



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 32

NEW YORK, N. Y., TUESDAY, FEBRUARY 15, 1938

FIVE CENTS

NAB Plan Is Adopted

Looking On ... AND LISTENING IN

NAB There is not nearly as much wrong with the NAB, or with the broadcasting business, as the final report of James W. Baldwin, ex-NAB managing director, might lead some unknowing persons to believe.

Like any young and growing industry, radio is bound to have its cases of mumps and measles.

But there is nothing to justify a sweeping indictment of the business by one who not only has been closely associated with it but who more than anyone else should realize that such statements play right into the hands of professional hecklers and legislators who shout "Probel!" at anything that promises them a headline.

The sensible element of the NAB will do well not to let the Baldwin report becloud its vision.

With so many hairbrained legislative bills stalking radio, this is no time for a split in the ranks of broadcasters.

A united front not only is a recommendation but it discourages attackers.

A house divided will invite aggravations and prove costly to everybody.

The NAB hasn't even begun to realize its potentialities for service.

Perhaps the association's setup has been radically wrong.

Certainly such unnecessary undertakings as the NAB music library, the inaccurate 444-page Sesac report and the stuffed NAB weekly printed bulletin—each constituting a heavy drain on the treasury—are poor examples of the useful service, judgment and efficiency that members have a right to expect from their trade association.

In any event, the reorganization provides a fine opportunity for the chosen executive personnel to show what the NAB really can do for its members.

It should be given this chance.

—D. C. G.

Appropriate

Kansas City—When line trouble caused a brief interruption in a network program at WDAF last week, Announcer Webb Witmer chimed in and explained to listeners that technical difficulties made necessary an interlude of recorded music. Then he reached for a record from a nearby stack and announced the title: "This Never Happened Before."

RADIO PAID TO ASCAP \$3,878,751 LAST YEAR

Fees paid by radio to Ascap in 1937 totaled \$3,878,751. Other collections by the society included: motion picture theaters, \$1,099,512; restaurants, \$492,119; hotels, \$209,649; dance halls, \$127,806; miscellaneous, \$119,100.

Kellogg on 40 Stations; Other Additions Planned

Chicago—Starting this week, over 25 stations, mainly in the southwest and on the coast, plus 15 outlets in Canada, will be carrying Kellogg's "Howie Wing" aviation serial, by Bill Moore. Other markets are to be opened in the next few weeks. WBS is waxing. N. W. Ayer & Son is the agency.

New Pittsfield Station Makes Debut on Feb. 20

Pittsfield, Mass.—WBRK, owned and operated by Harold Thomas, who also has WATR, Waterbury, Conn., opens with a dedicatory program Feb. 20. S. R. Elman, WATR manager, is in charge of station for the present. Bruff W. Olin, formerly of WFBL and WIBX, will be in charge of commercial features.

CIO on WADC, Akron

Akron—Akron Industrial Union (CIO) has contracted for 52 weeks of "The Voice of Labor" on WADC. Programs will air Fridays at 7:15 p.m.

Warning Against Monopoly Issued by Senator Wheeler

112,212 Scripts in Month Sent to "Melody Puzzles"

Lucky Strike's "Melody Puzzles" on NBC-Blue has had 112,212 scripts submitted by listeners in the month it has been on the network. First day of the fifth week saw 15,000 scripts delivered to the sponsor. Persons submitting scripts, in which the title to a popular song is hidden, are paid \$25 for each script used on

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Reorganization Voted by Convention Unanimously—Sentiment Strongly in Favor of New Setup

By M. H. SHAPIRO

Associate Editor, RADIO DAILY

Washington—NAB's reorganization plan was unanimously adopted at the opening session of the association's 16th annual convention in the Hotel Willard. Session was unexpectedly unmarked by any recriminations from the floor and the entire program designed to departmentalize the NAB, in accordance with the resolutions adopted at the special convention held last October in New York, was carried out in full with the exception of a few minor changes in some of the articles and selections.

Following the afternoon session, a "recess" was taken until this morning. Technically, no adjournment was taken and this move precluded the NAB from virtually adjourning itself out of existence. By taking a recess the NAB is still an organization, until such time as new directors and a paid president are chosen.

During the late evening hours, a caucus was held to elect directors from the 17th districts as provided for in the reorganization plan. Today these directors will select 12 candidates for directorship at large. There will be six directors elected out of the 12 candidates, making 23 directors in all who will govern the new NAB along with the paid president. Of these six directors at large, two will represent large stations, two the medium outlets and two the small outlets.

Sentiment Strong for Plan

General sentiment appears to be strongly in favor of the complete reorganization plan, which is designed to give all groups better representa-

(Continued on Page 10)

AFM TO EXCEED GOAL IN IRNA AGREEMENT

Washington—Preparatory to disbanding itself within the coming week or ten days, the IRNA Special Advisory Committee convened yesterday and talked over the final details of its concluding services to the independently owned network affiliated stations. Official exchange of contracts between the stations and

(Continued on Page 5)

Sales Director Group Holds Annual Meeting

Washington—The Broadcast Sales Directors of NAB held their second annual convention at the Willard Hotel on Sunday, with 94 station sales executives in attendance. Meeting was called to order by Chairman Lewis H. Avery of WGR-WKBW,

(Continued on Page 5)

Broadcasters Discuss Facsimile Organization

Washington—Broadcasters interested in facsimile transmission held a conference Sunday afternoon at the Mayflower Hotel, the group being called together by Walter J. Damm

(Continued on Page 5)

Washington Bureau, RADIO DAILY

By GEORGE W. MEHRTEHS

Washington—A warning against permitting monopolies in radio was sounded by Senator Burton K. Wheeler in his address at the opening session of the NAB convention yesterday.

"For obvious reasons," he told the broadcasters, "neither you nor I want to see government ownership in American radio; but we cannot ignore

(Continued on Page 11)

Coincidence

The first—or at least one of the first—broadcasting stations to buy facsimile equipment from the Finch Telecommunications Laboratories, Inc. was WGH, Newport News, Va.

And it just so happens that the station's call letters are the same as the first three initials of the inventor, who is W. G. H. Finch.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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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.

Wireless Network Used In 3-Station Commercial

Cincinnati—A "wireless" network is employed to broadcast the new program of the Coon Creek Girls Band over WCKY here; WHIO, Dayton, and WBNS, Columbus. Broadcast originates in the WCKY studios. Instead of using telephone lines, the program is picked up off the air by the Dayton station, which rebroadcasts it. In turn, the Columbus station picks up the WHIO broadcast and again rebroadcasts it. Engineers report good results from the unusual arrangement.

Commercial is sponsored by Appliances Inc., distributors, and local dealers in Fairbanks-Morse Refrigerators.

Fultograph Facsimile Elects Cartier to Board

J. N. Cartier, prominent advertising executive and financier of Montreal, has been elected to the board of directors of Fultograph Facsimile. Cartier will take a leading part in development of Fultograph in Canada.

Drug Store Chain on KCMO

Kansas City—KCMO is readying an hour long amateur show for Crown Drug Stores which operates a chain of 50 stores in Missouri, Kansas and Oklahoma. Set for 13 weeks beginning Feb. 27, the Sunday afternoon broadcasts will come from the Little Theater of the Municipal Auditorium where a community sing and a program by KCMO Symphonic Choir under direction of Larry Sherwood will precede the amateurs. Lee Roberts will announce show, with Tom Kelly conducting amateur contest.

Lord's Prayer Sign-Off

Joplin, Mo.—WMBH has inaugurated a policy of signing off each night with the announcer reading the Lord's Prayer, following a 15-minute transcribed Slumber Hour of soft, restful music. Comment from listeners has been very enthusiastic and favorable.

Hollace Shaw for Music Hall

Hollace Shaw, CBS vocalist, will appear in person at the Radio City Music Hall starting Thursday. Deal set by Columbia Artists Bureau.

Pacific Coast Storm Hits Radio Stations

San Francisco—Several coast stations were put off the air last week by one of the worst Pacific storms in years. The new 400-ft. KSFO vertical tower was among those that withstood the hurricane. Despite power failure, which kept some stations off the air as much as six hours, KSFO was able to continue operation by using its emergency power plant. The emergency system was used for nearly three hours, according to Chief Engineer R. V. Howard.

In Sacramento the 350-ft. KFBK tower was blown down and both this station and KROY were forced off the air for almost 24 hours. KFBK engineers rigged up emergency tower, but could not resume operation until resumption of power service.

Anti-Testimonial Move

Sacramento — International Honor Bright Society, whose aim is to prevent stars from selling endorsements of cigarets and other products, has applied for charter here. Headquarters of the unit are in Oakland, with Harold D. Summers listed as chairman.

New KFOX Announcer

Long Beach, Cal.—Norman Master-son, young actor-announcer, has been added to the KFOX staff. He also will assist owner Hal Nichols in special production preparation.

COMING and GOING

WILLIAM S. PALEY, CBS president, has arrived on the coast and is expected to remain there until the new Hollywood studios are opened on April 2.

THOMAS MARTIN, v.p. of Rockwell-O'Keefe, returns from Hollywood with stopovers in the southwest.

FRANK KELTON of the Harty-Kelton Agency, Los Angeles, flew to New York to see his mother.

WILLIAM A. SCHUDT JR., g.m. of WBT, Charlotte, will spend 10 days between Washington and New York before returning to his station.

PAUL KAPP, new radio director of Consolidated Radio Artists Inc., is in New York from Chicago and has assumed his duties at the CRA home office.

BOB MORRIS, baritone, after 14 months with Bob Millar and his orchestra, leaves this week for the coast on a combined business and pleasure trip.

RAYMOND GRAM SWING, commentator, made a week-end Chicago trip to appear on University of Chicago's Round Table anniversary.

DONALD W. THORNBURGH, CBS vice-president in charge of west coast operations, is expected to spend a few weeks in the east after attending the NAB convention.

RUSSELL D. McCORD, president of McCord Advertising Agency, Minneapolis, arrived in New York yesterday on the S.S. Pennsylvania from the west coast.

CLAIRE GLAZER, secretary to Frank Rohrenback, WHN general manager, left for South Carolina yesterday for two-week vacation.

JOHN PARKERSON of Fultograph Facsimile left New York last night for the NAB conclave in Washington.

E. C. MILLS is back in New York from the south.

ALEX KEESE, regional sales manager of WFAA, Dallas, now attending the NAB convention in Washington, will then visit Atlanta and Chattanooga. Keese will be back in Dallas about Feb. 24.

FINANCIAL

(Monday, Feb. 14)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd., Stewart Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Stromberg Carlson.

Talent for Nehi Show

Nehi show, which starts on 58 NBC-Blue network stations March 11 at 9-9:30 p.m. with repeat at 12:30 a.m., will consist of Graham McNamee, Teddy Bergman as "Uncle Happy," the "Golden Gate Quartet" from Atlanta, Tim and Irene and George Olsen's orchestra. Bud Pearson and Lee White will do the script with Lester O'Keefe of NBC handling the production. James A. Greene Co., Atlanta, is the agency.

BIRTHDAYS

Calendar grid for February 1938 showing days 1 through 30.

Greetings from Radio Daily

February 15

Edgar Bergen John Seagle
Hugh Wedlock Jr. Larry Wellington

WROK

ROCKFORD, ILL. 1410 KC.

IS THE RADIO

VOICE IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

WANTED:

SALESMAN—EXECUTIVE

5,000 WATT STATION

RICH MID-WEST TERRITORY

BOX A-130

RADIO DAILY, 1501 B'way, N. Y. C.

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at the retailer's counter... that's where the final decision is made... where retailer meets customer... that's why a retailer is judge and jury of advertising results... retailers in Michigan's eight major markets prefer, by actual experience, the....

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

C O N C E N T R A T I O N

THE most successful organizations in the field of radio representation are those who do not scatter their energies nor divide their time among many activities. Instead, they use their every resource to do one job superlatively well—the job of selling spot time. This has been Raymer policy from the beginning; and the experience of the passing years has confirmed our belief in it.

KERN, *Bakersfield* · WBRC, *Birmingham* · WDOD, *Chattanooga*
WJJD, *Chicago* · WXYZ, *Detroit* · KMJ, *Fresno*
WOOD-WASH, *Grand Rapids* · WMBR, *Jacksonville*
WLAC, *Nashville* · WDBO, *Orlando* · WPRO, *Providence*
KOH, *Reno* · WRVA, *Richmond* · WHEC, *Rochester*
KFBK, *Sacramento* · WTOC, *Savannah* · KSOO, *Sioux Falls*
WSBT, *South Bend* · KWK, *St. Louis* · KWG, *Stockton*
WSYR, *Syracuse* · WDEL, *Wilmington* · WORK, *York*
WNBX, *Springfield* · Michigan Network · WJTN, *Jamestown*

PAUL H. RAYMER COMPANY

Radio Station Representatives

NEW YORK DETROIT CHICAGO SAN FRANCISCO

AGENCIES

F. WALLIS ARMSTRONG CO., Philadelphia, effective March 1, will be taken over by the Ward Wheelock Co. as successor. There will be no change in personnel or accounts. Ward Wheelock home office will continue in the F. Wallis Armstrong Bldg., 16th and Locust Sts., until April 1, after which the company will occupy the 24th floor of the Lincoln - Liberty Bldg., Broad and Chestnut Sts. West coast office of Ward Wheelock Co. will continue in the Equitable Bldg., Hollywood.

BAYARD ADVERTISING SERVICE is handling the account of Miracle Mop Co. Inc., which plans to use radio in its campaign. Murray Waldorf is account executive.

STUART, AMES & JAMES INC. has been appointed advertising counsel to Mount Laurel Estates Inc., developers of Mount Laurel Club and Community, West Milford, N. J. Radio will be among media used.

AUDREY MAYES, former publicity aide de camp to Ed Fortman of J. Walter Thompson, has joined the McQuarrie agency in Hollywood in charge of the radio department.

WILLIAM ESTY, head of the agency bearing his name, and William Murray, radio head of the William Morris agency, are in Hollywood to discuss the set-up on the new Cantor show for Camel.

DWIGHT COOKE, J. Walter Thompson producer on Chase & Sanborn, has resigned and turns over the reins on the top-ranking aircer to Cal Kuhl, already handling several production chores for the agency. Cooke will take a short rest before announcing his new affiliation.

MILTON WEINBURG, head of the Milton Weinburg Advertising Co., Los Angeles, is in the east on several radio deals.

BERT COCHRAN, exec for McCann-Erickson in Chicago, has gone to the coast for a winter vacation. Ed McCammon of same office vacationing in Nassau, Bahamas.

WALTER WADE, president of Wade Agency, Chicago, has gone to Miami for a fortnight's vacation.

RALPH W. ANDREWS, v.p. of The Izzard Co., Seattle, has resigned to enter agency field on his own.

FEDERAL ADV. AGENCY, New York, will handle the New Jersey campaign just approved by the State Advertising Council at Trenton.



● ● ● Washington, Feb. 14—CONVENTION CAPERS:—After boarding a plane in Miami and making our first flight which totaled more than 1,100 miles we arrive at the Willard to find a bunch of the boys hanging around the lobby... Elliott Roosevelt, son of the White House tenant, planned on having some of his cronies over the House for tea—but called the invitations off when it was pointed out he might be jilting outsiders... Lester Gottlieb, MBS' special something or other, checks in wearing a Tyrone Power hat, and the few ladies in the lobby swoon... Donald Flamm, head of WMCA, sits around the lobby with his cohorts, Bill Weisman and Bert Lebar—all wanting to know what happens next... John Elmer, NAB's present prexy, stops to chat and relates that FCC Commissioner McNinch won't address the gathering until the morrow—outside of reading FDR's message to him. McNinch is waiting for Senator Burton K. Wheeler, chairman of the Interstate Commerce committee, to have his say today—and then he'll reply with fireworks... Jap Gude of CBS is playing host to all visitors and there are plenty at the CBS shindig—with Ann Gillis of the CBS Washington office making the boys very happy with re-fills for their glasses... Herb Akerberg is here with his wife, and so is Merle S. Jones of KMOX... Some one remarks that the new airline policy of flying wives free with their husbands is the reason many of the boys are bringing their fraus here.

● ● ● Lou Mindling of Music Corp. drops in to say hello—and brings charming Dale Sherman, who is singing in Washington, up to meet the people—which makes Lou the most sought after guy around... Earl Gammons of WCCO, St. Paul, is at the party... Toward the dinner hour John Karol and Bill Lodge of CBS walk in to glad-hand the fellows... Frank Falkner, chief engineer of WBBM, Chicago, is another onlooker... Harry Butcher of WJSV, Washington, is swamped with requests for phone numbers—but doesn't know any... Peggy Stone, who was with CBS in N. Y. and is now with Hearst station relations, is so happy to say hello to her former co-workers... Al Cormier turns the lobby into a laugh-center with his imitation of Al Schillin, newly appointed sales manager for WINS... Meff Runyon, treasurer of CBS, arrived late Sunday night... Hugh Brennan of WJAS, Pittsburgh, is around looking things over... Roy McLennan of WSAL, Salisbury, Md., stops into RADIO DAILY'S sanctum to snatch one of the first copies—afraid he'll miss something.

● ● ● Sunday night Fred Weber of MBS called a meeting of the station managers of the affiliates—and we break into the room after the meetings over to tear the top pages off the pads placed for notations. This is what we found—and still have for your inspection: One is the alphabet, top row starting with "p" to "z"—next row "a" to "o"—then "1234567890?!"—underneath that is some sort of flag and an unidentified animal... Another page shows a fellow with a Gay 90's mustache, suit and collar... One looks like a tree and then again it looks like a farm plan... The most pictorial of all—and we'd like to know the name of the artist—is a shaded cameo-effect mirror displaying a lovely lady dressed in the garments of 20's... Later at the hotel's Clubhouse, we again spot Lester Gottlieb—this time without the Tyrone Power hat, playing the slot machine. Not having had our lesson in Miami—we invest a dime and win 70 cents—which encourages Lewis Allen Weiss of Don Lee System to invest plenty in an attempt at the jack-pot—but it's a futile attempt. We re-deposit our winnings plus added coin—and nothing happens for anybody... Jim Cosman of Federal Telephone is walking through the halls and lobby innocently wearing a sign on his back "Follow Jungle Trail to Room 736."

GUEST-ING

OSWALD GARRISON VILLARD, on "Book of Month Club Concert," tonight (WQXR, 8 p.m.). BERNARD DE VOTO, same program, tomorrow; DOROTHY CANFIELD FISHER, Feb. 17.

JOE E. BROWN, on Elza Schallert program, Feb. 17 (NBC-Blue, 11:15 p.m.).

JOHN BROWNLEE, baritone, on Philadelphia Orchestra program, Feb. 21 (NBC-Blue, 9 p.m.).

HELEN MARSHALL, soprano; ROSS MacLEAN, baritone, and TEREZA GERSON, contralto, on "Metropolitan Opera Auditions", Feb. 20 (NBC-Blue, 5 p.m.).

SONNY DUNHAM, "PEE WEE" HUNT, and ARTIE SHAW on "Saturday Night Swing Club", Feb. 19 (CBS, 7 p.m.).

FREDDIE BARTHOLOMEW, on Eddie Cantor show, Feb. 16 (CBS, 8:30 p.m.).

HOOT GIBSON, on "Lone Ranger" Friday. (MBS, 7:30 p.m.).

MARGARET CULKIN BANNING, on Mary M. McBride program, today; GLADYS BERGER STEWART, same show, tomorrow. (CBS, 12 noon)

VIRGINIA BRUCE, with Tyrone Power in "Lloyds of London", Feb. 20 (NBC-Blue, 9 p.m.).

Y. & R. Options Lanny Ross

West Coast Bureau, RADIO DAILY

Los Angeles — Young & Rubicam has taken a 30-day option on the radio services of Lanny Ross following muting of the Packard show on March 1. Agency has a deal on the fire for a new show with Ross featured.

Dragonette in Tucson Recital

Tucson, Ariz. — After a concert in Honolulu, Jessica Dragonette will arrive here to give her first recital of the year on Feb. 25. She will continue her personal appearance tour throughout America.

Call



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for

RECORDINGS

29 W. 57th St.

PL. 3-3015

Results

COUNT MOST	WILLARD HOTEL
NEAL and JOE WEED	

WEED & COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK - CHICAGO

DETROIT - SAN FRANCISCO

Sales Director Group Holds Annual Meeting

(Continued from Page 1)

Buffalo, and the morning session was devoted to reports of the district chairmen on the one-day meetings held during January and early this month in eight of the 15 districts. More than 200 sales executives attended these conferences.

In the afternoon, the session was devoted to discussion of the various problems facing the sales directors in their daily work. Among these subjects were how to keep local salesmen working, also their daily, weekly and monthly reports and how to beat the current recession with new ideas. In connection with the latter, it was suggested that national trade associations be contacted and sold on radio such as the American Retail Dry Goods Ass'n, the various state fruit growers' associations and similar groups.

Also discussed at length was the recent advertising agency request for photostatic copies of the station logs, and it was believed that eventually the ethical stations would not be troubled with such a routine and that it was a question of good station operation not to inject more than one announcement in a station break.

It was strongly hinted that the sales directors as an organization would receive suitable recognition from the NAB in its reorganization plans.

112,212 Scripts in Month Sent to "Melody Puzzles"

(Continued from Page 1)

the air. Only four or five are used each week.

Show is running opposite Burns and Allen on NBC-Red, Mondays, 8-8:30 p.m. Talent consists of Harry Salter's orchestra; Fred Uttal, emcee, with vocalists Fredda Gibson and Buddy Clark. Lord & Thomas is the agency.

KALE Surveys New Power

Portland, Ore.—KALE, which recently boosted power to 1,000 watts against 500 formerly, is now making extensive signal surveys to determine exact extent of improvement in reception.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 12, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You Took the Words Right Out of My Heart (Paramount Music Corp.)		39
1 Double Dare You (Shapiro-Bernstein Corp.)		27
Sweet As A Song (Robbins Music Corp.)		27
Bei Mir Bist Du Schoen (Harms Inc.)		25
You're A Sweetheart (Robbins Music Corp.)		24
Thanks for the Memory (Paramount Music Corp.)		23
Dipsy Doodle (Lincoln Music Corp.)		22
Whistle While You Work (Irving Berlin Inc.)		21
Ten Pretty Girls (Crawford Music Corp.)		20
The One I Love (Leo Feist Inc.)		20
Did An Angel Kiss You (Famous Music Corp.)		18
Once In Awhile (Miller Music Inc.)		18
Rosalie (Chappell & Co.)		18
1 Can Dream, Can't I (Marlo Music Corp.)		16
Two Dreams Got Together (Remick Music Corp.)		16
1 See Your Face Before Me (Crawford Music Corp.)		15
More Than Ever (Miller Music Corp.)		15
Nice Work If You Can Get It (Chappell & Co.)		15
Sail Along, Silvery Moon (Select Music Co.)		15
True Confession (Famous Music Co.)		15

AFM to Exceed Goal In IRNA Agreement

(Continued from Page 1)

locals of the American Federation of Musicians will take place in New York next week, or possibly later this week if President Joseph N. Weber arrives back from Florida.

Of the total number of 283 IRNA members, there are only six actual holdouts against signing and these are expected to come into the fold when certain matters are ironed out.

According to members of the IRNA committee, the AFM is assured of \$1,470,000 in additional musician salaries annually, with 30 contracts not included in this figure. Since this sum is but \$30,000 short of the \$1,500,000 expected by the AFM from the IRNA, it is indicated that actually the AFM will exceed its goal by a considerable margin.

Members of the committee who completed plans for exchange of contracts with the AFM and arranged to

disband directly thereafter were: Samuel R. Rosenbaum, E. J. Gough, Mark Ethridge, George W. Norton and Frank Coulson.

Broadcasters Discuss Facsimile Organization

(Continued from Page 1)

of WTMJ, Milwaukee. Damm has been experimenting with facsimile for over four years, and believed it was advisable for those interested to form some sort of an organization for mutual welfare, and exchange of ideas. Further discussion will be held this morning over the breakfast table. Those in attendance at the facsimile conference included J. R. Poppele, chief engineer of WOR; G. W. Johnstone of WOR, Robert Coe of KSD, Carl Meyer of WGN and Charles Chatterton.

"Jimmie Allen" for Canada

Kansas City—Russell C. Comer, president of Comer Advertising Co., has sold rights to "Air Adventures of Jimmie Allen" to the British-American Oil Co., Toronto. Series will be carried by 10 Canadian radio stations starting Feb. 28.

Danish-U. S. Shortwaver

Copenhagen—A 5 kw. short wave transmitter is being built here exclusively for communication with U.S. The government has voted a subsidy for the purpose.



KMMJ

"The Old Trusty Station"

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.

HERE'S YOUR ANSWER TO FACSIMILE

THE Federal Communications Commission has not as yet set the standard for facsimile equipment, nor has it indicated when licenses will be Questions uppermost at present are: 1. How will the public take to facsimile? 2. What appeal will facsimile make to advertisers? 3. How The answers are very probably as follows: 1. The public will take to facsimile, if recorders are reasonably priced, and programs sufficiently ment at a profit until such time as there is a sufficient number of recorders in your area to attract advertising revenue.

Immediate success or failure of facsimile in your area will depend primarily upon yourself. It is certain that if you make a facsimile program radio and furniture dealers, and others, sell recorders to an interested public? Prices and terms will give you the answer to this question.

Your problem, therefore, resolves itself to this: You either want to go in for facsimile, or you do not. If you do, you don't want to be cor and how long it is going to take you to do so. Nor can you afford to begin facsimile in your area with a definite overhead, and then sit back and wait advertisers in giving you sufficient support to make the venture profitable. Facsimile is big enough to finance itself at the outset. It is a develop

DO YOU WANT TO BEGIN FACSIMILE NOW AS A BUSINESS AT A PROFIT?

ADVANTAGES OF FULTOGRAPH OVER ANY OTHER SYSTEM

BASIC PATENTS—Fultograph holds a number of master patents, chief among them being that which gives Fultograph the right to the use of the electro-magnetic clutch.

PERFECT SYNCHRONIZATION—over thousands of miles.

SPEED—Pictures and text 8½x11 inches can be broadcast by continuous-band Fultograph models in approximately three minutes.

FULTOGRAPH PAPER—After years of research and experimentation, Fultograph has developed its own white paper, (for several colors), thus solving a problem which has been one of the greatest obstacles to the success of facsimile systems.

EQUIPMENT CAN BE HAD NOW—for experimental purposes.

REFERENCES—INTERNATIONAL BUSINESS MACHINE CORPORATION ADOPTS FULTOGRAPH—After careful and painstaking technical investigation, the International Business Machine Corporation has bought the non-exclusive right to the use of Fultograph for business machines in transmitting facsimiles of bank checks, statements, etc.

Radio Station WIXAL, in Boston, sponsored by the Rockefeller Foundation, has a contract with Fultograph for its use for educational purposes, and Fultograph in turn enjoys the right to use this station day and night.

The fact that Fultograph has been selected by Station WIXAL in preference to other systems of facsimile is in itself undisputed recognition of Fultograph's superiority, all the more so because WIXAL is licensed as a non-profit station.

FATHER OF FACSIMILE BROADCASTING



DR. OTHO FULTON

THE HISTORY OF FULTOGRAPH IS THE HISTORY OF FACSIMILE

First to broadcast pictures and newspaper text in the history of the world, Fultograph is the only system that has already given world-wide proof of its dependability. Its historic achievement on October 15, 1929, when it sent pictures from England to Australia, a distance of 10,000 miles, stands today as the record and is an undisputed testimonial of Fultograph superiority. This great accomplishment was publicized in leading newspapers and magazines in every civilized country of the globe.

Countless tests between old world capitals—The transmission of Franz Lehar's opera, "Frederica," from Vienna to Paris; Marshall Foch's funeral from Paris to the London Daily Express; the first Graf Zeppelin from Frederickshaven to the London Daily Chronicle; Rockefeller educational station in Boston to the Waldorf-Astoria in New York over a period of three months last year, to and from ships at sea, airplanes, fast-moving trains, and recently over 1500 miles of the Canadian Pacific Railway—These have lifted Fultograph far above all other systems of facsimile and give absolute assurance that Fultograph is a system of facsimile that has worked and will work anywhere.

PERFORMANCE SPEAKS FOR ITSELF

Fultograph half-tone pictures, comparable to the finest rotogravure, and printed material of all sizes and styles; line drawings, cartoons, personal handwriting, anything and everything that lends itself to print—all have been reproduced and publicized in leading newspapers and magazines throughout the civilized world hundreds of times in the last ten years.

Fultograph is ready to carry your pictures, newspapers, and messages to the four corners of the globe.

Fultograph is FACSIMILE ACCOMPLISHED, not an experiment. In all the hundreds of tests by long wave, short wave, ultra high frequency, telephone and telegraph wire lines—often relayed from wireless to wires and vice versa—over any and all distances, THERE HAS NEVER BEEN A FULTOGRAPH FAILURE, and that's another world record!

FULTOGRAPH POINTS THE WAY TO IMMEDIATE

We have the locomotives and cars, you have the railroad and the men to run it. We believe that Fultograph's long and historic record of achievement, not even remotely approached by any other facsimile system anywhere, entitles us to your confidence. We are ready and willing to help you, if you will help us to do so. We do not ask you to buy anything; we give you the opportunity to sell—to establish yours as the dominant station in facsimile broadcasting in your area out of profits from sales of Fultograph recorders and Fultograph paper, which, we are convinced, the public will provide in astonishingly increasing volume.

Our proposition, frankly designed to interest a sufficient number of broadcasters to enable us to make Fultograph recorders in mass production at a price the public can and will pay for them, and at the same time give to both you and ourselves a reasonable profit, is as follows:

Territorial rights for the sale and distribution of Fultograph recorders and paper will be granted to stations as follows:

1. You agree to represent Fultograph in your area, without payment to us of any money whatever except in the measure that Fultograph equipment is ordered by you, after approved demonstration;

2. In consideration of territorial sales rights for Fultograph recorders and paper, you agree, during a period of three years, but without any penalty attached thereto except the loss of sales rights in any one year, to sell a minimum of fifty facsimile recorders the first year, and a minimum for the second and third years based on your station wattage, i. e.:

Watt Stations	1st Year	2nd Year	3rd Year
100	50	100	150
200-250	50	200	250
500	50	300	350
1000	50	500	600
Over 1000	50	800	1000

3. You agree to pay Fultograph at the rate of \$125 each for the first fifty recorders ordered by you, but Fultograph expects that after the first fifty recorders its price to you will be under \$100 per recorder, and less, if possible, after mass production costs have been established.

4. Fultograph guarantees that there will be a reasonable margin of profit to you from the distribution and sale of its specially prepared paper for the use of Fultograph recorders after quantity production

FULTOGRAPH WAS FIRST TO BROADCAST YOU CAN LEAD THE WORLD WITH FU

MILE IN DOLLARS AND SENSE!

granted for commercialized facsimile broadcasting. But when the commission acts, the picture will instantly change, and you will want to be ready. Broadcasters to operate facsimile without a heavy initial investment and the consequent risk of a loss?

2. The appeal to advertisers will depend upon the public interest in facsimile. 3. You must be given an opportunity to sell facsimile equipment, your public will applaud and support you. You know this much from radio. Can you, then, in cooperation with your local department stores,

to lay out fifteen or even ten thousand dollars before you have had an opportunity to prove to yourself just what success you can make with facsimile, ten or more thousand recording sets have been distributed in homes and offices at a profit to somebody else before you can hope to interest your public in radio that is definitely a genuine public service, and one for which the public generally may be expected to be not only glad, but eager to pay.

OR DO YOU WANT TO EXPERIMENT WITH FACSIMILE AT A LOSS?

TEN YEARS AGO
from
NEW YORK TIMES

June 21, 1928

NEW PICTURE BROADCASTING

Three-Tube Set at London Gets Photographs from Vienna
Wireless to the New York Times.

London, June 20.—The first wireless broadcast of pictures between Vienna and London took place this morning. Photographs and facsimiles of a message of greeting were received at London by means of the "Fultograph," attached to a three-tube radio set.

Each picture in today's test took 3½ minutes to send and was received simultaneously in Paris and Berlin. It is said that from the time the picture is taken only about fifteen minutes is required for reception to be completed.

NEW AND IMPROVED MODELS FOR ALL PURPOSES

Facsimile equipment can now be had suitable for homes and offices, newspapers, airplanes, ships, trains, etc. Those for homes and offices are in different price ranges, from a semi-de luxe radio printing press which automatically prints, cuts and delivers into a tray page by page on cut and printed material, to a less expensive unit which works from a roll of paper which may be torn off when printed, similar to the same as used on a teletype machine.

PROFITS FOR BROADCASTERS

Profits have been determined in a manner that will enable the general public to buy this paper at an acceptable and unburdensome price. You agree to lease one scanner (facsimile transmitter) at \$4 a month or \$6 a day, while the agreement lasts.

You agree to pay for rental of scanners monthly in advance, and to deposit with a reputable New York bank \$1,000 as a guarantee for each scanner as a guarantee of safe return to Fultograph upon termination of our agreement.

You will not be bound to sell Fultograph equipment, or to employ Fultograph in broadcast over your station to the exclusion of any other system.

You agree, however, that, subject to a satisfactory demonstration of the Fultograph facsimile either to yourself or an accredited representative within thirty days from the signing of this understanding, and supported by a written guarantee of the Fultograph company, that this agreement is considered as a firm and binding order from you to the Fultograph company for a minimum of fifty recorders the first year of the agreement, for which you will pay \$125 each F. O. B. New York. Your signature attached hereto within ten days from the date of the appearance of this advertisement in RADIO DAILY is all that is necessary to reserve territorial distribution and sales rights for the Fultograph facsimile equipment and paper to your station, it being understood that territorial distribution and sales rights in a city where there is only one radio station will be construed to mean only that city and immediate surroundings which do not overlap similar territorial rights of stations in adjacent cities; where there are more than one station in a city, territorial rights will be determined in combination, they to delimit the same between them.

-----Cut coupon out and address to-----
FULTOGRAPH INCORPORATED, 342 Madison Ave., New York City

.....POSITION

.....CITY AND STATE.....

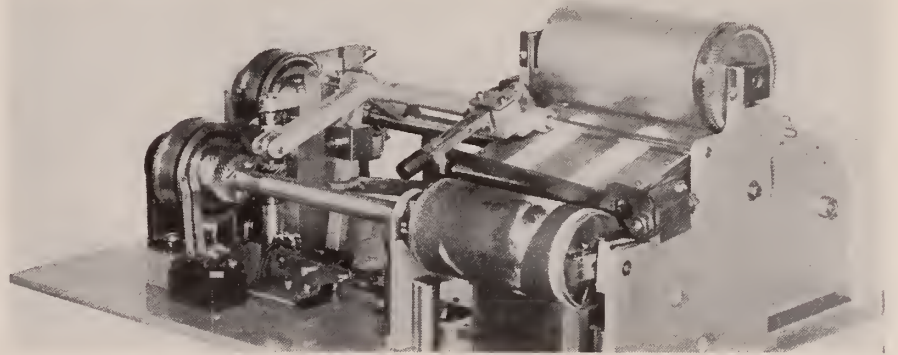
This offer, which costs you nothing unless we perform to your satisfaction, will not be renewed after midnight, February 25, 1938.

Advertisers who wish to avail themselves of the Fultograph proposal in Washington may do so by addressing themselves directly to Fultograph representatives at the Convention, or by communicating with them at the May Hotel, Suite 582, today from 6 p.m. to 12 midnight, or tomorrow (Wednesday) from 9 a.m. to noon. Otherwise, address home office of Fultograph.

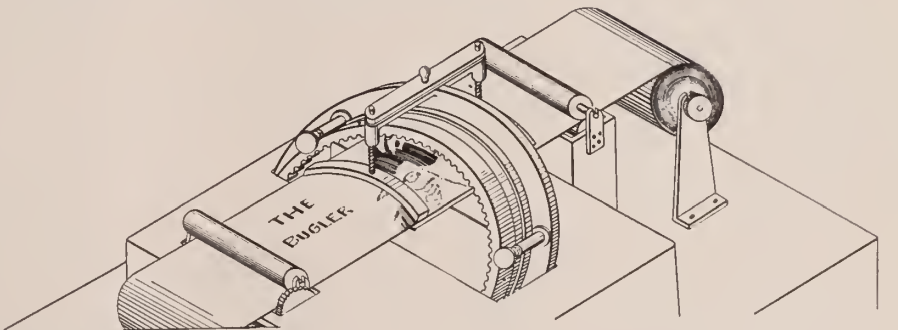
INTRODUCING

1. The First And Only Radio Printing Press

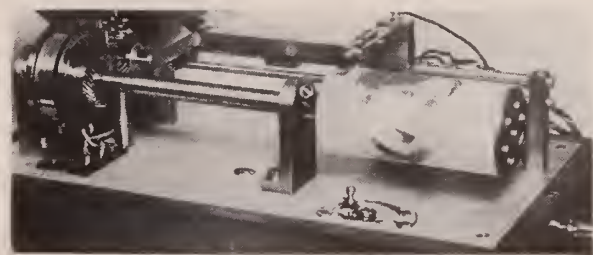
Prints from roll, automatically cuts pages and delivers them into trays.



2. Popular Continuous Band Recorder



3. Building Your Own Fultograph



Component Parts for Building Fultograph Facsimile Recorders by Amateurs in their own homes at very nominal cost will be an innovation that will spread world-wide interest in facsimile. Broadcasters will be quick to see the opportunity that lies before them for ready profits through the sale and distribution of this unique and sensational development of Fultograph Facsimile.

PICTURES IN THE WORLD'S HISTORY FULTOGRAPH FACSIMILE

KANSAS CITY

Jack Neal, KCMO sales manager, has added Barney Reilly and Warren E. Brown to the station sales staff.

Owen Balch, KCKN commercial manager, spent a week-end in Jefferson City with his father, Owen M. Balch, commercial manager of KWOS.

Gerald Von Stroh has been added to the KMBC sales staff to assist with local sales.

Ellis Atteberry, general manager of KCKN, has added Francie Meisner to continuity staff.

WHB returns their once popular man in the street program, The Voice of Kansas City, to the air Feb. 22, for the Fashion Clothing Co. Harold A. "Bubs" Boyle, who originated the program, will handle the quarter-hour feature, six times weekly.

The KXBY staff has been increased by the addition of Norman Inman to the continuity staff.

M. F. "Chick" Allison, KMBC publicity and promotion chief, is on the sidelines because of flu.

Arthur M. Church, president of Midland Broadcasting Co., and KMBC, and Mrs. Church, will spend a week in Miami following the NAB convention after which they will take a short West Indies cruise, returning to Kansas City late in March.

John Larkin, formerly with KCKN, replaces Harry Becker on the KXBY announcing staff. Becker has resigned to go to Texas.

Don Davis, president of WHB, after attending the NAB convention, will fly to Houston before returning to Kansas City.

WMAS, Springfield, Mass.

Velma Naiseaux has joined the staff as night receptionist to replace Alice Thorenson.

James Spates, chief engineer, is rebuilding the turntables to make them more efficient.

Norah Adamson, the Aunt Patty of the Rivest Children's Hour, has returned to her duties, after an attack of the grippe.

War and Peace on KGER

Long Beach, Cal.—Conforming to radio's tradition of presenting both sides of a question, KGER offered an exciting speech by Capt. John Block last Saturday on National Defense Week, while immediately following was heard the regular weekly program featuring the World Observer, presented in cooperation with World Peaceways of New York.

ORCHESTRAS - MUSIC

HORACE HEIDT, after four months of auditioning talent in his "Can You Pick a Star?" series, will present the first selection on his Brigadiers program over NBC-Blue network tomorrow night at 9. She is Jane Gibson, whistler, from Dallas.

Leo Reisman's orchestra and Felix Knight, NBC tenor, recorded six hits for Victor last week.

The first staff orchestra of the NBC Hollywood studios is being organized and will be heard shortly in a new sustaining series programs, John W. Swallow, program manager for the western division of NBC, announces. Frank Hodek will direct the orchestra. He and Meredith Willson, western division music director, are conducting auditions.

Linda Lee, NBC artist featured on the Ripley program, will be the guest singer at tonight's Ruby Newman's Monday Waltz Evenings in the Rainbow Room of Rockefeller Center.

An erroneous impression is abroad that Don De Vodi is conducting the orchestra of the recently popular Eddie Le Baron at the Rainbow Room. As a matter of fact, Le Baron and his band went to California. Don De Vodi is conducting his own special brand of rumba music with his own Latin musicians in the Rainbow Room, and doing a very good job.

Ernie Holst's contract at the Book Cadillac Hotel has again been extended, and his orchestra will remain at that Detroit spot for another four weeks.

Joe Reichman's band has added two NBC wires weekly from its current coast hotel.

Nine new recordings by Bunny Berigan and his "Miracle Man of Swing" band will be released soon by Victor. The songs are "Trees," "Black Bottom," "In a Little Spanish Town," "Russian Lullaby," "Can't Help Loving That Man," "Heigh-Ho," "Serenade to the Stars," "Piano-Tuning Man" and "Outside of Paradise."

Originally scheduled for only a

four-week engagement, Sammy Kaye and his "Swing and Sway" orchestra are in their fourth month at the Hotel Statler, Cleveland. The engagement will continue indefinitely.

Shep Fields, at the conclusion of a seven-week engagement at the Palmer House in Chicago, takes his Rippling Rhythm on a long theater tour. He's due back in New York in April.

Jan Garber and his orchestra replace Ray Noble on the Burns and Allen show in the near future, it is reliably reported in Hollywood.

Herbie Kay and orchestra will follow Eddie Duchin at the Cocoanut Grove, Los Angeles, with wifey Dorothy Lamour "guesting" four nights weekly, and Edgar Bergen and Charlie McCarthy appearing on Tuesday and Friday nights. Duchin will play a string of one-nighters en route back to New York.

Frank Dailey and ork make their bow at the Meadowbrook, Cedar Grove, N. J., this evening. Ork also will return to its usual CBS schedule this week.

Freddy Martin has had his contract at the Royal Palm Club, Miami, extended to March 1, when the orchestra leaves for Chicago to fill a three-month engagement at the Aragon Ballroom. With Martin at the Royal Palm are Harry Richman, Chaney and Fox, Gloria Grafton, Dolly Arden and the Yacopi acrobatic troupe.

Zinn Arthur's WHN-WLW wire on Sundays has been changed to 6:30 p.m.

Larry Clinton, Claude Hopkins and Jimmy Dorsey will stage a swing-battle in Convention Hall, Philadelphia, tomorrow, which will be broadcast on NBC.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

selected on the basis of their advertising ability and radio experience to present in the most helpful manner complete information regarding Blair stations and markets.

John Blair & Co.
CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

OKLAHOMA

Eddie Gallaher in "Sports Round-up" for KTUL, Tulsa.

Lieland Seay, chief engineer of KADA, Ada, is father of girl named Rita Jane, after mother.

Glen Epperly now half of Double A Duo, six times weekly on KADA, Ada, for Allen Feed Mill.

Bill Honeycutt, KADA engineer, back from vacash.

Doris Henry, continuity writer KADA, recovered from illness.

George Hamacher, WKY, Oklahoma City, continuity chief, latest on the married list.

Ben Bezoff, WKY announcer, is a papa.

Walter Beck, traffic dept. at KOMA, Oklahoma City, is ill.

WLBC, Muncie, Ind.

Robert Lee, announcer, on sick list. Carl Noble, musical director, busy organizing band.

Francis "Jake" Higgins, sports announcer, making preparations to do a "William Tell Act" in studios with The Old Ranger offering to do the shootin'.

Don Russell, local salesman, handling a few remotes.

Bill Craig, commercial director, attending NAB confab.

Etta Moten in "Aunt Jemima"

Chicago—Etta Moten, contralto of motion pictures and concert stage, signed as regular headliner of "Aunt Jemima's Cabin at the Crossroads" on NBC starting Feb. 28.

GROMBACH PRODUCTIONS INC.

113 West 57th St., New York

Program ideas, presentations, direction, material, adaptation, talent negotiation, casting, doctoring, consultant services, production.

Radio Program Service in whole or in part, Unit Productions or Production Units set up, sold or leased. Program requirements analyzed and legal clearances checked.

Agency ideas developed by studio experimentation to production of audition.

Permanent staff—private studios—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone Circle 7-2678

Exclusive Representatives for outstanding free-lance writers and directors.

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N.A.B. CONVENTION HEADQUARTERS

Mr. Moss
Mr. Stuart

SUITE 627-628-629
WILLARD HOTEL

Mr. Ely
Mr. Van Cronkhite



UNDER a deal signed last week between NBC and American Federation of Musicians, the network studio here adds 15 musicians to its permanent payroll, which will be the first staff orchestra to be maintained by NBC proper. KFI-KECA, Red and Blue outlets, respectively, of course had maintained musical crews, but the chain recruited bands as required. The new orchestra will be directed by Frank Hodek, former conductor of the Omaha Symphony and for several years general musical director of Paramount - Publix theaters in that territory. Hodek will function under direction of Meredith Willson, NBC musical chief on the Coast. William Gilcher will be the contractor. One immediate result is the origination of more coast-to-coast sustainers from Hollywood, according to John Swallow, NBC program director.

Pat Patterson is back at his old publicity desk at KEHE, which he left a few months ago to try out a little agency publicizing.

Low Frost, assistant to Don Gilman, NBC vice president, left for San Francisco to take over the duties of Lloyd Yoder temporarily, while the latter is attending the NAB convention.

Wilbur Evans trained in from his concert tour to resume his chore on Vick's "Open House."

Florence Ryerson, screen playwright and novelist, will do a guest appearance on KMPC's "Meet the Author" Wednesday at 3:45 p.m.

Carlton Kelsey's weekly popular concert on KHJ-Don Lee has been switched to Thursday nights at 8:15-8:45. The KHJ musical director features Carmen Calhoun and Kenny Allen as soloists.

Norman Siegel, radio editor of the Cleveland Press and NEA syndicated columnist, took a bow on Gene Inge's "Take the Air" program on KFWB. Siegel is out to do a series of articles on radio and pictures.

Robert Taylor has joined the technical staff at KMTR. This Robert Taylor, however, was formerly connected with the radio division of the Sheriff's office as chief engineer.

KCKN Triples Response for Bowes

Kansas City, Kan.—KCKN, which put up a fight and finally prevailed upon Chrysler to have KCKN included in the network carrying the Major Edward Bowes program last week, when this city was saluted, reports that telephone response from here was more than three times greater with KCKN carrying the broadcast than a year ago when Major Bowes saluted the city via NBC with only WDAF, Kansas City, Mo., carrying the show. The program now is heard in this area through KMBC, the CBS outlet in K. C., Mo. Ellis Atteberry, g.m. of KCKN, wrote direct to Walter P. Chrysler, with a long list of prominent local business men and citizens adding their signatures to the petition. CBS and KMBC finally agreed to let the show go over KCKN.

MIAMI

Floyd Gibbons, who arrived here last week via yacht with his writer, Jed Kiley, was interviewed by Steve Hanagan on WKAT. Ted Husing was another WKAT guest last week.

Jack Snook, WQAM fishing commentator, looks embarrassed these days, result of being pulled into Biscayne Bay while snoozing when a "king" hit his plug—and he was pulled into Biscayne Bay.

Sam Parker was at the WIOD mike aboard Yacht Helen emceeing the Miami-Nassau sailing race with remote equipment.

Quick action on the part of Leslie Harris, WQAM special events director, gave WQAM a scoop on the arrival of Sonja Henie in Miami. Both local stations had planned to air the arrival, but plane was an hour late, forcing both stations to abandon broadcast because of previous commitments. Harris ordered the late description of her arrival shortwaved to the station and transcribed there for airing later.

Description of the annual Miami Motor Boat and Marine Exhibition was aired over WQAM by Leslie Harris.

KIDO, Boise, Ida.

Roy Civile and John McMahon are drumming up quite a following with their "12 to 1 Club", Saturday midnight hour.

"Home Forum", station's first local broadcast especially for homemakers, is well under way to becoming a standard feature. Conducted by Mary Lou Kimball, program brings one or two prominent Boise women to the fore as guest speakers each Friday morning.

PHILADELPHIA

WIP, which recently signed an agreement with the National Association of Performing Artists and has been licensed to use recordings, has noted a great increase in fan mail on those airings using disks.

A new service program makes its bow over WFIL called the "Quaker Town Meeting." Purpose will be that of a forum for the discussion of events that deal with phases of the city's governmental life.

Gene Moore, WIP tenor, and Gertrude Altrogge, singer, will middle-aise it soon.

KYW will hereafter feed three additional programs to NBC-Red network. They are "Sing Time in Dance Time," "Melody in Rhythm," featuring Carlotta Dale and Peggy Fox, and "By Candlelight," featuring the orchestra of Jan Savitt and his Tophatters.



MANAGER QUIN RYAN of WGN off for a fortnight's vacation and fishing in Florida.

John Harrington, WBBM newscaster, has gone to Hollywood for a two week's vacation before resuming baseball broadcasting on WJJD.

Russ Young is handling Bob Elson's State Street interviews for Salerno crackers on WGN while he is in New York for conference with Lorillard Co.

Frances O'Brien of Tom Fizdale office off on motor trip to Florida. At WLW she picked up ork leader Phil Davis, who will join his wife Marge Kerr in the south. Marge is also with Fizdale crew.

Ethel Owen victim of temporary paralysis in NBC studios the other evening on "It Can Be Done." She was revived after treatment.

Harlow Wilcox, announcer for "Fibber McGee" show, has been assigned to "Kay Kyser's Musical Klass" on Mutual.

Marjorie Whitney, featured for two seasons with King's Jesters at La Salle Hotel, will return there with her new band, the King's Lads, Feb. 21.

"Buffalo to Brooklyn"

or: how WEBR located Joey Nash

WEBR needed someone who put over popular songs. Maybe there was talent waiting in Buffalo, in Rochester or New York City.

But a singer had to be quickly chosen and located. So the current issue of National Radio Register was consulted: "SINGERS—MEN." And there was the name of Joey Nash. (Sure we remember Joey on his Studebaker program and his World Recordings.) And there was his address and 'phone number.

So Joey got an inquiry:—"ARE YOU AVAILABLE?" Now, Joey didn't know WEBR . . . personally, and WEBR didn't know Joey . . . personally, but it's perfectly good etiquette to get together without a formal introduction, when it's thru NRR.

Mr. Nash advertises in the National Radio Register—cost \$10 per year—and WEBR gets the National Radio Register every month—as do 2,999 other users of radio talent.

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INTERNATIONAL RADIO SALES**

AN ADVANCED REPRESENTATION SERVICE FOR STATIONS
NEW YORK • CHICAGO • DETROIT • LOS ANGELES

NATIONAL RADIO REGISTER

*The monthly classified directory of
radio personnel and programs available*

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NAB UNANIMOUSLY ADOPTS PLAN OF REORGANIZATION

(Continued from Page 1)

tion. The fact that 173 members voted for the reorganization plan and no dissenting votes were recorded is taken as a granted fact that those not in entire accord with the new plan will withhold their judgment until they learn just who the directors are and who is chosen for president by the 23 directors.

If the officers chosen are not satisfactory, then some resignations may be expected. Consensus of opinion, however, as polled by RADIO DAILY, indicates that nearly all of the broadcasters are in favor of the new plan, including the higher annual dues, provided the new organization comes up to expectations. Majority expect to stick to the NAB, however.

Morning Session

Morning session was called to order by President John Elmer, who then introduced Hon. George E. Allen, Commissioner of the District of Columbia, who made a welcome speech. FCC Chairman Frank R. McNinch read a letter from President Roosevelt, but did not make his own talk, which he deferred until today. President Elmer addressed the gathering on the business at hand and asked the broadcasters to think clearly. He then introduced Senator Burton K. Wheeler of Montana, who delivered a lengthy talk, the highlights of which are found elsewhere in this issue.

Harold V. Hough, NAB treasurer, delivered his report for the year, revealing among other things that the NAB had collected \$80,000 in dues during the first seven months of 1937 and that some \$19,000 still remained in the treasury. The new setup for the dues will provide considerably more money for the NAB treasury. Report of Managing Director James W. Baldwin had already been distributed to the members by mail in order to save time.

Afternoon Session

Opening of the afternoon session was taken up with a vote on whether to keep the meeting closed or open to the press, et al. At the morning session the press was asked to park some place else. Voting was in favor of admitting the newspapermen and holding down the phony policies of a

Commercials Too Blatant for Sponsors

Washington—"I have observed that the complaint against commercial announcements has diminished in recent months," said Senator Burton K. Wheeler in his talk to the NAB gathering yesterday. "But many advertisements over the air to me appear to be far too blatant for the good of the advertisers themselves."

Wheeler also urged broadcasters to pay more attention to moral aspects of programs, and to avoid double entendre jokes.

certain local group getting into the NAB hair. Edwin W. Craig of WSM, head of the reorganization committee, took active charge of the afternoon business session, later giving way to Mark Ethridge of WHAS, and the two conducted the business of presenting the reorganization plan piece by piece and adhering to excellent parliamentary procedure. Changes made in the original text were relatively unimportant for the most part and resulted in about three changes. These included article 13 being amended to read: "After the words two-thirds vote" add "of the membership in attendance." In article 3 Section 5 the last sentence was eliminated and inserted instead was "there shall be one vote for each active membership."

Article 3 section 2 of the reorganization by-laws was changed slightly. Other business transacted by the NAB board took place before the opening of the convention. It was revealed among other items that the \$80,000 the NAB promised for educational purposes is not available, but that a possible one-third of this sum could be mustered.

Directors Already Chosen

That the reorganization plan is already succeeding in its efforts was indicated last night when the seventeen districts held their meetings to elect their boards of directors. The fear that a representative type of board member might not be chosen was dispelled by those already selected up to press time. Among these were:

	District
John Shepard, 3rd.....	1
Col. Harry C. Wilder.....	2
John Kennedy.....	4
Walter Tyson.....	5
Mark Ethridge.....	7
Walter J. Damm.....	9
Ted Taylor.....	13
Donald W. Thornburgh.....	16
Edward Craig.....	6
John J. Gillin.....	10
E. W. Gammons.....	11
Herb Hollister.....	12
C. W. Myers.....	17
John E. Fetzer.....	8
Clair McCollough.....	3

Gene O'Fallon was reported to have been selected for the 14th District.

"Town Meeting" Renewed

America's Town Meeting of the Air, heard Thursdays, 9:30-10:30 p.m. over NBC-Blue network, has been renewed for a three-year period with programs set for a six-month period annually.

NAB Districts

Washington—NAB districts, under the proposed reorganization plan, will be as follows:

- District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
- District 2: New York.
- District 3: Delaware, New Jersey and Pennsylvania.
- District 4: District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
- District 5: Alabama, Florida, Georgia and Puerto Rico.
- District 6: Arkansas, Louisiana, Mississippi and Tennessee.
- District 7: Kentucky and Ohio.
- District 8: Indiana and Michigan.
- District 9: Illinois and Wisconsin.
- District 10: Iowa, Missouri and Nebraska.
- District 11: Minnesota, North Dakota and South Dakota.
- District 12: Kansas and Oklahoma.
- District 13: Texas.
- District 14: Colorado, Idaho, Utah, Wyoming and Montana.
- District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada and Hawaii.
- District 16: Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside San Diego and Imperial, and New Mexico.
- District 17: Alaska, Oregon and Washington.

Cantor's Itinerary

West Coast Bureau, RADIO DAILY
Los Angeles — Eddie Cantor and troupe, who leave for the East on Feb. 24 and broadcast from New York on March 2 and 9, will then entrain for Cleveland, where the show is scheduled for personal appearances at the Civic Auditorium March 13-15. Philadelphia will play host to the cast for a broadcast on March 16, and for personal appearances in that city, March 16-18. The comedian will make his final broadcast for Texaco from New York on March 23, and six days later will inaugurate his new series for Camel cigarettes from the same point.

First from Painesville

Ashtabula, O. — First professional radio broadcast emanating from Painesville, west of here, took place last week when WICA relayed by remote control a program on Painesville's community forum on world affairs. The program was a luncheon session of the forum at which David Friday of Washington, noted economist, spoke on "The International Distribution of Economic Power." The program, sponsored commercially, involved transmission through specially set up lines to forum headquarters.

LETTER FROM PRESIDENT READ BY FRANK McNINCH

Washington—Chairman Frank R. McNinch of the FCC, scheduled to address the NAB convention yesterday, delayed his talk until today and instead conveyed to the meeting a message from President Roosevelt. The letter, addressed to McNinch, read as follows:

"It is a pleasure through you to extend greetings and good wishes to the radio broadcasting industry on the occasion of the Sixteenth Annual Convention of the National Association of Broadcasters to be held in the Capital of the Nation.

"During the past year we have witnessed basic developments and progress in radio which will have a profound effect upon the application of broadcasting in this country as well as on the North American Continent.

"One of the greatest advantages of the system of licensing broadcasting is that it is sufficiently flexible to lend itself readily to adjustment to meet our changing social and economic needs. In a new field of public service such as that of broadcasting we may and should expect rapid progress in both the development of the art and in meeting the public requirements that this national resource shall increasingly contribute toward our social as well as our economic advancement. The broadcasting industry has, indeed, a very great opportunity to serve the public, but along with this opportunity goes an important responsibility to see that this means of communication is made to serve the high purposes of a democracy. I have the high hope that the industry under the guidance of and in cooperation with the Federal Communications Commission will prove itself to be worthy of the great public trust reposed in it.

"I hope the forthcoming deliberations will be fruitful of wise judgments in dealing with the many and diverse problems that enter into the broadcasting industry."

WIL Colored Show Draws

St. Louis—Attendance at the second broadcast of Claude Collins' All Colored Amateur Show showed an increase of more than 300 per cent after the first broadcast over WIL. The first show brought a mere 400 customers to the Regal Theater, from whose stage the pick-up is made but the second performance a week later packed the house (which seats 1,000) with 1,400 spectators. An additional 400 hundred were refused admission due to the fire laws.

Magill Managing Heifetz

Wallace Magill has resigned from the NBC music division to manage Jascha Heifetz, the violinist.

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"The Musical Cameraman"
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Co-Musical Director
of
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WARNING ON MONOPOLIES ISSUED BY SEN. WHEELER

(Continued from Page 1)

the signs or the tempo of the times. Only broadcasting's own folly would make the threat real. And that would evolve if we allowed any entities in the industry, or outside of it beckoning for entry, to become too large, too potent; to permit them to reach the point where the influence they exert is so great as to create political animosities and internecine strife that could only result in its destruction.

Three Kinds of Monopolies

"There are several species of monopoly that might get a strangle-hold on radio. All deal with power. One is power in watts—high power protected over unlimited areas; a second is power in numbers of stations concentrated in identical ownership; the third relates to the power and the status of the networks. Each deals with the extent of influence, of coverage, in the hands of a single person or group. And in each case you have another element of 'power' that, which reposes in radio because of its peculiar faculty in moulding public opinion—a unit of force and influence that cannot be achieved by any other medium.

"If radio has any tradition, it is that of service to a particular community and its immediate contiguous areas. Many stations—the best of them—have acquired for themselves a definite status in their communities, a sort of local pride, attained because they have dedicated themselves to these communities and their advancement.

"With high power a station immediately loses its local or statewide status. It has no community to serve. The nation becomes its oyster. It is in direct competition with those smaller local units which theretofore performed an acceptable and commendable local or regional service. High power places in the hands of one licensee, one man or one small group of men, a degree of power, both economic and political, that gives him tremendous advantage over his competitors and places in his hands a potentially dangerous means of moulding public opinion.

Opposes Clear Channels

"As I construe it, this is contrary to those basic concepts of our constitutional and Democratic form of government. Thus, I believe that the clear channel, as such, is undesirable. The initial reason for the clear channel was rural coverage. That premise is no longer valid when we find that practically all of these channels now are assigned to the metropolitan centers of the country rather than rural

Exhibitors at NAB Meet

Washington—Radio firms with exhibits, etc., at the NAB convention, and their hotel room numbers, include the following:

WILLARD HOTEL

Room No.	Room No.
Amperez Electronic Products...425-70	Langlois & Wentworth930-31
Appleby and Appleby.....436	Ray Linton426
Associated Recorded Program	Joseph Hershey McGillvra.....841
Service926-74	Mutual Broadcasting System.....638-39
John Blair & Co.437-38	NAB772-73
Cinaudagraph Corp.936	National Broadcasting Co.828
Columbia Broadcasting	NBC Thesaurus832-33
System328-30-31	Presto Recording Corp.940-41
Electrical Research Products Inc. 944-45	RCA971-72
Fairchild Aerial Camera Corp. 934-35	Radio Daily204-5-6
Finch Telecommunication Labs. 923-24	Radioscriptions Inc.939
Free & Peters372-73	Radio Transcriptions545
Paul F. Godley570	Paul H. Raymer Co.730
Graybar Electric Co.429-30-31	SESAC734-35-36
George P. Hollingbery771	Standard Radio326-27
International News Service...627-28-29	Trans Air Inc.645
International Radio Sales505-6-7	United Press925-70
Johns-Manville Co.917	Weed & Co.434-35
	Howard H. Wilson Co.706

WASHINGTON HOTEL

Associated Broadcasting Co. Ltd.	E. Katz Special Adv. Agency
Blaw-Knox Co.	Transamerican Broadcasting & Television

areas and that the majority of them therefore serve a small geographical area over which they are merely giving a duplication of service.

"The second species of monopoly is the concentration of facilities in identical hands. This can happen locally or nationally; locally when all or practically all of the outlets in a given community are controlled by the same group. It can happen nationally through ownership by the networks, or by other groups, of important stations in key communities.

"The third form of monopoly may sprout from another type of power—and I refer to the power of the networks over the independently owned stations affiliated with them. This power has come to the networks in two ways—first, from the fact that a considerable portion of the affiliated station's revenue is derived from, and is under the control of the network. And second, that the stations in smaller communities are largely de-

pendent upon the programs which the networks furnish them.

Favors One-Year License

"Many of you have discussed with me the lack of stability in the broadcasting industry that has resulted from short-term licenses, the six-month tenure. You would like to hear me say that I believe you should have your licenses granted for a three year term, the longest permissible under the Communications Act. I am sorry but I do not feel it is yet time for this, even though I am mindful that some of you are doing outstanding work, I do not believe that a three-year license is yet justifiable. Radio broadcasting is still in too unsettled a state. The course has not yet been clearly charted for the future, as I have attempted to indicate to you. I do not say, however, that longer licenses should not be issued—perhaps for a year at the start—as a means of encouraging investment of a sounder nature in broadcasting."

McIntyre Compliments Radio

O. O. McIntyre, one of America's premier columnists, who died early yesterday, paid tribute to WOR's "Let's Visit" program in his last column published on the day of his death. Of the program, heard over Mutual on Wednesday at 9:30-10 p.m., McIntyre wrote "The best programs, outside of the symphony orchestras and bands, to my notion, are the concise informative ones. Educational yet pleasant to take, I refer to those conducted by Dave Driscoll and Jerry Danzig ('Let's Visit'). These programs are not rehearsed and they show the average man on the street a pretty intelligent fellow."

Foreign Radio Expositions

Berlin—International Radio Exposition will be held July 29-Aug. 7 at the House of Radio.

Paris—Fifth annual Exposition of Radio-Electricity and its accessories, organized under auspices of SPIR, will be held Feb. 18-21 in the Marcelin Berthelot amphitheater with cooperation of American Radio-Electric.

A.A.A.A. TO PUT UP FIGHT ON UNION JURISDICTION

International Board of the Associated Actors and Artistes of America, at its meeting yesterday afternoon, took a strong stand to defend the jurisdiction of the four A's and of any of its branches from the claims of any outside union, it was stated by President Frank Gillmore following the meeting.

Question of the jurisdiction sought by AFA has been referred to a committee, which will report back to the board at its next meeting scheduled for Feb. 21.

Exhibit Machine Gun Mike

Washington—The new directive microphone which can be aimed at the desired sound source to pick up a program for broadcasts which would otherwise be clouded by "interference" from nearby noises is being exhibited at the NAB convention in the Willard Hotel. E. W. Thurston, commercial engineer of the Western Electric, and his staff of broadcast equipment specialists are in attendance.

Assistants are L. F. Bockoven, G. W. Davis, H. F. Scarr, W. E. Jonker and C. E. Snow. Will Whitmore, editor of the W. E. magazine "Pickups," and E. J. Quinby, technical information specialist are also on hand for the occasion.

Form Own News Bureau

Nashville—As a result of being deprived of news from both the Nashville Banner and the Nashville Tennessean, the three local stations, WSM, WSIX and WLAC, have organized their own news gathering agency. The radio news bureau will be handled by Ralph Perry and will specialize in local and state news.

Gillilan to Speak

Washington—Strickland Gillilan, noted humorist, will be guest speaker at the annual banquet of the NAB in the grand ballroom of the Willard Hotel tonight. CBS, NBC and Mutual are jointly providing entertainment features.



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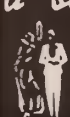
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International Broadcast On N. Y. World's Fair

Elaborate plans have been completed by Grover Whalen whereby the entire world, through national and international radio hook-ups, will hear a special broadcast direct from the site of the World's Fair in New York. Broadcast, scheduled for April 30, exactly one year prior to opening date of the Fair, will also be televised, it is stated.

Purpose is to acquaint world with the coming fair, and is the opening of a huge publicity campaign. Radio, which is scheduled to play a large part in the publicity campaign, is also scheduled for a prominent part at the fair. CBS is now negotiating for an exhibit on the grounds, while RCA already has been signed. Commercial exploitation by present sponsors is also on the schedule.

Ray Perkins is turning producer and will wax for sample purposes a dramatic show in which he himself will not appear. Program, entitled "Miracles Do Happen!" is based on an idea created by Fulton Oursler, editor of Liberty Magazine; with dramatizations by Grace Perkins and Barbara Maclaren. Cast calls for average of eight performers per script. Direction will be by Perkins, a former NBC production man, who plans to exhibit to agencies for sale.

Book Show Test on WLBC

Muncie, Ind.—WLBC has been selected for the test campaign to be conducted by the Radio Better Book Review with the initial broadcast to be made on March 6. Purpose of the Radio Better Book Review is to present periodically a concentrated review of the current outstanding books issued by the foremost publishers in an attractive broadcasting program. The reviews will be strictly impartial and non-competitive. The outstanding books will be commented upon by literary commentators on the programs. Publishers, authors and listeners have been invited to cooperate with the broadcasts.

WNEW One-Hour Musical

"The Fun Club", one-hour musical show, makes its debut Feb. 21 at 12 noon over WNEW. Alan Kent will emcee, with talent including John Raye, tenor; Sweet Young Things, vocal trio, and Merle Pitt's orchestra.

☆ Coast-to-Coast ☆

IRENE DAYE, Dallas rhythm singer who has been a professional only six weeks but is stopping the show daily at the Adolphus Hotel Century Room, will be heard on the "Pepper Uppers" program over Dr. Pepper Dixie Network next Sunday.

Joan Banks and Parker Fennelly play the leads in Kroger's new serial, "The Editor's Daughter."

Edwin Lloyd (Ty) Tyson, sports announcer at WWJ, Detroit, begins his 12th year of baseball broadcasting over the Detroit News Station in April.

Three Radio Rogues, novelty trio, having recently completed five movies in six months, went from Hollywood to San Francisco to appear at the Bal Tabarin Cafe. Thursday they will appear on Janet Baird's "Woman's Magazine of the Air" over Pacific Coast NBC-Red network. Jimmy Hollywood, Eddie Bartell and Sid Chappon are the "Rogues."

A tribute to the late O. O. McIntyre, columnist, will be broadcast over WNEW at 7 p.m. today by Richard Brooks, commentator.

Alfred W. McCann Jr., WOR food commentator, passes his 1,250th hour on the air tomorrow.

Muriel Dickson, NBC and Metropolitan Opera star, will be feted at the first of the 1938 Opera Evenings which will be staged in the Georgian Room of the Hotel Piccadilly on Feb. 19 by Jenö Bartal, Viennese maestro. Miss Dickson sings the title role in Gian-Carlo Menotti's opera, "Amelia Goes to the Ball," which will be given next month at the Metropolitan.

Kate Smith's second "Command Appearance" will be on Thursday at 8 p.m. over CBS.

Orson E. White, concert pianist, is being heard in a new program each Sunday over WRJN, Racine, Wis.

WJAG, Norfolk, Neb., was another station that aided in the Leshara

bank-robber hunt. Nebraska State Highway Patrolmen keep tuned to WJAG for flashes, and on various occasions has provided the limbs of the law with tips.

Foster May, WOW (Omaha) newscaster, was a member of a posse which hunted down and captured a bank robber at Leshara, Neb. Mobile unit recorded interviews, which were aired that night.

Johnny Olson's "Rhythm Rascals" are now being heard each Monday, Wednesday and Friday noon CST over WSAU, Wausau, Wis., as well as WTMJ, Milwaukee, and WHBY, Green Bay, Wis.

Stockmen Get KSL Service

Salt Lake City—A plea from Western stockmen in the 11 western states was answered by KSL last week with the addition of daily livestock and grain quotations on each 3:15 news period. Service supplied by INS and UP lines. The new service scoops local news sheets by one edition and provides first and latest reports to emanate from Salt Lake City. With Dow Jones averages and complete stock quotations, KSL now boasts complete financial, grain, and stock bulletin service for listeners.

Full WIND "Night Watch" Bought by Axton-Fisher

Chicago—Axton-Fisher Co. (Twenty Grand Cigaretts) has bought entire WIND "Night Watch" period from midnight to 4 a.m., six nights, and to 2 a.m. Sundays, with Allen Thomson, emcee, gagging comment on recordings, news, weather, temperature. Program previously on participating sponsorship basis with Ricketts' restaurants taking big hunk. McCann-Erickson is agency.

WADC, Akron

Station expects to begin shortly a series of programs originating in the Hawaiian Room of the Hotel Mayflower, where Chet Rykes and his orchestra are playing.

Bob Wilson will conduct a 12-week school of radio speaking for the adult education division of Akron University at Buchtel Hall.

May Robson Finishes Series

West Coast Bureau, RADIO DAILY
Los Angeles—May Robson has completed the final episode of the transcribed "Lady of Millions" produced by Frank Purkett of Associated Cinema Studios for Velure. The 105th platter was cut last week.

WBIL Renews "Americans"

The WPA series "Lives of Great Americans," heard over WBIL, has been renewed for an additional five weeks. Program has been assigned a new air time and will be heard on Sundays at 8:45-9:15 p.m.

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