opening at Detroit's Michigan Theater on July 2, then back to N. Y. to depart on a 15-day cruise with Canadian and Bermudian ports of call accompanied by Mama Small, on the 31st... If rumor proves reliable she'll go coastward as featured singer with a J. Walter Thompson air show of impressive proportions... "Hilltop House", the Selena Royle, Carlo D'Angelo offering, seems likely to have a five a-week spot on Columbia, come fall, barring accidents... Louise Massey and her western entourage booked for 14 (count 'em) guest shots, in Chi... they play a return engagement at the Chicago Theater the week of July 9, with a mammoth western production being built around them...

Dorothy Thompson takes the air Aug. 8 for a big cigarette sponsor over the NBC coast-to-coast network... One reason Benay Venuta, Patti Chapin, Ray Block, the Eton boys and Russ Morgan are glimpsed at the Zebra Bar is Ann Balthy... Ann's married to Pat, one of the two proprietors, but retains her job as sec to Ray Block, with whose outfit she's done considerable ether warbling... Elsa Maxwell and Gertrude Lawrence, both lotus-eating across the Atlantic, report the usual "wonderful time".... Jean Paul King and his scribe wife spend week-ends at the Provincetown Wharf Theater on account of he's associate manager of the enterprise.... The Watson Sisters of variety fame to record four swing ditties for National Recordings, according to Ben Greene...

Mitzi Green, who failed to make her scheduled appearance on the Rudy Vallee program last week, because of illness, will be aired on it tonight... La Green will do her much-heralded "The Lady Is a Tramp" and will offer her impression of Luise Rainer in the "Ziegfeld" opus... Little Norma Lind, now pow-wowing with M-G-M execs, to vocalize with the Bamberger Symphony over WOR on July 2... Roxanne convallescens with a broken wrist, acquired when she stumbled in front of the Music Hall... Gladys Netburn, Ed Wolf's diminutive brunette amanuensis, joins the ranks of the married July 24... Unless something unforeseen occurs, Gladys and spouse will honeymoon in California...

RADIO PERSONALITIES

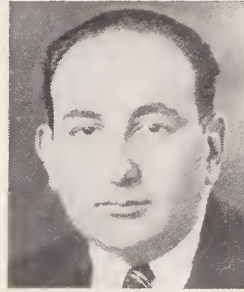
No. 45 in the Series of Who's Who in the Industry

THE story of Ralph L. Atlass, president of WJJD, Chicago and WIND, Gary, runs back to 1914 when as a lad of 10 he toyed with wireless down in Lincoln, Ill. His older brother, Leslie, now CBS v.p. in Chicago, became interested, and soon they were broadcasting for amusement, finally moving the station to Chicago where they persuaded their mother to let them continue broadcasting from their home at 7421 Sheridan Road. Thus they gradually forged onward.

Ralph Atlass was the pioneer play-by-play football reporter doing Northwestern games from Dyche stadium himself. From announcing he moved to control board operations—and then into the program department. While here he arranged for the Granada cate pickups that were to make Guy Lombardo famous. Atlass took a chance on Lombardo playing ten miles from the loop. The night he went in, six couples attended. A week later place was a sellout and Lombardo became overnight sensation.

Ralph Atlass was the first broadcaster to put such organizations as the American Medical Association and Chicago Dental Society on the Air. Educational broadcasts occupy year in year out important positions on the WJJD and WIND schedules.

Several years ago Ralph Atlass disposed of his interest in WBBM to CBS and acquired WJKS, Gary, now WIND, and soon thereafter WJJD from the Loyal Order of Moose. Relatively unknown at the time, both have since been made outstanding successes.



Pioneer play-by-play football reporter.....

ORCHESTRAS - MUSIC

JERRY GILBERT and ork will play at the Edgewater Gulf Hotel, outside Biloxi, Miss., again this summer. Spot has a WGN wire.

Harold Jotdy, whose musical aggregation was scheduled to break up when the New Orleans Rose Room closed, advances into the Roosevelt's swank Fountain Terrace cocktail room instead. They'll be ethered via WWL, WSMB and WDSU.

Tony Almerico, trumpeting singer-comic, whose band is featured at Club La Place, La Place, La., takes the place of a floor show, with the assistance of his musical ensemble.

Nightly broadcasts of dance music from the grill room of the Hotel Muehlebach, Kansas City, via WDAF, which were discontinued three weeks ago because of local hotel strike, have been resumed with Carlos Shaw in command of a band of local musicians. No Sunday broadcasts, however.

The NBC Rippling Rhythm Revue Sunday night goes nautical in the zany manner, with Bob Hope offering his own version of "Sailboat in the Moonlight".

Horace Heidt and the outfit he batons will attend the premiere playing of his first records on WNEW's "Make Believe Ballroom" today, from 6-6:30 as guests of Martin Block. Program consists of brand-new Brunswick releases: "Building a Band", "Gone with the Wind", and "The Bells of St. Mary", with a sprinkling of songs by Larry Cotton, tenor, Alwino Rey, electric guitarist,

the four King Sisters, and Jerry Bowne, comic and singer.

WQXR has designated July as request month for music, with listeners writing in their favorites. Results so far have proved that the great composers are those which listeners over that station prefer. Beethoven heads the list, followed by Tchaikowsky, Wagner, Mozart, Sibelius, Brahms, Schubert, Bach, Debussy and Liszt, in the order named.

Johnny Green and his band will introduce new ditties by three unknowns, namely; a bank clerk, a real estate man and the sister of a movie star, all of whom show great musical promise, on their June 29 broadcast over the NBC-Red network at 9:30 p.m. Composers are Mel Wettergreen, bank clerk, Richard Lewine, New York real estate man, and Bonnie Lake, younger sister of Ann Sothern.

Remick's Charlie Warren will run a special midnight preview of "The Singing Marine" Monday evening at the New York Strand Theater, introducing Warren & Dubin's new score.

60-Day Deal for Earhart

NBC Artists Bureau yesterday signed Amelia Earhart to a 60-day contract to take effect at the completion of her present world flight. Fred Newman, navigator with Miss Earhart, has been signed to a 90-day contract which will also become effective at the end of the flight. The Kidoodlers, a novelty quartet, has been signed to an exclusive contract by the bureau.

★ F. C. C. ★
ACTIVITIES

APPLICATIONS GRANTED
Owensboro Broadcasting Co., Owensboro, Ky. CP for new station. 1500 kc., 100 watts, unlimited.

WAPO, Chattanooga. CP to install new transmitter, increase power to 100 watts night, 250 watts day, change hours of operation to unlimited. 1420 kc.

WJAR, Providence. CP to make changes in equipment and increase power to 1 KW. night, 5 KW. day. 890 kc., unlimited.

Harold M. Finlay and Mrs. Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts, 250 watts L.S., unlimited.

WHBB, Selma, Ala. Mod. of license to change hours of operation to unlimited. 1500 kc., 100 watts.

Oklmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime.

WHBB, Selma. Vol. assignment of license to Selma Broadcasting Co., Inc.

APPLICATIONS DENIED

Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited.

Bayou Broadcasting Co., Houston. CP for new station. 1210 kc., 100 watts, daytime.

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. L.S., unlimited.

KGKL, San Angelo, Tex. CP to change frequency and power to 940 kc., 1 KW., 5 KW. L.S., unlimited.

Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. L.S., unlimited.

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

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

KRE, Berkeley, Cal. CP for change in frequency and power. 1440 kc., 500 watts, 1 KW. L.S., unlimited.

APPLICATION RECEIVED

Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

Extra Value

WFBM, Indianapolis, furnished the Columbia network with some unexpected extra talent when originating a program with A. Copeland Callen, president of Kiwanis International, as speaker. Callen, in town from Pittsburgh, for the national convention, brought along a chorus of 20 mixed voices, who were also fed to the web during the quarter-hour program.

OKLAHOMA CITY

Neal Barrett, manager of KOMA is doing a bit of vacationing in New York, the Carolinas and Florida. While in New York, Barrett will confer with Columbia and Hearst officials in lining up the fall schedules. His main intent in visiting New York was to attend the convention of the AFA, of which he is Governor of the tenth district. In Barrett's absence, Buryl Lottridge, KOMA's new commercial manager, is in charge of the Station.

Harold Sparks, announcer and writer for KFXX is little, but how that boy does get the work out.

Bob Elliston, station manager of KFXX is out of town just about all of the time, staying in front of the "mike" to let the natives know who's hitting which ball for the Oklahoma City baseball team.

GEO. SLOCUM HEADS AFA; SELF-CENSORSHIP URGED

(Continued from Page 1)

The Sun, New York, and Frank Braucher, vice-president of Crowell Publishing Co., New York.

New directors include E. H. McReynolds, retiring president; J. S. Roberts, Retail Credit Co., Atlanta; Ted Dealy, owner and publisher of Dallas News; Dorothy Crowne, United Advertising Corp., New York.

The Board will also include new AFA vice-presidents elected by two Councils of advertising clubs and Council on Departmental Activities.

The following become vice-presidents of the Advertising Federation:

Norman S. Rose, advertising director, Christian Science Monitor (Rose becomes head of the Council on Advertising Clubs of AFA); Dr. Kenneth Dameron, College of Commerce and Administration, Ohio State University (Dr. Dameron becomes a vice-chairman of the Council on Advertising Clubs); Lou E. Townsend, advertising director of the Bank of America, San Francisco (Townsend becomes a vice-chairman of the Council on Advertising Clubs); Edith Ellsworth of Roche, Williams & Cunyngnam, Philadelphia, re-elected a vice-president of AFA and chairman of the Council on Women's Advertising Clubs; H. B. LeQuatte of H. B. LeQuatte, Inc., New York, who was chairman of program for this convention, re-elected a vice-president of AFA and chairman of its Council on Departmental Activities.

Chester H. Lang, Joseph H. Appel, John Benson, Mason Britton, Ken R. Dyke of NBC, O. C. Harn, J. J. Hartigan of Campbell-Ewald, William H. Hodge, Gilbert T. Hodges, Lou E. Holland, G. R. Schaeffer, C. C. Younggreen, Helen M. Rockey and Erma Perham Proetz continue as directors.

Charles E. Murphy was reappointed general counsel.

Important resolutions adopted, along with expressions of appreciation to retiring Chairman Lang and others, were the following:

"That we encourage and commend the active steps being taken to improve the reliability of advertising



"Music By—"

Pleasing in a familiar sort of way, this WOR half-hour on Tuesday nights at 8-8:30 has done a neat job of entertaining in its first two shots. The program takes next week off, returning the following Tuesday with Leo Freudberg's orchestra as the background. The two shows already given have had Bob Haring's musical aggregation, who did a swell job, with excellent vocal contributions by Elinor Sherry, the Key Men, the Embassy Trio and Walter Ahrens.

Musical material presented was in the popular vein, but orchestrated with individuality. Program could easily be made a topnotcher of its kind.

through the adoption of codes and censorship of copy, such as the organized efforts now being made by the Proprietary and the Cosmetic industries.

"That all groups of media be urgently requested to standardize and strengthen their censorship of advertising, on a joint and cooperative basis, for the mutual benefit of media, advertisers and consumers.

"That fearless and open-minded study of the facts in regard to the economic and social value of advertising competent and impartial authorities is urgently needed to combat the misleading propaganda of detractors of advertising and those self-appointed protectors of the consumer who do not know the facts.

"That we commend cooperative movements on the part of advertisers, agencies and publishers to make a joint study of media and circulation values, such as the Traffic Audit Bureau in the Outdoor field; the Joint Committee on Radio Research in the Broadcasting field; and

"That the Federation is heartily in favor of Federal legislation to protect consumers of foods, drugs and cosmetics against deception or unworthy products, especially those prejudicial to public health. It desires the public to have full and effective protection without handicap to honest advertising or decent business. It is unalterably opposed to any State Legislation on this subject in advance of a Federal enactment. Conflicting provisions and conflicting jurisdiction would create confusion and embarrassment both for advertisers and law enforcement.

"It is vigorously opposed to discriminatory tax burdens imposed on advertising by State legislature, which handicap this wealth producing factor and stimulus to employment.

"That it is vigorously opposed to State legislation which compels registration of trade marks at high cost to their owners and in conflict with their common-law rights."

Meredith Willson

A snatch of the Meredith Willson orchestra, which originates from the NBC studios in San Francisco, was caught in the east Tuesday at 6 p.m. EDST. Only a brief 10-minute sample was aired on the seaboard outlet, WJZ, but it was enough to reveal a better than average troupe of musicians and a lively songbird in the person of Zarova offering "Tale from the Vienna Woods," plus pleasing harmony by the Three Cheers in popular stuff. Willson conducted some oldtime favorites with a nice touch of freshness.

Junior G-Man Sleuth Is Sought for Airing

Donald Peterson Radio Productions, producer of the "Junior G Men" program on WOR at 5:45 p.m. Monday-Wednesday-Friday, issued a special appeal to the newspapers for the identity of one of their members who was instrumental last week in the capture of a woman who had narcotics in her possession.

The woman was arrested when a 15-year-old boy approached Patrolman Richard Dimler who was walking along Fourth Ave. near 48th St. The boy, according to the officer's testimony, pointed out the woman and stated that he was a member of the Junior G-Men and that he had been shadowing the woman all day. The boy concluded, "I'd better not hang around here, I might get bumped off!"

At a special meeting at the Junior G-Man Headquarters, officers of the organization, which numbers over 400,000 members throughout the East, decided to bend every effort toward finding the missing hero so that he could relate his experiences to fellow members via the airwaves.

Scripts for Shakespeare Class

West Coast Bureau, RADIO DAILY

Los Angeles—Scripts of John Barrymore's modernized "streamlined" radio versions of the plays of William Shakespeare which are being presented over the coast-to-coast Blue network of the National Broadcasting Company, are to be used in the Shakespeare study courses of the University of California at Los Angeles.

Dr. Alfred E. Longeuil, head of the Department of English at the University, was so impressed by Barrymore's performance of "Hamlet," initiating the series, that he requested NBC to provide him with scripts of all future Shakespeare plays for the library of the Department of English for use in the University's courses in the works of the bard.

EUGENE O'NEILL PLAYS ARE ACQUIRED BY NBC

(Continued from Page 1)

45 minutes to a full hour, depending upon the individual plays. Plays to be presented are "Beyond the Horizon," "The Fountain," "Where the Cross Is Made" and one yet to be named.

WJAY Shut-In Series

Cleveland—Starting Monday, WJAY will feature a new series dedicated to shut-ins and invalids. It will be heard daily except Sunday at 11 a.m. EST. The initial broadcast will come from the front porch of nationally famous Pop Garvey, king of shut-ins, who has been confined for seven years.

Garvey is known throughout the country because he began mail and short wave communication on a large scale among shut-ins. He has a wide following established by regular appearances on a program called "Information" formerly produced for United Broadcasting Co. stations by Mendel Jones, program director. Wayne West and Rea Matey, UBC vocalists, will be featured on the shows to follow.

BOSTON

Evelyn Scott, secretary to Del Castillo, WEEI's production chief, is wearing a new engagement ring. Neil Wallace, announcer and news commentator at the same station is the lucky fellow. The wedding bells will ring out next winter.

Doris Terrill, popular WBZ organ soloist, has rejected her long familiar theme melody, "Gold and Silver Waltzes" for one of her own composition, an original fantasy for organ entitled "Summer Shadows."

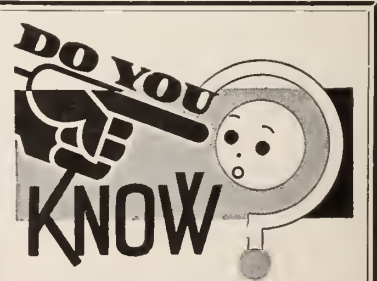
Lewis S. Whitcomb, WEEI publicity director now convalescing at his Weymouth home, has become quite proficient as a graphologist. The gang at WEEI have all sent in specimens of their handwriting and "Whit" is giving them the lowdown.

E. J. "Mike" Rowell, for nine years director of agricultural broadcasting on WBZ, Boston, leaves July 1 for Washington to join the radio section of Bureau of Agricultural Economics, U. S. Department of Agriculture. He was recently given a testimonial at the Hotel Brunswick.

ONE MINUTE INTERVIEW

COLONEL JACK MAJOR

"There's a lot of difference between radio and stage work. You can tell what you're doing on the stage. Radio is like the old game of 'Blindman's Buff' that I played when a kid. You place a handkerchief around your eyes and try to catch a girl. If you catch one you can kiss her. A kiss might seem terrible but you take the bandage off and you find you've kissed the best looking girl at the party. Or it may seem swell and you find you've kissed the snagged toothed kid from next door."



Gracie Allen made her first public appearance at the age of 3½ in a San Francisco flower pageant, playing a lily-of-the-valley.