



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 73

NEW YORK, N. Y., WEDNESDAY, OCTOBER 13, 1937

FIVE CENTS

New NAB Setup Adopted

Looking On ... AND LISTENING IN

COMMERCIALS There are three types of commercial plugs that are now old enough to put on long trousers, get a shave, and otherwise act in a manner becoming to grownups.

First of these is the palpably paid for testimonial, the kind that fools very few persons but actually does the advertiser harm because of the suspicion of fakery imparted to the listener.

Next comes the unethical blurb that slanders competitive products through the medium of thinly veiled innuendo—such as a cigaret claiming to be the only one not containing a certain harmful ingredient.

Third is the cosmetics commercial that claims more magic results from a jar of goosy than Aladdin obtained from his famous lamp.

In a lesser degree, there are objections to overdoses of gagging about the sponsored product, bombastic reading of commercial copy that would make a better impression if delivered in subdued tones, and unimaginative theme songs built around the advertised item.

A small local advertiser who is after direct sales, and probably must get them immediately, may have some justification in bearing down a little on the persuasive pedal, but the big national concern to whom long-term good-will is of prime importance makes a mistake when it goes in for too much high pressure, undignified statements or specious claims of any kind.

One-line commercials that catch the listener unaware, and are over before he can turn the dial, will do more good in the long run than a lot of flowery copy that is lost in the atmosphere.

Short Plug

Norfolk—One of the shortest commercials with a daily strip is employed on the "Mrs. Sandman and Jimmie" kid feature, running currently on WTAR, sponsored by Merchants Bakery. Opener consists of about 50 words and closing only slightly longer. Total copy seldom exceeds 100 words, or 45 seconds of commercial plugging on a quarter-hour dramatic show.

FAVOR RADIO PROBE; "NOTHING TO HIDE"

Declaring that broadcasters have conducted their business of providing entertainment and civic service, along with a commercial medium, in the best interests of the public as they have seen it, two resolutions favoring any federal investigation of the radio industry that may be instituted were introduced and adopted at yesterday afternoon's session of the NAB meeting in the Waldorf-Astoria.

One of the resolutions, submitted by Ed Craney of KGIR, Butte, Mont.,
(Continued on Page 7)

Transfers Completed By Seattle Stations

Seattle—With the KIRO-CBS affiliation going into effect suddenly over the week-end, KOL terminated its contract with the Columbia network and is now affiliated with Mutual.

KIRO is now carrying the full CBS network schedule of sustaining and commercial programs. Network rate remains the same. Station is a 1,000-watter operating on 710 kcs.

WHN May Become Third NBC Outlet in New York

Negotiations are understood to be under way between NBC and WHN whereby the latter will become a third NBC outlet in New York. WHN, according to plans, would air commercial programs simultaneously
(Continued on Page 6)

Full Text of Proposal On NAB Reorganization

More Bakers Starting "Jimmie Allen" Serial

Kansas City—Following 52-week test campaigns by the Indianapolis and Cincinnati affiliates of Campbell-Taggart Associated Bakeries, via WIRE and WKRC, 11 more members of the association went on the air
(Continued on Page 6)

Reorganization Plan is Unanimously Approved—Small-Watters Ask Aid in AFM Situation

By M. H. SHAPIRO

Associate Editor, RADIO DAILY

Reorganization steps were unanimously adopted yesterday by the NAB membership at its special meeting held at the Waldorf-Astoria, the new departmentalization plan automatically including an increase in dues, finally set at one-half (50 per cent) of the current annual payments. Adhering to its policy throughout the AFM controversy, nothing was done by the NAB as an organization in regard to attempting negotiations on the musician question, but individual groups with common interests were encouraged to proceed. An adjournment was taken until 10 a.m. this morning.

Committee was appointed to devise and propose reorganization plans in accordance with the NAB Committee wishes. This committee comprises: Ed Craney of KGIR, Mark Ethridge of WHAS, John Shepard 3rd of Yankee and Colonial networks, Walter T. Damm of WTMJ, and Edward A. Allen of WLVA. This committee will meet tomorrow and begin active work on a proposed reorganization plan to be submitted to the membership at a later date.

Registration at the special meeting was 300, but these included non-members, et al, who wished to be present, the meeting being an open one to permit everyone being heard. Most of the discussion along the open meeting lines revolved around the needs of helping the independently owned and unaffiliated outlets. Lloyd C. Thomas, of WROK, took the lead in this matter, but NAB still was unable to deviate from its adopted policy of not taking
(Continued on Page 2)

INDEP'T BROADCASTERS PICK A F M COMMITTEE

A large group of independent broadcasters desirous of doing something about the AFM situation and avoiding possible last minute negotiations held two sessions last night at the Waldorf-Astoria and named a committee to handle some matters for them and contact the NAB board regarding course of action. Earlier in the day at NAB headquarters, independents were advised to obtain a competent attorney should they de-
(Continued on Page 7)

IRNA Urges Continuing Temporary Organization

Stating that independent stations were anxious to remain on friendly basis with NAB, Mark Ethridge, chairman of the Special Advisory Committee, stated yesterday that IRNA was in favor of continuing the temporary organization for the solution of the affiliates' problems until such a time as the NAB proves itself worthy of taking over the job. Ethridge made clear his status to the assembled gathering at two different sessions when he said that although he was not actively engaged in the broadcasting field, he had been hand-
(Continued on Page 6)

Following is the full text of the proposal for reorganization of the National Association of Broadcasters as delivered by Ed Craney of KGIR, Butte, Mont., at yesterday afternoon's session in the Waldorf-Astoria:

It is recommended that the following resolution be presented to and adopted by the members of the National Asso-
(Continued on Page 3)

Dawson Special

Washington Bur., RADIO DAILY

Washington—Last night's performance of "Where At Last It Will Break" by the Northern Dramatic Co., WOL's stock company of the air, was almost an all-Dawson affair. Ronald Dawson did the script, played the lead, directed the show and also produced it. Stock company has filled the Tuesday spot nine years.



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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

F. T. C. CASES

Cease and Desist Orders

Bathasweet Corp., New York, has entered into a stipulation with the Federal Trade Commission agreeing to discontinue representing that Bathasweet, a chemical compound for softening water, contains the secret of beautiful body skin, and that through the use of this preparation in the bath water, skin imperfections will disappear.

Government Station Bill Likely at Extra Session

Washington Bureau, RADIO DAILY
Washington — Due to persistent urging from the White House and the State and Commerce Departments, Congressman Celler's bill to construct a Government shortwave station is expected to be taken up at the special session called by President Roosevelt last night for November 15. All other proposed radio legislation will most likely be put off until the January session.

New Mutual Rate Card

Mutual yesterday issued its latest rate card containing all the new MBS affiliates which have joined the network in the past year.

Sauter Taking Party to Philly

James E. Sauter is taking a party over to Philadelphia next Monday to witness the premiere of the new American banks series with the Philadelphia Symphony orchestra over NBC.

First in local accounts
in Chicago

WGES

(In the heart of Chicago)

New NAB Setup Is Adopted

(Continued from Page 1)

issue as an organization in the AFM matter. It appeared that the IRNA committee was at first loath to give the benefit of their hard work and contributed money to another group which was not interested earlier. Subsequently Mark Ethridge agreed that he would meet with a committee of independents and do all he could toward aiding them. Independents and general run of small watters wanted a member of the IRNA committee to meet with them, but it was stressed that the NAB would also help in a general way when as and if a committee was appointed from the indies. NAB was still seeking to avoid presenting a front to deal with the AFM.

While John J. Gillin Jr., board member, and John Elmer, NAB president, put sincere efforts into getting free thoughts from those present and also seeking to clarify many issues, especially on the AFM situation, numerous members almost beclouded the actual issues that confronted the gathering. Pat Stanton of WDAS asked many questions, while Lloyd Thomas wanted a definite expression of "advice, assistance, counsel and cooperation." Question of NAB official aid for the indies was argued pro and con until Mark Ethridge definitely agreed to extend aid personally. Strict parliamentary proceedings sometimes got away from the chair, but the main thing was to obtain expressions from anybody who wished to talk.

Stanley Hubbard of KSTP sought expressions from such former members as might be present and called upon Isaac D. Levy of WCAU. Levy did not mince words as to what he thought about the NAB and told of his Ascaph and musician's union experiences, and how his views and actions were taken as personal by many members. He would return to the NAB when it was in a position to do something for him, Levy said. Later upon request from a member that he rejoin because the NAB needed such men, Levy said that the reorganization would proceed better if he weren't in the organization at the time. Ike was applauded coming and going.

The forenoon session was taken up with explanatory matters by John Elmer and Mark Ethridge. Elmer outlined the NAB position and its attitude in regard to current issue, while Ethridge gave official status of the IRNA negotiations. In the afternoon, the meeting concerned itself with matters as explained above. About the middle of the session, Ed Craney made a resolution that the meeting be a closed one,

despite the fact that the board of directors had voted it would be an open meeting. Resolutions were passed and contradicted and finally forgotten as those present kept their seats. Edgar Bell mentioned that no one had yet thanked the IRNA committee for the fine work it had done and a vote of thanks was extended. At another point, a member stated that the IRNA committee had really set up a trade agreement ultimately binding upon the entire industry.

Upon request of Arthur Church that an electrical transcription representative say a few words, Lloyd Egner, head of NBC's Thesaurus department stated that an erroneous impression existed that the ET men had agreed with the AFM that they would fall in line with their request that no union-made transcriptions be supplied to stations which did not comply with AFM conditions. He said this was not true and that the ET men had agreed to nothing definite with Weber. John Kennedy of WCHS stated that, while he had recently resigned, he and the three outlets he represented would rejoin the NAB as soon as reorganization took effect in satisfactory manner. Stanley Hubbard also wanted a committee appointed to bring back former NAB members into the fold.

Ike Levy's parting shot was advice to the effect that the broadcasters make peace with the AFM at the best possible price and forget about it. He decried the \$55,000 expenditure for NAB Transcription Service and praised Jos. N. Weber as a personality. Only a miracle, he thought, would bring him back into the NAB fold. NAB reorganization resolution is reprinted elsewhere in this issue.

The resolution by Harold V. Hough, WBAP [published in yesterday's RADIO DAILY], urging broadcasters to use "unit hours" instead of "dollars" in referring to gains or losses in business, also was adopted.

Annette Hanshaw Disking

Annette Hanshaw, singing star of the former "Show Boat" series, has just appeared as guest vocalist on some De Soto transcriptions and a repeat for Chevrolet, and is booked for two more Chevrolets.

BROADCASTERS!

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COMING and GOING

CAMPBELL ARNOUX, WTAR, Norfolk, general manager, is spending the week in New York. BILL RAY, NBC press chief in Chicago, is in Louisville for a few days.

CONNIE DRAKE, a Roy Campbell soloist, left for the Chez Maurice, Montreal, to replace Eleanor Bowers, another Roy Campbell vocalist.

CHARLES MICHELSON, manager of the eastern office of Earnshaw Radio Productions and Speedy-Cue Sound Effect Records, leaves New York on Monday on two-week business tour of up-State New York and Northern Pennsylvania stations.

TED HUSING goes to Baltimore to cover Saturday's Harvard-Navy football battle for CBS.

ALEXANDER KIPNIS, opera singer, arrives here tomorrow on the Washington for engagements at the Metropolitan and Chicago opera.

CHARLES MILLER of Music Corp. of America, and MRS. MILLER; ARTHUR BODANZKI, orchestra conductor, and MRS. BODANZKI, and VINA BOVY, Belgian soprano, arriving tomorrow on the Normandie.

Bobby Godet Joining Fields

Bobby Godet, WNEW singer, leaves this week for Fort Worth to join Shep Fields' orchestra for an engagement at the Lake Worth Casino.

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"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY

FULL TEXT OF PROPOSAL ON NAB REORGANIZATION

(Continued from Page 1)
ciation of Broadcasters at its meeting held at the Waldorf-Astoria Hotel, New York City, begun October 12, 1937:

RESOLVED:

1. That the Bureau of Copyrights of the National Association of Broadcasters be and it is hereby divorced from the Association and required to function henceforth as a separate and private business enterprise, the Association, however, to continue its stock ownership in the Bureau, and the Board of Directors to be authorized by majority vote from time to time to appropriate funds of the Association for the purpose of further support of the Bureau, but only if and to the extent that a real need for such support develops and upon a clear showing by the Bureau of the nature and extent of such need.

2. That the proposal for increase in membership dues, now before this meeting for consideration, be adopted.

3. That a Committee of five members of the Association, consisting of Mark Etheridge, Chairman, Ed Allen, Ed Craney, Walter J. Damm, and John Shepard, III, be and it is hereby created, and charged with the duty of perfecting and presenting to the Association detailed plans for the reorganization and future development of the Association, and the Board of Directors of the Association is hereby instructed to appropriate and pay for the Committee's expenses, including the employment of a secretary and any necessary personnel.

4. That at this meeting the Board of Directors of the Association fix a time and place for the next regular meeting of the Association, at which the report of said Committee of Five shall be considered.

5. That at this meeting there be adopted a program for departmentalization of the National Association of Broadcasters into administrative divisions, and that the officers and directors of the National Association of Broadcasters be and they are hereby directed to give immediate effect to such program as shall be adopted.

PARAGRAPH 1

The Bureau of Copyrights was created under a resolution adopted by the membership of the Association. It has been developed by the Managing Director under the supervision of the Board of Directors. Today it is a separate corporation. Nevertheless it is being conducted within the offices of the Association and is making use of the Association's personnel, finances and facilities. All of this was necessary to give effect to the resolution adopted by the Association.

There is now a widespread feeling among the members that the Bureau is ready to proceed on its own feet and that it will make better progress as an independent organization; in other words, that the period during which the Association willingly gave liberal support to the Bureau is now over, and that with its present public domain library and transcribed selections, the Bureau will go forward more rapidly if it must look to its own work to produce revenue to meet its expenses instead of being dependent upon the Association for such revenue. These members believe that the funds of the Association must henceforth be devoted to the general work of the Association and cannot be further diverted to the purposes of the Bureau.

In order that the benefit of the pioneering work heretofore done may not be lost, it is hoped that the Bureau will

WESTCHESTER
"New York's Hearthside"
Is Yours with
W-F-A-S
Hotel Roger Smith White Plains

Ike Levy and the NAB

Ike Levy of WCAU, Philadelphia, addressing the NAB meeting yesterday, drew the following analogy to illustrate his stand regarding the broadcasters' organization:

"There is an old theatrical story about an agent who mentioned an actor who disliked him. 'I don't know why he don't like me', the agent said. 'I never did anything for him.'"

devote more effort to a vigorous promotion and sales program for the service which the Bureau has to offer. Members of the Association are urged to support it by purchase of the library as insurance against future withdrawals of licenses by any licensing organization. To meet the case where a real need develops at any time in the future for support of the Bureau by the Association, it is suggested that the Board of Directors be given authority to appropriate funds for this purpose, but only upon a clear showing by the Bureau as to the nature and extent of this need.

PARAGRAPH 2

This point needs little discussion. Members consulted have stated they are ready and willing to pay increased dues, and pay willingly, for the performance of what they believe are the necessary and proper functions of the Association. If the program herein outlined is to be carried out, a substantial increase in dues must be approved. Failure of this proposal will defeat the program.

PARAGRAPH 3

In a meeting such as this it is obviously impossible to develop a detailed plan for the future. It is unfortunate that such a plan has not been presented for consideration of the members in advance of this meeting. Even if such plan were ready, however, it would be impossible to put it into effect for the very good reason that this is a special meeting, called for a special purpose, and the Association's Constitution and By-Laws will not permit actions other than those outlined in the resolution summoning the meeting. Many valuable suggestions for reorganization of the Association have been advanced, and some of these have received consideration in recent meetings of the Board and other groups. The purpose of the proposed Committee of Five is to give thought and study to these suggestions, weigh them in the light of the needs of the industry, set up the objectives to be achieved, and recommend the necessary changes in the Constitution and By-Laws of the organization to permit achievement of these objectives.

Conceivably, this Committee would give thought and study to such suggestions as the employment of a President who might be compensated for his services and recommend such changes in the basic law of the Association which would define the scope of his authority and his duties. It is hoped and expected that it would adopt policies so sound in principle that each and every unit of this industry, from the largest networks to the smallest part-time station would be proud of its membership in the organization, and that provision would be made to make such policies effective by binding each member to adhere strictly to them. If it is the will of the industry to appoint and compensate such a leader, then each member should bind himself to follow his leadership.

These are merely illustrations. Many more must be considered. But it would be the duty of this committee to draft a report, complete in detail, place a copy of it in the hands of each member at least 60 days in advance of the date for the next meeting and invite criticism of the recommendations contained in the report. The Committee would then be expected to redraft its report in the light of the suggestions and criticisms of the members and send copies of such revised report to each and every member at least 30 days in advance of the meeting in order that each member may come to the meeting prepared to act formally and finally upon the report. The report in its finished form should contain estimates of cost and if further increases in dues payments are necessary, the necessary changes in the by-laws should be recommended. The report should be complete in detail, the

recommendations definite, and there should be included therewith, drafts of all amendments to the Constitution and By-Laws required to give effect to the recommendations. Through the work of this Committee, the regular meeting of the membership would be in position to take definite and decisive action upon the program for the future development of the Association. To complete the task expected of it, the Committee of Five will necessarily need the assistance of personnel, including a secretary, and will have other expenses. The Board of Directors should, therefore, have authority to meet these expenses.

PARAGRAPH 4

This meeting has the power to fix a time and place for the next annual meeting. At such regular annual meeting the terms of all officers and one-third of the members of the Board will terminate, elections will be held, and the recommendations of the Committee of Five may be approved or rejected. The complete reorganization program which is being started here should be carried to conclusion at that meeting. The meeting ought to be held in January and in any event not later than February.

PARAGRAPH 5

This meeting has the power to adopt a program for departmentalization of the National Association of Broadcasters. Such a program should be adopted at this session.

Experience demonstrates that the routine functions of the Association can be divided into administrative divisions under the Managing Director. The work of these divisions or departments would be limited to administrative as distinguished from policy-making functions. They would gather and compile data for use of various committees of the Association and otherwise coordinate their work with the work of these committees. The personnel of these divisions should be selected by the Board. The functions for which divisions might be immediately created are:

1. *Administrative.* This division would have charge of all office records, billings, collections, payment of current bills, stenographic work, printing, mailing, etc.

2. *Engineering.* This division would be headed by a competent engineer with an adequate staff. It would devote its energies to collecting and compiling engineering data for use by the Engineering Committee of the Association; prepare reports advising working engineers and operators of member stations of changes in technical rules and regulations of the Commission; gather and publish information and suggestions which will be helpful to station operators; collect and compile data for use by the Association at international conferences; bring up to date, amplify and simplify the engineering handbook published by the Association; and perform

(Continued on Page 6)

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- HENRY SOUVAINÉ
- THOMAS L. STIX
- GORDON WHYTE

30 ROCKEFELLER PLAZA
NEW YORK CITY

NEW BUSINESS

Signed by Stations

WBBM, Chicago: Oldsmobile, ETs, through D. P. Brother & Co.

KECA, Los Angeles: Tums "Vocal Varieties", ETs, through H. W. Kastor Co.

WSPR, Springfield: Chevrolet, ETs, Kellogg Food Co., ETs, Italian Gems; McCann Co. (ice cream), announcements.

WOPI, Bristol: Chevrolet, "Musical Moments", ETs, through Campbell-Ewald.

WRTD, Richmond: Sherwin-Williams; General Motors; Buick; American Banks; Pepperell Mfg.; American Tobacco Co.

WMFJ, Daytona Beach; Motorola (auto radios), spots.

WIL, St. Louis: Adam Hats; Hyde Park Breweries, sporting events; Hartz Mountain Products, Jerre Cammack at the Organ.

WFIL, Philadelphia: Sterling Products; Colgate-Palmolive-Peet, through Benton & Bowles; Gulf Oil Corp., news, through Young & Rubicam; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Smith Bros., spots, through Brown & Tarcher; Canada Dry Ginger Ale, news, through J. M. Mathes; Socony-Vacuum Oil, sports, through J. Stirling Getchell; Philco, spots, through Julian Pollack; American Oil Co., spots, through Joseph Katz Co.; General Foods, spots, through Benton & Bowles; American Chic Co. (Sen-Sen), through Badger, Browning & Hershey; B-C Remedy Co., sports review, through Harvey Massengale; NuTone Chimes, spots, through Merrill Agency; New Departure Mfg. Co., spots, through Lord & Thomas; Lea & Perrins, Inc., spots, Schwimmer & Scott.

KFRC, San Francisco: Chamberlain Laboratories, spots, through Coolidge Advertising; Des Moines; American Tobacco Co. (Roi-Tan Cigars), spots, through L. C. Gumbiner; Pinex, announcements with weather report, through R. M. Seed Co., Inc.; Ironized Yeast, ETs, through Ruthrauff & Ryan, Inc.; Brown Chevrolet, announcements, through Campbell-Ewald; Buick Motor, announcements, through Arthur Kudner; General Cigar (Wm. Penn), spots, through H. W. Kastor & Sons.

WMAZ, Macon: Atlantic Ice and Coal, weather reports; Nash Motors, announcements.

KHJ, Los Angeles: General Cigar Co. (Wm. Penn), spots, through H. W. Kastor & Sons; Ironized Yeast, "Whispering Jack Smith," through Ruthrauff & Ryan; Gardner Nursery Co., ETs, through Northwest Radio Advertising Co.

Paul Specht Recording

Paul Specht, the orchestra leader, who a few years ago retired to his 400-acre farm, has returned to New York with a new band to make transcriptions for the State of Pennsylvania. The records will be used in radio programs in connection with a state publicity campaign.

Following the completion of the programs, Specht will return to the air under a sponsor to be announced later.

Immediately Available
For Exclusive Sponsorship

"Cape Cod Folks"

By

Joseph C. Lincoln

Chase & Ludlam
30 Rockefeller Plaza

Phone
Circle 7-4366



● ● ● Yesterday, Columbus Day, was celebrated not only by schools, banks and other public institutions—but also by radio people who declared that America's discoverer really "had something there" and closed shop early... This, however, had nothing to do with the NAB special meeting at the Waldorf-Astoria, which went "buzzin' right along" despite the holiday... From the a.m. to p.m. sessions, word got around that Stanley Hubbard of KSTP, Twin Cities, was distributing a "radical pamphlet" describing "Where the American \$ Goes!"—and the graphic diagram made up by the station's research division... Immediately, Stan became the most sought after fellow there—every one wanting his "informative" booklet... Pat Stanton of WDAS sat around with his boss' son, Alexander Dannenbaum, after paying a visit to John McCormack's brother here in town... Another famous son of a famous father present was Jack Howard of the Scripps-Howard clan—who bowed in with a natty blue shirt and bow-tie... Col. Lambdin Kay of WSB-WAGA suddenly became uncomfortable from the odor of a back-seater's pipe smoke—and, before turning to see the offender, declared, "Betcha that's Stan Hubbard"—and sure enough it was... Word reached us that Willard D. Egolf, commercial manager of KVOO, Tulsa, made use of his time on the train to N. Y. by landing a nice account.

● ● ● Again the p.m. session was 45 minutes late getting started... Guess the out-of-towners enjoy the food of the Big City—or somethin'... Joe M. Nassau of WIBG said he came up not only for the confab—but to collect 15 bucks from Gene Marshall, news editor of WNYC... Father James Wagner of WHBY, Green Bay, Wis., collected a group around himself talking about his new 30-ft. cruiser... Ralph Atlass of WIND-WJJD reported that the Cubs were leading the league until Owner Wrigley returned to the city—and then the slump which resulted in the loss of the pennant... Vince Callahan of WWL is getting out some swell promotion stunts around Washington... Charles C. Carlson of WJBW was glad to be in one place for a coupla days. He's been on the road for three weeks now.

● ● ● After NAB prexy John Elmer introduces Ed Craig of WSM, who is to read the resolution drawn up early that morning, Ed takes the floor with RADIO DAILY rolled up in his right hand—and emphasizes his punch-lines with a wave of the paper... Honestly—this wasn't pre-arranged—but thanx, Ed... Spot Prof. Cyril Jamsky, formerly with WCCO, who is rated as the top consulting radio engineer in the business now. Also Parke Godley... Lloyd Egner of NBC transcriptions sitting three lanes away from Percy Deutsch of World Broadcasting... Scoop Russell of WMAL-WRC sits quietly making notes as the speakers sprout their stuff... Ed Twamley of WBEN was a late arrival for the p.m. siesta... Hope H. Barroll Jr. of Baltimore kept nodding to new arrivals... John Gillion of WOW took the rostrum by storm with his snappy attire... Some one points out that Harold Hough of WBAP was the original "Hired Hand of the Air"... Fred Borton of WQAM—and a rabid candid camera fan—didn't have one with him this afternoon... To H. K. Carpenter of WHK should go some sort of credential for a distinguished feat... He took out a lighter to set to his ciggie—and what do you think happened? It worked on the first try!

● ● ● Standing up at the back of the room were Bill Hedges, former NAB prexy, and Walter Damm of WTMJ—who was NAB head six or more years ago... Niles Trammell, NBC v.p. in Chicago and in charge of the western territory, is an interested listener and not the least bit fidgety during the proceedings... Jack Hopkins of WJAX keeps telling people that his station has the biggest fall business of its existence.

GUEST-ING

IDA LUPINO, with Tyrone Power in "Petticoat Fever," Oct. 17 (NBC-Red, 9 p.m.).

OSCAR BRADLEY, orchestra leader of Phil Baker program, with Baker pinch-hitting for Burns and Allen, Oct. 18 (NBC-Red, 8 p.m.).

GERALD SAVORY, author of the play "George and Margaret," on Bide Dudley program, Oct. 15 (WOR-Mutual, 4:30 p.m.).

MELISSE, fashion cartoonist, guest of Chuck Thorndike on "Man Behind the Cartoon," today (WINS, 2:30 p.m.).

New WNEU Variety Show

"News for Everyone" is a new variety show on WNEU at 5-5:30 p.m. daily and 6:30-7 on Sunday. John Jaeger is emcee, Richard Brooks handles news for men, Irene Collins does the women's news, while Tune Reporters Orchestra supplies music with Miss Collins and Paul Carley as vocalists. Michaels Department Store of Newark is sponsor.

New Dance Bands on WMCA

New remote dance bands recently added to the WMCA late night schedule include Joe Marsala from the Hickory House, Cass Cagen from Club El Dorado and Rita Rio and her all-girl orchestra from the Hollywood Restaurant, all in the midtown Manhattan area; also Coleridge Davis and his Hardy Brothers Orchestra from the New Frolics in Union City.

Joan Brooks in New Spot

Joan Brooks starts a new series with her Singing Strings augmented to 17 men over NBC-Blue on Oct. 19 at 6:15 p.m. Miss Brooks has set back her out of town bookings and will remain as featured singer at the Warwick Hotel for at least another two weeks. She auditioned for two commercials in the past week.

Japan and China on WMCA

With the Far Eastern War in the headlines, WMCA has booked the Japanese embassy in New York for a talk on Japan's story of the conflict to be followed by a talk from the Chinese embassy on China's statement concerning the invasion. The series is expected to begin the latter part of this week.

2,000,000 JEWS!

A Huge City!
Reach Them by Radio!

Tune in—
Zion Variety Show—Monday at 7:30 P.M.
Voice of Jerusalem—Thursday at 8:15 P.M.
Station WMCA

JUDGE FOR YOURSELF!

ADVERTISERS BROADCASTING CO.
205 EAST 42nd ST. NEW YORK, N. Y.
Murray Hill 4-1364

LOS ANGELES

DOROTHY BURGESS, stage and screen player, plays the feminine lead in "Hi, Sailor," dramatic original written and produced by Joseph G. Catanich for the Community Chest program over KFWB Tuesday. David Thompson plays opposite Miss Burgess.

Marvin Young NBC production manager, besides putting things into the air also plucks 'em out of the air. A stray wild duck liked the looks of the Young chicken ranch and settled down to raise a family... the duck being of that gender and Marvin of unquestioned veracity.

Howard Swart, writer of and actor in "The Newlyweds" undoubtedly was more interested in the World Series than anyone locally. His CBS program followed the baseball broadcasts... and a ninth inning rally might have left the cast figuratively and literally speechless.

"White Fires," CBS west coast dramatic show written by Jon Slott and produced by Charles Vanda, CBS program director, was cited in the recent report of the Carnegie Institute as a "worthy educational series."

Dom McBain, CBS engineer, has received his air pilot's license and is demonstrating his skill to Announcers Don Forbes, Dick Joy and Art Gilmore and others at every opportunity.

Raymond Paige has been signed to appear in the Bobby Breen picture now in preparation by Sol Lesser. Ray's musical organization will be featured in one sequence, and the maestro himself will be called upon to read lines and do a bit of acting. Picture concern also reported talking to Phil Baker and Joe Penner, which would indicate that the forthcoming opus might be a "radio revue."

David Heenan, onetime City Editor of the Honolulu Star-Bulletin and more recently with United Press in San Francisco, has joined the Raymond R. Morgan Company staff. Heenan's first assignment will be a five-week tour of the country with Morgan, on which they will launch the "Charlie Chan" radio program for Stokely-Van Camp.

Among the congratulatory telegrams received by Feg Murray on the occasion of his initial broadcast was one from Bob Ripley.

AGENCIES

ROBERT S. BLEES has merged with Bennett-Laing Advertising, Hanover, N. H., where he becomes vice-president and general manager. Agency is lining up talent for a Dartmouth College program to be aired over New England, sponsored by local talent.

TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS
33 W. 60th St., N.Y.C. COL. 5-7366-7

FOTO-TONE SOUND SYSTEM

NEW PROGRAMS—IDEAS

Department Store Idea

"Burdine's Bouquet for Today" is the title of a five-minute daily program which brought business to WQAM, Miami, from a department store which had not been using radio regularly.

The store salutes a woman of community achievements each day by having a special delivery messenger present her with a bouquet of flowers at the exact moment her name is announced on the air. The radio audience nominates the women to receive these floral awards and radio tributes.

Program opens with a brief theme, short commercial copy is used to promote the home furnishings department, a musical number is played, and the award is made. Hawaiian music, discovered by an extensive survey to be most popular among women listeners, is used.

Store merchandises the program with window space and newspaper ads, and reports good results and much good-will.

American History at WSM

Aired under hand of educational department, WSM, Nashville, is producing series of American history dramatizations with entertainment appeal for young and old. Continuity is result of research and collaboration by school officials of twenty states, and cast of 40 will be used. Story of Jamestown, and Voyage of Mayflower are typical scripts, aired under title "Adventures That Made America."

WDZ Music Course by Radio

Classroom radio has added 50 schools in Douglas County, Ill., for group singing led from studio of WDZ, Tuscola, by teacher Morris Russell. Twenty-seven schools put in radio equipment at outset; number nearly doubled in two weeks of program, with pupils in classroom singing from textbook as Russell directs. Course is regular part of curriculum, with exams and credits.

"Mystic" Interviews

"Parade of Life," mysto-magic street interviews of WBT, Charlotte, has returned to airwaves with Bill Bivens guessing vital statistics of occasional pedestrians. His victim selected, Bill attempts to reveal person's age, occupation, hobbies, etc.,

talking into mike from second-story window. Announcer Lee Kirby, meanwhile, corrals the walker, has him listen to Bivens' story, then gives him chance to make corrections from street level.

Salute Schools and Frats

Salutes to schools or fraternities within trading area of George Muse Clothing Co. comprise commercials of that company over WAGA, Atlanta. Program, which opened last week under title "Kollege Kwips," outlines activities of schools chosen, with music and news of the sports, society and fashion variety.

Children's Questions

A step toward solving parental problem posed by offspring's endless questions is essayed by WEBC, Superior, Wis., in a program titled "Cousin Dorothy and Barbara," presented by Dorothy Mitchell. Twice-weekly broadcasts are designed to answer such questions in dramatized story form.

Foreign Legion Dramas

Always a bullseye for romantic interest, the Foreign Legion comes to the airwaves in a Sunday series of dramatic sketches over KSD, St. Louis, sponsored by the S. G. Adams Stationery Co. Scripter was a member of the outfit five years and bases episodes on own experiences.

SAN ANTONIO

New staff members added to KTSA include Bee Reynolds (continuity); Thomas Seawell (accounting), and Tommy Hudson, mikeman.

Featured in WOAI new mystery drama, "Can You Solve It?" each Sunday are Lewis Valentine, script writer; Jimmy McClain, announcer; Percy Barbat, characters, and Gladys Goronzik, lead.

Charles St. Clair and his ork are playing a return engagement at the Gunter Hotel. Remote is through KTSA.

Edna Harper is the new pianist heard regularly now over KABC.

Claus' Old Time Orchestra now airing over KMAC every Sunday evening.

Gerald "Bud" Morgan, program director for Mission Broadcasting Co., has turned columnist for several local weekly tabloids.

"American Album's" 7th Year

"American Album of Familiar Music" next Sunday celebrates its seventh year on the air. Program, heard over NBC-Red at 9:30-10 p.m., stars Frank Munn, with Jean Dickenson and Gus Haenschen's orchestra. Munn has been in the program six years, during which time he has sung more than 300 solos.

"Ballroom" on New Schedule

Martin Block's "Make Believe Ballroom" is now heard on a new schedule, starting at 5:30 p.m. each weekday night. Block and the "Ballroom" also make a morning appearance on WNEW at 10-11 a.m.

HUDSON MOTORS

presents



DAVE ELMAN'S

HOBBY LOBBY

UNDER THE MUSICAL DIRECTION OF



HARRY SALTER

TONIGHT AND EVERY WEDNESDAY

7:15-7:45 P. M. E.S.T.

OVER 76 STATIONS

WABC—COLUMBIA NETWORK

REPEAT WOR—10:30 P. M. E.S.T.

TWO WAY COMMUNICATION

List Price
\$15
per station



Inter-'phones, office to office, studio to studio, factory, house to garage, remote controls and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of 'phones on same line.

Microphone Division
UNIVERSAL MICROPHONE CO. Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

Full Text of Proposal On NAB Reorganization

(Continued from Page 3)

such other services as may be assigned to it.

3. *Legal.* This division would devote itself to the collection and publication of digests on such subjects as libel and slander, taxes, labor, decisions and pronouncements of the Federal Communications Commission and of the Federal Trade Commission, and of the Courts on appeal from decisions of these commissions, and all other cases involving issues of interest to broadcasters and their legal counsel. This division should function in close harmony with the Legislative Committee and the State Committees of the Association to the end that all data pertinent to the issues raised by state or federal legislation may be available. This division would have charge of collecting all legal data pertaining to broadcasting and copyright, transcripts of testimony on state and federal bills, briefs, etc., and become a central depository for all legal information on the subject of broadcasting.

4. *Economics.* This division would collect and make available all statistical information such as the business index; cooperate closely with the Commercial Committee of the Association, and through that Committee with statistical departments of other Associations such as the ANA and AAAA; collect and publish information on sales, rates, sales costs, standardization of contracts and rate cards, and such other services as may be assigned to it from time to time.

5. *Information and Library.* This division would collect all available publications on the subject of broadcasting with a view that the National Association of Broadcasters will possess the most complete library of radio information in the United States. It would also have charge of preparing publicity releases and would assist in the preparation of bulletins. It would invite inquiries from the Congress, State Legislators, educational institutions, students, speakers, and the general public on the general subject of broadcasting.

At the outset it may be advisable to combine two or more of these divisions into one, or it may be found advisable to create additional divisions. It should be kept in mind that the purpose of getting such divisions started at this time is to provide an efficient and experienced staff which will actually be in existence and functioning at the time of the regular meeting. In other words, these divisions, organized and staffed, and familiar with the administrative work of the Association and its Standing Committees, would constitute a necessary framework upon which the superstructure of the Association would be erected.

It should be made clear that these divisions are administrative or working divisions, concerned with routine and not with policy-making matters. To meet such needs as may be raised by important specific questions of policy, provision should be made to give the officers and directors of the Association authority to retain expert legal, engineering and other counsel, from time to time. For example, in a tax matter, the Board should have authority to consult the best tax expert in the country; on copyright matters, the best copyright expert, etc. The Board, acting in conjunction with the Legislative Committee, should have power to appoint the best possible legislative counsel to deal with specific legislative proposals. These appointments may be temporary or permanent, depending upon the requirements of the specific task to be performed.

Prescott's Tenth Year

Allen Prescott, the NBC "Wife-saver", celebrates his tenth year in radio this week.

CLYDE BARRIE

HAvemeyer 9-3494

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KYOS—Merced, Cal.

1040 Kilocycles—250 Watts

RAY McCLUNG, President M. F. WOODLING, Mgr.

KYOS, owned and operated by the Merced Star Publishing Co. today celebrates its first anniversary with several special programs. The 13th of October culminates a successful first year financially and from the standpoint of public acceptance.

Believing that, like local newspapers, a radio station must build maximum popularity and effectiveness on local influence and appeal, the management has done an outstanding job in that respect. With its inception KYOS had an alliance with two local newspapers other than Merced Sun-Star. Arrangement called for program listing, publicity and sales promotion in return for broadcasting local news. This alliance has worked beautifully as proven by radio time sales in Madera and Turlock, the two communities where newspapers are located.

KYOS features local and United Press news, a large percentage of local talent shows, numerous school programs and contest features. More than most smallies KYOS has featured stunt broadcasts and remotes of every description. Sports have received much attention through from-the-scene description to studio interviews and reviews. The five KYOS milkmen have a total of 28 years' experience. M. F. "Woody" Woodling is manager, Charles Foll, production head, and Johnny Crews, chief engineer.

ORCHESTRAS - MUSIC

GUS ARNHEIM is playing one-nighters up and down the west coast while the Rockwell-O'Keefe office irons out the details of a pending picture deal.

Bobby Carroll and his orchestra is re-engaged at the Club Cinderella, Denver, with a KVOD wire. Another KVOD orchestra is Laurence Welk's, from Denver's Rainbow Ballroom, while the Kit Kats, novelty musical quartet with Maestro Tony Ferrar and Charlotte Sachs, blues singer, is heard tri-weekly.

Johnnie Wynn's orchestra from the Triangle Club at Belmont Shores is a new nightly remote over KGER, Long Beach, Cal.

CRA bookings: Harold Stern and ork go to New Penn Club, Pittsburgh, on Nov. 5. . . . Joe Haymes' ork was opening dance band at Ray Calvin's Aragon ballroom, Boston, Oct. 9-11. . . . Hudson-Delange ork plays week of ballroom dates in New England for Cy Shribman, starting Oct. 29. . . Jacques Renard and ork set for two weeks at Solomon's ballroom, Los Angeles.

Billy Swanson and his program of Modern Rhythms is now heard on Sundays, Thursdays and Fridays over the Mutual System. In his first four weeks of broadcasting he has had three schedule changes due to the many new fall programs that returned to the networks during this time, political speeches and special broadcasts from here and abroad.

The Village Barn Cowboys are now broadcasting every afternoon over WOR.

Mal Hallett, who has been hanging up some records during the past two

weeks on his theater-dance tour arranged by Community Dances Inc., plays a string of 30 college and society dance dates starting Oct. 27 in the east. The band will be in New York on Oct. 25 for recordings.

Europe's newest musical craze, "Swingfonietta," will be introduced to America next Saturday evening in the Georgian Room of the Hotel Piccadilly by Jenö Bartal and his orchestra.

Ray Ventura, noted orchestra leader of France, will demonstrate his talent in a special broadcast over WMCA tomorrow at 9:35 p.m. Ventura will conduct the WMCA orchestra in an arrangement of his original compositions. He will also be interviewed on the program by Martin Starr.

WBRY, New Haven, inaugurates a nightly 10:45 p.m. broadcast of Leon Mason and his orchestra from the Hotel Garde. Jeannette Castle vocalizes.

Mal Hallett and his orchestra recently did a one-night stand in Norfolk at the Town Club. Preceding the dance, band did a half hour broadcast over WTAR from the club, with Bob Kerr as emcee.

Bernie Cummins and his band bow out of the Biltmore tomorrow after a three month run and go on a tour of one-nighters. Though a few dates are still to be pencilled in, here is his itinerary: Oct. 15, Johnson City, N. Y.; Oct. 16, Pottstown, Pa.; Oct. 19, Danville, Va.; Oct. 20, Greensboro, N. C.; Oct. 21-23, University of Virginia; Oct. 26, Bellefonte, Pa.; Oct. 27, Pittsburgh; Oct. 30, Cincinnati.

More Bakers Starting "Jimmie Allen" Serial

(Continued from Page 1)

this week with the transcribed juvenile series, "Air Adventures of Jimmie Allen" produced by Russell C. Comer Agency of this city. Originally scheduled to break Oct. 1 under the individual sponsorship of 32 plants, difficulties in clearing suitable time made necessary a postponement. Stations carrying the strip are: KFJH, KLRA, WJDX, KTRH, WSB, WOAI, WBCN, WMC, KOA, KWBG and KRGV, with KMOX and WTJS set to go Nov. 1. Another 20 bakeries plan to sponsor the series as soon as time arrangements can be made with stations.

WHN May Become Third NBC Outlet in New York

(Continued from Page 1)

with the NBC outlet, either Red or Blue. Negotiations will in no way affect the WLW Line affiliation. It is expected that complete details of the agreement will be announced within the next few days.

IRNA Urges Continuing Temporary Organization

(Continued from Page 1)

ed the chairmanship of the committee, and was only relaying the conclusions reached by that body.

Ethridge is associated with the Louisville Courier - Journal - Times, owners of WHAS.

Coughlin Time Not Canceled

Although advices from Detroit stated that Father Coughlin had abandoned his radio series, scheduled to start October 31, WMCA and several other Eastern stations that were on the network for the program yesterday reported that the time had not yet been canceled.

Bernard Shaw on NBC

George Bernard Shaw will speak over NBC on Nov. 2 at 4:20 p.m. in the opening program of a series of talks by leading thinkers of Great Britain, arranged by British Broadcasting Corp. Subsequent programs will present many distinguished speakers, including H. G. Wells, Lady Astor, Margaret Bondfield, Gracie Fields and Ian Hay.

LEE GRANT

AND HIS ORCHESTRA

"... orchestra makes for nice variety for the listeners."

VARIETY



3 HOURS DAILY

2:30-5:30 P.M.

KANSAS CITY

KCMO's recently organized 24-voice symphonic choir, directed by Larry Sherwood, station manager, goes on the air next Sunday for a weekly series.

E. E. Horton of the Daily Kansas City Kansan staff takes over publicity duties at KCKN, succeeding Virginia Wallace, who suffered a breakdown.

"True Detective Mysteries" resumed last week on KCMO after a layoff. Lee Roberts, program director, handles the 30-minute live show.

"Kansas Roundup", Consolidated Drug Co. show aired by WIBW and carried by KCKN, has been expanded to a full hour.

Arthur B. Church, president of KMBC, left last week for Washington and other eastern points on a two-week trip.

Don Wilkie, west coast representative for Arthur B. Church productions, returns to Los Angeles this week from K. C. and Chicago. Mrs. Wilkie is recovering from an operation in a Dayton, O., hospital.

J. W. McConnell has been signed to head the KMBC artists bureau now being formed.

Sam Picard, CBS vice-president, is here for a visit with Sid Q. Noel, president of First National Television.

Inauguration of a new schedule gives KMBC the only all live-talent program for the early morning period, 5:55-8:15. "Across the Breakfast Table", written and produced by Margaret Heckle and Neal Keehn, is back as a sustainer.

LINCOLN

Marge Thomas, formerly scripting on a part-time basis for Central Broadcasting, replaced Jettabee Ann Hopkins, who resigned to go to WOW, Omaha.

Joe Matthews, salesman with KFAB-KFOR, is now with WHBL, Sheboygan, Wis., and the stations are hunting a replacement.

Joe di Natale, KFOR promotion man, is back from vacation in New York. Lyle De Moss, KFAB program director, takes the wife and two kids on his much belated exodus this week.

Reggie Martin, KFAB-KFOR station manager, covered the Nebraska-Iowa game at Ames by direct wire Saturday.

11 Years for KGER Band

Long Beach, Cal.—Long Beach Municipal Band has been airing daily afternoon concerts over KGER for nearly 11 years without interruption. It is one of the very few bands in the world that give daily concerts.

HELENA BLUE'S NOVELTY STRINGS

SWING WITH STRINGS
MANAGEMENT
ROCKWELL-O'KEEFE

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

PHIL SPITALNY

INCLUDED among the pioneers of radio, from a talent angle, is Phil Spitalny, creator, conductor and head man of the most famous all-girl aggregation in show business. Spitalny, who disbanded a successful male orchestra in order to create his female musical unit and astound the industry with its success, is a veteran of radio, and has been sponsored by General Electric for two of the three years that his orchestra has been in existence. The program is heard over an NBC-Red network of 55 stations on Mondays at 9:30-10 p.m. and has been set for the 1937-38 season.

Organizing of the feminine group took Spitalny six months, 1,200 auditions and untold dollars. Not satisfied to have fine musicians, the maestro demanded a good singing voice of each girl, and 32 girls had to be selected. So well did Spitalny do his selecting that only four minor changes have occurred in three years. First testing group with a road tour, Spitalny was soon snared by his present sponsor, who, selling goods to housewives, wanted salesgirls for the job, and found in the orchestra a crack sales force. It took plenty of courage on the part of the famous General Electric to experiment with a new idea in radio advertising, but they have been well repaid for the gamble.



Maestro of radio's only all-girl orchestra...

Favor Radio Probe: "Nothing to Hide"

(Continued from Page 1)

stated that the radio business has "nothing to hide" and therefore has nothing to fear from a probe.

Lloyd C. Thomas of WROK, Rockford, Ill., who introduced a similar resolution, recommended cooperation with any government investigation.

Both proposals were referred to the NAB board of directors.

Martha Deane's 2 Press Agents

Mary Margaret McBride (Martha Deane) has two advance press agents in the field contacting newspapers in the 45 key cities in which her new CBS General Foods program is aired.

Sponsors of large programs have sent out their press agents to contact the papers in the past but this is the first time the talent has undertaken the task. Understood that calls are paying very good publicity dividends.

Place Foreign Language Spots

Procter & Gamble, through Compton Adv. Agency, has placed daily announcements for Ivory Soap and Crisco on the Jewish Women's Hour over WBNX for a year.

Maryland Pharmaceutical Co. is using the station for Rem and Rel announcements in five languages—Italian, German, Polish, Jewish and Spanish.

Foreign Radio Expositions

Moscow—Exposition of Radio-Television will be held at the People's Amphitheater, Oct. 25-31.

Paris—Eighth International Congress and Exhibition of Electrical Radio will be held Oct. 19-23 at the Palais de la Radio.

Indep't Broadcasters Pick AFM Committee

(Continued from Page 1)

sire to send a committee to trade with the AFM.

Discussions on ways and means were a heated affair. Many of the unaffiliated outfits were in favor of doing nothing for the time being, at least, being of the opinion that they were not in so much of a spot as were key stations and affiliates.

Lloyd C. Thomas of WROK presided at the meeting. The committee comprises Harold Loeb, WFDF; H. B. McNaughton, WTBO; Gregory Gentling, KROC; John Elmer, WCBM; S. Schultz, WLAW. Up to a late hour last night, the chairman of the group had not yet been chosen.

Young Announcers on KGER

Long Beach, Cal.—As a novelty and to provide broadcasting experience for ambitious youth, KGER is trying out certain Junior College students who demonstrate a flair for sports announcing. After satisfactory auditions, these boys are permitted to handle some play-by-play descriptions when KGER broadcasts High School or Junior College games.

WHIO Early Birds

Dayton, O.—After receiving many requests from early morning listeners and to make way for much needed commercial time, WHIO now begins its daily schedule at 5:45 instead of 6 a.m.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills
WMCA 2:30-5:30 Daily

LOUISVILLE

Biff Carr, WGRC program chief, and the station's "Curbstone Reporter", has resigned. His duties will be taken over by Bob McIntosh, who has been commercial manager of the Louisville studios.

In addition to his announcing duties, Pete Monroe of WHAS is now writing special articles for trade publications, American Saddle Horse Breeders' Association.

Golden West Cowboys from WSM back in town for appearance at Savoy Theater.

Earl P. Carter of Pan-American Recording Studios planned to New York and ordered new recording outfits.

Professor Quiz, assisted by Joe Eaton, WHAS program director, was featured at Jefferson County Armory during Kentuckiana Women's Institute.

While aboard his houseboat on the Ohio River, Harry Currie leaned too heavily on the guard rail, and plunged over the side. Fortunately, he was rescued and no damage done. He's back on the job as director of the WHAS ork.

Rumors floating around WHAS studios that Joe Eaton, program director, will soon return to mike as emcee for a Saturday Night Jamboree program.

Dot Rothe and Sam, Gil and Louie trio, are now filling morning sustaining spot on WHAS, billed as Dot and Three Dashes.

Bill Bond, brother of NBC's Ford Bond, handling half hour sports review on WAVE in behalf of local brewery account.

Chet Sutherland, from Canada, airing his comedy on WAVE each Tuesday for a soft drink concern. Burton Blackwell is filling the role of straight man.

KASS-TOHRNER INC. RADIO PRODUCTIONS

Presents

LENORE ULRIC

IN

"DORRAN"

ONE HALF HOUR DRAMA SERIES RECORDED FOR AUDITION

RKO BLDG.—RADIO CITY CIRCLE 7-4428

GENNETT SOUND EFFECT RECORDS

ELECTRICAL TRANSCRIPTIONS

THOMAS J. VALENTINO
729—7th Avenue, N.Y.C.
BRyant 9-5543

BIRMINGHAM

No changes are anticipated when control of WBRC is transferred to Eloise H. Smith, widow and executrix of the estate of Marcellus D. Smith Jr., late president.

While Tuskegee Institute Choir will originate at WAPI, this station will not carry the NBC program due to local commercials.

Betty Lou Gerson, former Birmingham girl and of "First Nighter", is being welcomed back in "Don Winslow" on NBC-Red.

Happy Hal Byrnes is back on WSGN with a morning spot.

"At the Theater" has been revived by WSGN, under sponsorship.

COLUMBUS

While Irvn Schiebeck, WCOL sportscaster is on the west coast with the Ohio State football squad, his daily stint will be handled by Paul Walker.

John Kenward Agnew, assistant program director and staff organist of WHKC, is resuming his "Agnew Airs" after an absence of several weeks.

Herb Welch, announcer for WCOL, is leaving here to join the announcing staff of WBNS.

Charles Lake, WBNS announcer, has resigned here to join a southern Ohio station.

Lewis Browne in New Series

Lewis Browne, commentator, returns to CBS airwaves in a new series Oct. 17, from the coast.

★ Coast-to-Coast ★

GEORGE BURNS and Gracie Allen, on their arrival in New York this week with their adopted kiddies, Sandra and Ronnie, were gobbled up by the reporters and photographers. Papers gave them quite a splurge.

Sponsors of the Maxwell House show to be produced by M-G-M for debut Nov. 4 on NBC-Red are still looking for a suitable title for the program. A public contest may be conducted, according to Benton & Bowles Inc., the agency in the case.

WNEW will hereafter air the INS summary of the day's stock market activities at 3:30 p.m. on Monday through Friday and 12:30 noon on Saturdays.

When Victor Bay's new concert series, "Essays in Music" debuts over CBS tomorrow at 10:30 p.m., the tagline at the conclusion of the program will be, "Produced by George Zachary."

WLBC, Muncie, Ind.—Bill Craig, commercial manager, off to New York on business trip... Fred "Packhorse" Ayer, merchandising manager, back from Chicago trip... Henry "Harpo" Marks now spieling com-

mercials on football broadcasts... Happy Apple, The Old Ranger, drawing big studio audiences to daily broadcasts... Ed Pierre deMiller, news editor, is writing short stories... Ken Williams, mikeman, now doing some production work... Don Burton will be at mike for the Ind.-Ill. and Purdue-Ind. games, which have been added to the Singers Bakery schedule.

Nancy, youngest member of the Drew family, has joined the Drew Brothers and is now heard with them via WHN.

Man-in-the-Street idea has been revived at WTAR, Norfolk, with slight twist, although no effort has been made to change the label. The show now has turned into an outdoor question box affair. Instead of opinions on current questions, persons are asked to test their i.q. ratings on a prepared batch of queries. Lee Chadwick is handling the shows, three weekly.

Norman Corwin will present original oral and musical interpretations of Arturo Giovannitti's poem, "The Walker," in his "Poetic License" program over WQXR tonight at 9:45-10 p.m. Following Corwin's perform-

KANSAS CITY

John Larkin, formerly with WHB, has been added to the announcing staff at KCKN, replacing Kenneth Young.

First of a series of 30-minute dramas by the Footlighters, little theater group, starts Sunday on KXBY. Lester Boyer is handling production.

Lambert Pharmacal (Listerine brushless shave) has renewed the Fatty Lewis show on WDAF after a 13-week test. H. W. Kastor is the agency.

ance of the poem, his own piano composition, "Theme and Variations Based Upon 'The Walker,'" will be played by Carmella Parrino, concert pianist.

Mells, Kirk and Howard, zany comedians featured at the Hollywood Restaurant, will do guest shots throughout the winter.

Ivy Dale, of the Ed Smalle chorus heard on the Leo Reisman series, can be heard in the presentations of the opera company currently at the Hippodrome.

Pianists Al and Lee Reiser have given up two of their sustaining series via NBC, and will concentrate on their commercial series.

John J. Anthony, director of WMCA's "Good Will Hour" will deliver an address at the Congregation Benai Jeshurun in Newark, N. J., next Tuesday.



The only way to judge a sales organization is by its sales.

Transamerican has created and has currently in force 49 radio accounts using 164 programs weekly on broadcasting stations throughout the United States.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

JOHN L. CLARK, *President*

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK
521 Fifth Avenue
Murray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STate 0366

HOLLYWOOD
5833 Fernwood Avenue
Hollywood 5315