

ticipate in station's programs; producing educational programs from city and county schools, both white and Negro; co-operation with religious organizations; drives for better housing, rural electrification, and soil conservation, and similar activities.

## Local Stations

### WJLS Wins

Best of the entries in the Local Station Division was judged to be that of WJLS, Beckley, W. Va. No second or third places were granted.

WJLS attempts no national ballhoos but confines its efforts strictly to selling itself at home. Its programs, on-the-spot mobile unit broadcasts, and promotion are all pointed towards this end.

In order to slant its policy so that it jibes with local needs, station offered scholarships, valued at \$300, to the high school student writing the best essay on *What I Like About WJLS* or *What I Dislike About WJLS*. Station also conducted Christmas Cheer Campaign, co-operating with the Salvation Army, and is building a model home—the latter resigned to bring attention to the station and stimulate civic interest in good home building. More than 30 dealers are co-operating on this venture.

In connection with the model home, WJLS runs a daily quarter-hour *Building and Home Clinic*.

WJLS also promotes itself via a novel radio program, promotional pieces, road signs, and other more or less routine methods.



JACK BANNER, of Station WNEW, New York, winner of a special award for the best use of newspaper advertising.



WILLIAM B. CASKEY, of Station WFIL, Philadelphia, winner Regional Station Division.



JERRY DANZIG, of Station WOR, New York, winner of third position in the Clear Channel Division.

Boone County Jamboree both as an air show and stage attraction has made it impossible to continue the Renfro Valley unit on WLW, Shouse said.

"In 1940," Shouse continued, "the Boone County Jamboree played to over 425,000 paid admissions and we feel that an enterprise of such scope demands all our promotional efforts behind it. The schedule of fairs and personal appearances of this unit and its continuing success as an attraction for the WLW audience makes it unwise for us to devote our efforts in any similar direction."

ance, has weekly-changing shows of three acts and four-girl line plus a small local band.

Ryan's is in the same category as about 10 other small spots which use local bands and local talent.

Club Moon-Glo, owned by Max Levy and operated by Jimmy Oates, offers

sepia shows and bands.

Montgomery's Hotel is owned by Dan Montgomery and uses sepia talent. Harman Harrison is manager.

Little Harlem, operated by Ann Montgomery, will resume show policy around Easter, with a six-girl line and 10-act show. Local colored band is being used.

## Renfro Valley Dropped by WLW

CINCINNATI, April 12.—James D. Shouse, Crosley Radio Corporation vice-president in charge of broadcasting at Station WLW here, said this week that, effective May 1, WLW severs all connections with the Renfro Valley Barn Dance, rural show managed by John Lahr, which started on the station several years ago. Continued growth of the station's own

### KOA Consistent

KOA, NBC station managed by Lloyd E. Yoder, was given a special award as the network-owned and operated station which did a consistently good exploitation job despite fact that no single item or stunt was of surpassing ballyhoo value. KOA's exploitation was slanted towards audience building, education, and public service. The items considered included many additions in the talent and personnel departments, and re-vamping of some of the station's departments in order to provide better service. Examples are the revamped music set-up thru competitive auditions; creation of a news department and the development of Tor Torland as an outstanding commentator; development of a better announcing staff with the addition of four men; addition of John B. Lyman Jr., formerly director of radio production at the San Diego, Dallas, and San Francisco fairs, to hypo KOA programs; addition of three men to the sports department; excellent special event coverage of particular interest to Denver and surrounding territory; a liberal talent policy with regard to newcomers; tie-ups with Fox Intermountain Theaters for broadcasts; promotion of educational broadcasts; close contacting of various civic organizations, and co-operation with regional agricultural agencies and Land Grant colleges for the dissemination of farm service.

In addition, station is the only one in the area to maintain an artist bureau. Also, by way of illustrating personnel's wide personal contacting, more than 60 staff members are affiliated with more than 25 civic and other organizations.

Besides the usual lobby, taxicab, and other displays, it should be stressed that the station, in connection with its theater tie-ups, has shown sound trailers in 12 Fox theaters in Denver, plugging 200 advertisers' programs to about 160,000 people weekly. In addition, these same trailers are sporadically used in Fox Intermountain Theaters in the entire Rocky Mountain West.

In general, the station stresses exploitation both to the listener and the advertiser.

### COURT SOLVES Bookings

(Continued from page 3)

three days the bookings overlapped.

Publicity over the unique suit helped business at both places. Both the Town and the Bowery, incidentally, are booked by Peter J. Iodice, of Amusement Booking Service.

Suggestions of bystanders that Miss Dare play one spot and her parrot the other were ruled out as irrelevant.

### BUFFALO NITERIES

(Continued from page 4)

The Glen Barn, allied Altman venture, operates during the summer with a similar policy.

Club Mayfair, operated by Charlie Monroe, uses all colored talent, a small local band.

Havana Casino, piloted by George Cecilia, uses standard acts such as Tirza, and a five-girl line, emcee, and teams, with a local sepia house band.

Frank's Casa Nova is operated by Mr. and Mrs. Frank Di Blasi. Talent includes a line, emcee, and one or two acts. Band is local colored unit.

Stuyvesant Hotel goes in for small established bands and shows, managed by Darwin Martin.

Park Lane Hotel features small traveling bands with a show including a dance team and a specialty. Mandel Lurie is manager.

Buffalo Athletic Club, a private club, uses small traveling bands and local units, and adds a five-act floorshow Saturdays.

Statler Hotel Dining Room and Cafe Lounge goes in for semi-name bands only, with an occasional dance team.

Ray-Ott Club in Niagara Falls is an average show. Band is permanent.

Hotel Dudley in Salamanca uses about eight acts. Band is a local unit.

Marine Room at Celeron uses name bands during summer on week-ends, with small traveling units during the week, with floorshow. During the winter, room uses local bands and full-week shows. At present, only week-ends. J. G. Campbell is operator.

Cataract House in Niagara Falls uses traveling bands and singers during the summer.

Como, managed by James Savage, uses a local band and a traveling show of about six people, mostly novelties.

Cafe Aloha, with Hawaiian atmosphere, uses similar entertainment on week ends. William A. Siegel is manager.

Clark's Oasis, managed by Edna Clark, uses shows of 14 to 18 people. Some talent is local. Small local band is there.

Roger's Velvet Grill has girl shows, featuring line plus nude dancers, and a small local band. Mrs. Mary Rogers is proprietress.

Brogan's, under Agnes Brogan's guid-

## BROADWAY BEAT

(Continued from page 4)

planets." . . . A spy down at the marriage license bureau (this guy Spelvin has spies everywhere) reports that one jittery groom was so nervous when he faced the clerk that he remained tongue-tied for a couple of minutes—and then blurted out, "Can—can—can you please direct me to the men's room?" . . . Leslie Litomy, national organizer for the American Guild of Variety Artists, is apparently tired of "ism" accusations being hurled around. On his office wall he has a notice disclaiming any connection with any "ism," whether black, brown, red, or native. It reads like a one-man Declaration of Independence.

RAYMOND SCOTT'S latest stunt is his method of announcing to the customers of the spot in which he's playing (currently Frank Dailey's Meadowbrook) the tunes he is about to do on a remote. Clyde Burke, the ork's vocalist, sings to the tune of *Night and Day* special lyrics giving the entire tune line-up of the broadcast immediately before going on the air. Dancers get a big kick out of Burke's attempts to make the titles fit the Cole Porter tune. . . . A traditional ingredient of the circus was left out opening night at Madison Square Garden. Roustabouts set up the seal equipment, and the seals were actually wheeled out onto the track—but at the last moment they were wheeled back again. . . . Henry G. Fargel, of the Hotel Astor, has been elected managing director of the Broadway Association. . . . Press agent Doug Whitney is a modern father. When his three-year-old daughter asks him to tell her a story, he just puts a few kiddie records on the phonograph. . . . It was inevitable. A story's now going the rounds about a drunk who weaved into the Arcadia Ballroom, where the Beverly Twins ork is playing, danced his partner up to the bandstand, and then took a gander at the band. He fixed his glims on the seven pairs of twins—all playing music yet—dropped his gal cold in the middle of the dance, and made a mad dash for the door.

FRANK FORREST, on *Double or Nothing*, has been renewed for his third 13-week stint—and he started with what was supposed to be a four-day engagement. . . . Dave Mann, pianist with Charlie Spivak's band, has a Dwight Fiske sort of number in his original *Body by Fisher*. As a matter of fact, it out-Fiskes Fiske. . . . Outside of Grand Central Terminal the other day stood a man garbed in the raiment of a doctor of divinity, chanting hymns to the plaintive wall of a hand organ that he operated himself. He is Alexander Lowande, of the famous Lowande family of circus bareback riders, who left show business some years ago to enter the ministry.

## A NOTE OF EXPLANATION!

In deference to our clients, we do not submit examples nor do we compete in The Billboard's Exploitation awards. This is a policy of long standing and we do not deviate from it.

Earle Ferris

OPERATING RADIO FEATURE SERVICE, INC.

NEW YORK

CHICAGO

HOLLYWOOD

"Truth is stranger than fiction and makes better publicity." Our slogan and our agency are six months old this week. Thanks to radio editors for voting their confidence in us in The Billboard Radio and Publicity Surveys.

HAL DAVIS — LES LIEBER

17 E. 49th St.,  
New York, N. Y.