



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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

FIVE CENTS

# Petrillo Talks To NAPA

## WBZA MAKES PROPOSAL TO FCC ON WBZ SPLIT

Springfield, Mass.—A new proposal has been made to the FCC by WBZA, Springfield, Mass., whereby the broadcasting station claims it can operate independently of WBZ in Boston without interfering with reception from CFNB, Fredericton, N. B., Canada. An examiner recently recommended denial of the WBZA application to operate independent of Boston on a 550 kilocycle frequency because the Canadian station would

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## Goodman vs. Fitzpatrick On CBS Network Mar. 19

Benny Goodman has accepted Leo Fitzpatrick's, WJR vice-president, challenge on swing music versus the "old fashioned" tunes. Program will be aired over CBS on Saturday, March 19, 11:30 p.m. to 12 midnight.

Goodman will air his portion of the broadcast from the Hotel Pennsylvania with Fitzpatrick's team of WJR musicians airing from the Detroit studios. Fitzpatrick is now en route to New York to set the numbers he wishes to have played by his team. Listeners will decide who is the victor.

## Chevy Again Sponsors A.A.U. Tourney on KLZ

Denver — For fourth consecutive year the Rocky Mountain Chevrolet dealers will sponsor broadcasts of the A.A.U. Basketball Tournament. KLZ is carrying periods throughout this week with complete play by play of Saturday night finals. Broadcasts are being handled by Jack Fitzpatrick, Charles Inglis, Dick Barton.

### It's An Idea

Chicago—The double feature at the movies row, going on between distributors and exhibitors and parent-teacher and other civic groups has now reached the air hereabouts. Dr. H. K. Scatliff, representing Illinois medical society, went on WJJD discussing "health effects of sitting through long movie sessions."

## REQUEST PA. STATIONS REFUSE ALL LIQUOR ADS

Philadelphia—The Pennsylvania Liquor Control Board, administrative agent of the State liquor monopoly and who has supervisory and licensing power in the state in all matters regarding alcoholic beverages, is asking all stations to cooperate with them and not accept liquor advertising.

A letter has been sent to stations throughout the state which at present are accepting liquor advertising asking their cooperation at the end of

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## Whiteman Ciggie Show Getting New Producer

The Paul Whiteman program, for Chesterfield cigarettes, will undergo a change in producer, writers and comedians effective with its renewal March 25. Phil Cohan replaces Marty Gosch who will take over production on the Lou Holtz program. Oliver Wakefield fades and there is a possibility that Col. Stoopnagle will replace. Newell-Emmett is the agency. Program is heard Fridays, 8:30-9 p.m. over CBS network.

## Food and Food Beverages Was Bulk of WBS Mar. Biz

Bulk of WBS's recording revenue last month was culled from the food and food beverage field, according to Norton Cotterill, WBS vice-president in charge of sales. A total of 5,540 quarter-hours were transcribed by the firm for the food manufac-

(Continued on Page 6)

# NETS Bring 17 Trans-Atlantic Programs to Cover Hitler Coup

## Philip Morris Starting Its Third Network Show

The third Philip Morris network show, "What's My Name," will start on three Mutual stations, (WOR, WGN, WLW), March 25, 8-8:30 p.m. Program will be a 13 weeks test series originating from WOR. Sponsor also has shows on the NBC-Red and CBS. The Blow Co. has the account.

## Considers Offer to Head Disk License Organization But Plans Maintaining His AFM Affiliations

## RURAL SURVEY CLOSED SAYS JOINT COMMITTEE

The rural radio study compiled by the Joint Committee on Radio Research has been completed and will be out within the next 15 to 30 days, it was learned yesterday. Committee is also working on a revised estimate of the number of radio sets by counties which will also be out soon. Financially committee is set until June, when it is expected the NAB

(Continued on Page 2)

## Gilchrest Resigns Post On Chicago Daily News

Chicago—Charles J. Gilchrest, radio editor of the Chicago Daily News for the past eight years, resigned yesterday to devote himself to free-lance radio writing. He has done dramatic scripts for Skelly Court of Missing Heirs and other programs. Gilchrest, who was assistant to Bill Hedges when the latter edited a radio news page for the Daily News, is not being replaced, for the present at least. Joe Gorg is taking over the handling of program listings.

## 'Household' on 28 Stations

Household Finance which starts on CBS, April 6, 10:30-11 p.m., will be aired over 28 stations. Program, featuring Edgar Guest, is now on NBC. BBD&O is the agency.

Addressing a small group of officers and members of the National Association of Performing Artists, James C. Petrillo, head of the Chicago AFM local and members of the AFM Executive Board, promised full cooperation of his own parent organization as well as that of the AFL in helping NAPA to establish "property rights" and collect fees from radio stations for playing phonograph records.

(Continued on Page 4)

## WANTS WEBS INCLUDED IN N. Y. EMPLOYMENT BILL

Albany—Senate Finance Committee held a public hearing yesterday to consider among other bills, the one in the Assembly to regulate employment agencies. License Commissioner Paul Moss of New York opposed provisions of the Ostertag bill which exempts networks and theater chains from employment restrictions set up in the measure. Moss did not see why the major webs should not be included. Bill is scheduled for passage in the Assembly late this week.

## Deny Any Discrimination Against Newspaper CP's

Washington—Despite rumors that the FCC has recently been "cracking down" on applications of newspapers for radio licenses, T. J. Slowie of the FCC today declared that such ap-

(Continued on Page 8)

## Pick Up the Marbles

Los Angeles—Hal Styles, KHJ's "Help Thy Neighbor" maestro, squawks on Frank Silva's 250-words-per-minute air speed story. In '28 the American Radio Society gave Hal a medal for reading 2,250 words in five minutes. Later, in '36, he miked 512 words per on John Hix' "Strange as it Seems".

(Continued on Page 4)





# KEYED TO SALES

Italo-American Market

SIX profitable years on the air Many continuous Advertisers . . . Positive Proof that the Programs pay large Dividends!

THOSE few words tell the story of Sponsors who appreciate that to reach our rich "Friendly Family" of 2,500,000 Italo-Americans there is only one way—the Italian way!

NO matter what you sell — our Program and Merchandising Departments can be of great help to you in so popularizing your Product that it becomes a *permanent* part of the "Friendly Family" that lives with us every day of the year!

BY such service are you "Keyed to Sales" to Italo-Americans, who spend over a Billion Dollars annually!

## WQV

NEW YORK • 1000 WATTS

## WPEN

PHILADELPHIA • 1000 WATTS

## WBIL

NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION

NEW YORK CITY



## NAPA SEEKS PETRILLO TO HEAD ORGANIZATION

(Continued from Page 1)

Petrillo has been offered the job of heading NAPA and came here to give the members his viewpoint on the matter. Approached on the subject, Petrillo at first turned it down and one of the officers of NAPA asked whether \$100,000 would tempt him. This was only a tentative figure and is said not to be a definite proposition as to money. Petrillo made it plain however that under no condition would he consider leaving the AFM either nationally or locally, but might consider taking on NAPA as a sideline. News of the offer was said to have been prematurely released through a misunderstanding and that Petrillo came here to further confer with the NAPA board. However, in the afternoon he talked to all present in the South Room of the Hotel Astor.

Paul Whiteman presided and introduced Maurice Speiser general counsel for NAPA who reviewed the organization's legal progress. Petrillo followed with a lengthy talk that grew hotter and hotter. Money he declared was no object if he could help and despite digressing occasionally he hammered home the fact that musicians nationally could do what he accomplished locally in Chicago.

He also took time out to mention the radio station situation as it faces the AFM since the IRNA agreement was made, and stated that the only way to bring in the small stations was through transcription and record curtailment or license.

Among those present were: Phil Spitalny, Dr. Walter Damrosch, Dr. Fritz Reiner, Isham Jones, Xavier Cugat, Benny Goodman, Emil Coleman, Don Voorhees, Gus Van, George Olsen and others.

One of the NAPA officials stated, unofficially, that transcription rights would be established further as well as phonograph records, while still another intimated that perhaps coin machines might come in for more attention than radio.

Petrillo leaves for Chicago tonight, but it is doubtful whether he will make a definite arrangement with NAPA by that time.

### NAPA Rate Card

Maurice J. Speiser, general counsel for NAPA, stated that the organization has now licensed five stations in Philadelphia and a total of seven in the state of Pennsylvania. Rates, under which all stations are eventually expected to be licensed, are to be determined by two existing conditions. A minimum sum of \$600 will be charged to permit the playing of

(Continued on Page 7)



● ● ● Music Corporation of America will shortly consummate a deal with WOR Artists Bureau similar to the one now in force between CBS and WOR....Sid Gary will wed Josephine Pearl in June and they'll honeymoon, spoon, etc., in S. A.....Serval Electro-Lux, sponsors of "March of Time" on CBS last year, will resume footing the bills for this show next month on NBC....Nadine Connor has been signed to an exclusive appearance on Song Shop till May with options till fall—if the show runs thru the summer....Al Lewis and Hank Garson have hurriedly replaced Billy K. Wells as scripter for the Lou Holtz material....Abe Lyman is the only one definitely set to appear on the Jack Benny one-shot in N.Y. March 27. Kate Smith and Boake Carter aren't signed yet....Bill Bacher is building another show on the coast....Igor Gorin will return to the airwaves on finishing his concert tour....CBS listened to records of Richard Dix in a Zane Grey story...."Big Sister" auditioned announcers for the Fred Ugal spot on the Rinso show. Norman Brokenshire and David Ross are running in the money....Andre Baruch and Beatrice Wain have again changed their wedding date from the 29th of April to the 24th of that month.

● ● ● At Leon & Eddie's party to Alice Cornett, swingster of the Coca-Cola show the other nite, Del Sharbutt was there with the frau, as was Agent Ben Lipset. George Griffin, Jack Eigan, Reed Kennedy, Col. Jack Major, Billy K. Wells, Walter Craig, Felix Coste, Coca-Cola account exec, George Evans, Matty Rosen and Al Shayne were amongst those present....At the Casa Manana Bill Robinson, 3 Stooges, Judith Allen, Cab Calloway, Orson Welles and Lionel Stander got up to do a turn....A jewelry account ran a test two spot 30-word announcement via WREC, Memphis, the other day offering to give listeners a "rabbit's foot key ring" free for the asking. The next afternoon Hollis Wooten, salesman at WREC got a call, asking if he could do anything about stopping the crowds. Seems they expected to give away several hundred of these key rings—and gave away 2,000!

● ● ● Jack Waldron will succeed Col. Jay C. Flippen on WHN. He was signed over the week-end to a two-year contract....CBS "Hit Parade" won't fold....Kate Smith show may be forced to continue during the hot period because the sponsor wants to....Abbott & Costello will be off that show Thurs. but return the week after. Jimmy Dorsey is on....Ed Fitzgerald has been signed by WOR for four years...."Dick Tracy" has been renewed until the fall....George Zachary, production man for Andre Kostelanetz, was rushed away for an operation the other day....Milton Berle will appear on the last Jack Oakie show....Opening of the CBS studios in Hollywood has again been postponed—this time it's slated to debut April 23....Louise Fitch, whose "Manhattan Mother" replaces J. MacDonald for Vicks, March 27th has been added to the cast of "Backstage Wife".

● ● ● Erma Dean, visiting actress from Hollywood, hadn't had much of A VACATION IN Kilgore, Texas. She was introduced to KOCA listeners over the Bob White program Sun.—interviewed about Hollywood and the people there by Virginia Lemont for the Hollywood newscast show Monday and starred with John D. Francis on Friday in a presentation of scenes from Maxwell Anderson's "Winterset"....The last rated a special mike set-up from the hotel, a studio audience and flowers for the lady....When 5 ambulances were called out at once in Joplin, Mo., the other day, WMBH covered the story quickly and just as quickly allayed fears that a major catastrophe had happened. The first ambulance was called to a wrong address—the second from the same undertaker was dispatched to the correct address but was overturned in a collision with a careless driver which prompted excited on-lookers to call three others.

## EUROPEAN SITUATION RUSHES ALL NETWORKS

(Continued from Page 1)

duced the Dictator as an "orator," but quickly recognized the voice and cut-in to tell listeners it was the Fuehrer. NBC up to last night had aired the most broadcasts, nine; CBS had seven; Mutual had one, besides the WOR recordings of the Rome, Berlin and Prague news reports as picked up by Press Wireless.

All three networks, CBS, Mutual and NBC, expected to pick up a description of Hitler's welcoming speech direct from Vienna. Time for broadcast was not certain last night but it was expected sometime during the morning. NBC and CBS opened up at 5 a.m., in order not to miss the event in case plans are changed.

The best broadcast from Austria was delivered yesterday by Edward Murrow, CBS European director of public affairs, who arrived in Vienna on Saturday from Warsaw. William Shirer, CBS European contact, on Friday flew to London from Vienna to deliver the first CBS broadcast when he was told no broadcasts would be allowed out of Austria. Max Jordan later made the broadcast which picked up Hitler. Fred Bate, NBC London representative, arranged the London and Paris NBC broadcasts.

All short wave broadcasts are being relayed via Berlin. Geneva, home of the League of Nations, will not relay any of the programs.

### THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on ½ ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

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New York Women's Symphony Orchestra

Now in its Fourth Annual Series of  
Concerts at Carnegie Hall, New York

Exclusive Management

DOROTHY WORTHINGTON

501 Madison Ave., New York WI 2-2759



**PROGRAM REVIEWS**

**"Mother-in-Law"**

Daily dramatic serial debuted yesterday afternoon, 1:30-1:45 p.m. via WJZ-NBC, written by Elizabeth Todd. Show, sustaining, to be heard Monday through Friday has a small-town locale with plenty of barbershop gossip. First show, however, dealt with a hairdressing establishment where the characters were molded for future references. There's nothing unusual about the formula or the story. In fact, idea has been re-issued so many times in various doses that it seems to be a continuation of some other vague dramatization. However, since as an afternoon show, it is intended to serve the wants of the housewife, this serial will do that well, judging from the initial airing.

**Invitation to the Waltz**

Designed for the old fashioned listener who still likes the soothing music, Invitation to the Waltz bowed in at WOR last Saturday night with an all-star cast that included Helen Snow, soprano, Raoul Nadeau, baritone, chorus, and Alfred Wallenstein's orchestra. Program features the better known waltz favorites of yesterday and the present in a fast moving half-hour. Orchestra was well handled and presented some novel arrangements. Program is heard at 8-8:30 p.m.

**Rose Marie**

The former baby star, now grown up and billed as Rose Marie, made her new program debut last night as an NBC soloist with Norman Cloutier's orchestra over the Blue network at 7:30 p.m. Featuring the latest hit, "Two Bouquets," Rose Marie proved that she could draw a big listener response. Her voice now matured, the girl did a grand job in each of her four solos. She is scheduled to be heard twice weekly over the network at the same time.

**NEW BUSINESS**

KTSM, El Paso: El Paso Electric Co.; Fischbein Brothers, (tailors), "Miracles of Sport"; Guarantee Shoe Co., "The Forest Ranger"; Time Tested Laboratories, (retail paint stores), "Helpful Harry's Household Hints," through Meldrum and Fewsmith.

WFIL: Alexander Co., spots, through J. Faulkner Arndt Co.; Household Finance Co. spots, through BBD&O; Spatola Importing Co., spots, through Adrian Bauer Co.; Nash-Kelvinator Co., spots, through Geyer, Cornell and Newell Co.

KYW: William R. Warner Co., music, through BBD&O; Auto Dealers & Mfg. Co. of U.S., spots, through Geyer, Cornell & Newell Co.

**REEVES SOUND STUDIOS, Inc.**

**Complete Transcription and Film Service**

1600 Broadway, N. Y. C., Circle 6-6686

**ORCHESTRAS - MUSIC**

By TED LLOYD

**T**IN PAN ALLEY has been in the throes of a rumor-siege the past week with everyone having the "inside track" on the Robbins-Bregman-MGM-Feist situation!...Parts of the stories told relate that Jack Bregman, recently divorced from the Robbins Empire to head Feist as MGM's music man, has been shelved and Jack Robbins returned to the favor of Louis B. Mayer. This is not true!...Robbins, still a stockholder in Feist, besides Robbins Music and Miller Music, has been called in by MGM to create a more friendly relationship between his interests and Feist which were torn asunder by Bregman's promotion...Bregman will continue in his present capacity and attend openings, etc., with Robbins as though there was never anything but love between the two. Robbins, Miller and Feist will again pool their advertising and other businesses to become the "Big Three" of the music industry!

*Joe "Banjo-Eyes" Santly's election by the Professional Music Men's Ass'n, Friday nite (which was reported in Friday's RADIO DAILY) as business manager for the organization, is to run till May 1. . . . This is arranged so that the group won't be without an active head prior to their Benefit Show in April. It is believed that the office, which pays \$10,000 annually, will be abolished in May. Mose Gumble was the first paid head of the song-pluggers and he resigned Friday to assume duties with Witmark Music yesterday.*

Leaving Hotel Schroeder, Woody Herman's band moved to the Wisconsin Roof Ballroom, Milwaukee, airing via WTMJ. Del Courtney's west coast ork followed Herman into the Schroeder...Rita Rio and her all girl orchestra have been set by CRA to play a week at the Michigan Theater in Detroit on March 25th, and on April 2nd, goes into the New Kenmore Hotel at Albany, N. Y., for an extended engagement with an NBC network wire...Fletcher Henderson and his orchestra are playing a series of midwest one nighters.

*Jan Garber's musical debut on the Burns and Allen show has been set back to April 11, at which time Ray Noble is off to his native London.*

On Apr. 4, Henderson plays a colored dance at Little Rock, Ark.; April 9th, Elk's Hall, Centralia, Ill.; April 10th, Coliseum Ballroom, Benld, Ill., and April 26th, at the annual policemen's ball at Hibbing, Minn...Barney Rapp and his New Englanders are set to play three days at the Capitol Theater at Wheeling, West Virginia, April 7th to 9th, and then goes into the New Penn Club at Pittsburgh for an extended engagement starting April 15th.

*Lou Breese and his orchestra have been held over for an additional four weeks at the Nicollet Hotel, Minneapolis, starting March 20...Zora Layman, song stylist who has just completed a series of "Snow White" records for Decca with Frank Luther, has signed a Consolidated Radio Artists management contract and will be submitted for radio by Paul Kapp, CRA radio director...The Biltmore Boys and their orchestra will open at the Hotel La Salle in Chicago on*

*April 16, instead of March 28. Orchestra is currently playing the Webster Hall Hotel in Detroit...Henry Busse, new CRA maestro, will begin a theater tour for CRA next month.*

Orrin Tucker brings his orchestra to the Roosevelt Grill on March 23rd, following the conclusion of Guy Lombardo's contract with that hotel... Ken Sisson has added four violins to his "Canada 1938" orchestra making it the largest of its kind on any Canadian commercial...Victor Arden, whose orchestra is heard regularly on transcribed recordings over 365 stations, is currently recording several popular tunes for which he has received an unprecedented number of requests. They are "It's Wonderful," "Sweet As A Song," "I Love To Whistle" and "You're A Sweetheart." Arden's orchestra is heard regularly on the largest number of stations per week with the "Musical Moments" transcription.

*Earl Hines and his orchestra plays the Shrine Auditorium at Oklahoma City, April 28...Harry Horlick and his orchestra has been set to make an album of waltz recordings for Decca. Horlick's assignment calls for modern American interpretation of the Johann Strauss waltz compositions.*

Al Goodman, currently directing the music for the Warner Brothers radio programs, has composed an original score which will be published and which will appear in a forthcoming musical film...Emil Coleman has devised a special musical arrangement to accompany the dancing of Mario and Floria, who are currently appearing with Coleman's orchestra in the Iridium Room of the St. Regis.

**Fibber McGee Preview Series**

Chicago—Previews of the Fibber McGee show, which moves to 9:30 Tuesday, starting this week, will be given at NBC studios at 7:30 p.m. Monday evenings before a studio audience. Although continuance is dependent on reaction to first few sessions, it is thought likely that idea will be continued.

**NEW YORK'S FASTEST GROWING STATION**

**WQXR**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

**GUEST-ING**

EDWIN LINSTROM on State of Pennsylvania program, Mar. 14. (CBS, 7:45 p.m.).

JAN PEERCE on "Your Hit Parade," Mar. 19, (CBS, 10 p.m.).

JUNE KNIGHT on "Hollywood Serenade" Thurs., March 17 at 10 p.m. EST via MBS.

FRANK SCULLY, writer, on "Meet the Author" program, March 16 (KMPC, 3:405 p.m.).

CARL ED, on "Cartoon Club of the Air," March 20 (WNEW, 6:45 p.m.).

NAT KARSON, scenic designer, on "Encores and Epitaphs," March 18 (WNEW, 4:30 p.m.).

JUDITH ANDERSON and FAY BAINTEIN, in "The Singing Strings" on Rudy Vallee program, March 17 (NBC-Red, 8:00 p.m.).

**Spitalny Wins Award From Women's Ass'n**

The Seventeenth Annual Women's National Exposition of Arts and Industries, through Mrs. Oliver Harri-man, chairman, today will announce Phil Spitalny and his all-girl orchestra as winner of the third annual achievement award for most distinguished work of women in radio for the past year. Awards will be presented March 28 at the opening of the exposition.

Spitalny and his band will observe its fourth year as a unit tomorrow at a tea given by the Exposition today at which time the announcement of the winner will be made public.

**KLZ**

*is the favored guest in most of the homes of the Denver-Rocky Mountain Region*

• Local merchants know... and that's why department, jewelry, furniture and men's and women's stores all spend more of their radio money with KLZ than with any other station.

CBS NETWORK 560 Kc.

Representative —The Katz Agency, Inc.



NEW PROGRAMS—IDEAS

WROL Weekly Summaries

WROL in Knoxville is trying out a couple of new ideas, brand new ideas for Knoxville and probably new elsewhere. The first idea is that each week-day morning except Saturday at 9:00 this station presents a transcribed variety program known as the "Mixing Bowl" using Harry Moreland as m.c. Included in the chatter each day Moreland announces all contests and free offers on the station giving the time of the broadcast and how you may enter the contest or get the free offer. In this way these commercial and sustaining programs will get a "ready made" build up.

Second idea is the repetition of the five transcribed "Charlie Chan" episodes on Sunday night that were played during the previous week. No commercial is used but a credit is given to the regular sponsor for granting the permission. Thus listeners who have missed an episode or two during the week can hear these as well as the regular followers can review what has happened during the week.

Radio Execs Flocked To Capital Press Feed

Radio executives by the dozens were present at the White House correspondents dinner last Saturday. Frank R. McNinch, Eugene O. Sykes and T. A. M. Craven of the FCC were also present. Radio people included Lenox R. Lohr, Mark Woods, Clay Morgan, Niles Trammell, James R. Angell, John F. Royal, A. A. Schechter, William Rainey, Kenneth Berkeley and Frank Russell of NBC; also Frank Mullen of RCA.

Luther Reid, Jess Willard and Harry Butcher represented CBS; Robert Berger, Democratic National Committee; Lew Lehr, Fox Movie-tone; Curt Peterson, radio director Marschalk & Pratt; Sam Fuson, vice-president, Arthur Kudner Inc.; J. E. "Dinty" Doyle; E. M. Williams, United Press, and Harry A. Batten, president of N. W. Ayer completes the list.

Skelly Oil Renews "Heirs"

Chicago—Skelly Oil Company has renewed its Court of Missing Heirs broadcast for 13 weeks which will carry show into middle of July. Show is producing such results that it may be kept on straight through summer. It's aired over midwestern leg of CBS at 9:30 Sunday nights. Show is written by Jim Waters and Al Shebel with Fritz Blocki director and Peter Cavallo Jr., musical chief. Blackett - Sample - Hummert handles. Broadcasts have produced a half dozen legitimate claimants to fortunes up to quarter million dollars and about a thousand others whose claims are being investigated.

Kiddies' Kitcheneering on KIRO

KIRO, Seattle, has inaugurated radio cooking lessons for kiddies as the novel Saturday feature of its new Home Service program series. This half-hour program is now broadcast every week-day, originating in the model kitchen of the Central Housing Information Bureau.

Program is directed by Helen Malloy, well-known home economist, and covers all branches of home making of interest to men, women and children.

"Doggy" Broadcast

On Wednesday afternoon at 4, WJW takes mobile transmitter W8XOA to the Akron Municipal Dog Pound, to open a series to be known as "Towser Town Tattler." Unclaimed purps will be "interviewed," described, and an effort made to have them claimed by owners or bought by interested persons willing to pay ransom. Broadcast scheduled for Wednesday and Friday afternoons.

Airmail Week Reveals Further Radio Plans

Further plans for National Airmail Week were revealed yesterday when an announcement from headquarters stated that 48 State Chairmen have been selected to head activities locally. Plans for special broadcasts, etc., over the 748 radio stations in the United States and Canada are now being readied and will get under way beginning March 31. Charles H. Crutchfield, WBT program director, and radio director for National Airmail Week, is also readying blanks for the stations for the contest which is to be held among stations during the drive. Winner will be awarded a medal by FCC Chairman Frank R. McNinch.

WDNC Works Fast to Sell Timely Local Sports Show

Durham, N. C.—WDNC, sold a play-by-play accounting of the finals in the South Atlantic Basketball tournament last week within a two-hour period. The Durham Coca-Cola Bottling Co. took the show when it was learned that the local high school was set to compete in the play-off. Ken Gerard and George Case handled the show.

Pat Gordon on Ad Series

Chicago — Patricia Gordon, president of Princess Pat, Ltd., sponsors of a Tale of Today on NBC, will be the first speaker in the Thursday evening radio lecture series of the Chicago Federated Advertising Club, starting March 17. She will discuss advantages, limitations and facilities of networks, independents and individual stations. Marvin Harms of Young & Rubicam is chairman of the radio division of CFA.

Food and Food Beverages Was Bulk of WBS Mar. Biz

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turers. Soaps and cleanser makers were runners-up with 2,260 quarter-hours.

Total quarter-hours for the month from all classifications were 11,227, up 84 per cent over Feb. 1937. More than 400 stations participated in the business which was placed by 42 clients.

Complete breakdown follows:

Classification	Accounts	Station ¼ Hours
Automotive .....	4	1,471
Drugs & Toilet Goods...	9	1,224
Food & Food Beverages..	11	5,540
Financial & Insurance....	1	226
Household Appliances....	3	210
Jewelry & Tableware.....	1	4
Laundry Soaps & Cleaners	3	2,260
Oil & Gas.....	2	100
Paints .....	1	182
Miscellaneous .....	7	10
Totals .....	42	11,227

PHILADELPHIA

A change is reported about to take place in WCAU's Women's Club of the Air. It is reported that Doc Levy, station prexy is dissatisfied with results and is planning some changes, with Carolyn Ann Cross former head of WIP's Homemakers Club in key position ready to step into a new spot.

Miss Cross who left WIP, after building up large following, is considered to be a top-notch organizer. At present the WCAU Women's Club is being handled by Elsie Carroll, Barbara Boyd and Helynnne Larson.

After reading that WJR Detroit, has banned swing music of the old ballads, in RADIO DAILY, WFIL's g.m. Don Withycomb says that he sees no objection to injecting swing into the songs. Any musicians that feel the need of a jam session can come up to the studios and will be heartily welcomed. The station has invited Tommy Dorsey, in town for a vaude appearance to appear on the station's "Five O'Clock Revue," which has been accepted by him, and swing anything he wants.

With election time coming around again in Pennsylvania, stations are clearing time for political commitments, which are starting to be booked.

BOSTON

Armed only with a WBZ microphone and an asbestos vest, special events announcer Arthur Feldman invaded the Medford Marshes to give a description of the huge bonfire of old used cars which celebrated the close of National Used Car Exchange Week.

Bob Freeman of the WEEI production staff will sail with his orchestra on March 19 for Bermuda. Bob and the boys will play for dancing during the cruise.

Jordan Marsh, New England's largest department store, is using WCOP for a concentrated spot campaign in connection with their birthday sale promotion.

A. A. Schechter, in charge of news and special events broadcasting for NBC, in town visiting the WBZ studios of NBC.



Wherever you find busy radio executives you will find Radio Annual for they realize the value of "knowing where to find it." . . . Radio Annual is complimentary to Radio Daily Subscribers.







**FRANK KELTON**, formerly associated with Bill Harty in the Harty-Kelton agency, announces the launching of the Frank Kelton Agency, following dissolution of the former partnership.

Dr. Ernest Wilson has inaugurated a nightly "Unity Viewpoint" program on KFAC at 6:30-6:45 p.m. He will be assisted by Franklyn Kelly, baritone.

The Kler Skin Institute now is participating in the sponsorship of the KECA "Bridge Club," with the Elwood Robinson Jr. agency handling the account, and Battle Creek Foods Co. has signed for participation in "Ann Warner's Chats with Her Neighbors" through the Erwin Wasey office in Chicago.

Dr. Adamantios Polyzoides returns to the air via KHJ-Don Lee on Tuesday at 8:30-8:45 p.m. with a new series commenting on world affairs. The Doctor is instructor of journalism and international relations at U.S.C.

The Terminex Co. of Southern California has signed for a series of spots on KMPC's "Your Beverly Hills" program, on a three-times-weekly schedule, and Milo F. Johnson has contracted for a quarter-hour Monday through Friday strip for his "Bible Fellowship" program, continuing for six months and heard at 6:45 to 7 each evening.

Celebrating a contract renewal, Hal Styles' "Help Thy Neighbor" program book general manager Lewis Allen Weiss of the Don Lee net for a "personal appearance" Sunday.

Sam Pierce, KHJ continuity man and announcer, announced the arrival of Samuel Pierce III to his associates at the station last week.

Cliff Edwards, "Ukelele Ike," returns to the airmen to headline a new weekly program on KHJ-Don Lee Wednesdays at 8:30-9 p.m. Katherine "Sugar" Kane will be featured with Cliff, and the music will be supplied by Carleton Kelsey, musical director at the station.

20th Century Radio Productions has started production on a new 39-episode waxed program aimed at the Australian market and already optioned by Broadcasting Service Assn. Ltd., Sydney.

Kenny Baker has been set for a personal appearance at the National Orange Show in San Bernardino on March 22, with Frances Langford go-

★ PROMOTION ★

**National Guard Tieup**

WLBC has inaugurated something new in military broadcasts in a tie-up between the station and the Muncie National Guard unit. Ottis Rush, chief announcer, and Henry Marks, announcer, have worked out a system whereby the questions asked by Captain Elliot Watts of the U. S. Army during his tour of the ranks are aired over the station. The two WLBC announcers follow the Captain with a mike and air every word. Captain Watters, of the local unit, was enlisted to assist the announcers in defining terms for the listening audience.

**Candid Camera Contest**

A candid camera contest is being used in a promotion stunt by the WAAF feature, "Remember With Joy." Contest will end March 20, the first anniversary of the broadcast, at which time a winner will be named and will receive the award, a miniature camera. In the first year of the program, 795 requests for musical numbers have been received and 270 pounds of candy have been given away.

**Local Talent Buildup**

WHK-WCLE, Cleveland, this week instituted a special promotional campaign among radio editors throughout the country to build an interest in local talent: Each release sent out by station will feature a thumbnail sketch of one artist, and editors will be requested to build a morgue from the material for im-

ing in the following day. Policy of presenting different outstanding personality each day of the citrus fair was sold to the Orange Show by Fanchon & Marco, which organization is handling the booking.

KNX "points with pride" to the fact that during 1937 some 18,383 separate broadcasts, totaling 6,831 hours, were made available to listeners. The program department's breakdown reveals that of this total 8,623 broadcasts and 3,004 hours were commercially sponsored and 9,761 programs, filling 3,825 hours, were sustaining. Program analysis on the basis of "type" classifies 6,214 programs, utilizing 2,174 hours, as of an "educational and cultural" nature, of which about one-third were sponsored and the balance sustaining, including 71 hours of religious broadcasts. The statistics are from the office of Charles Vanda, western program chief of CBS.

The new show for Union Oil to replace the long-lived "Thrills" on NBC Pacific Coast Red became an actuality with the signature of John Nesbitt, who will head the new program. Nesbitt, whose "Passing Parade" was muted when he signed to convert the series into shorts for M-G-M, returns to the air with the new program next month. Jack Runyon will supervise for Lord & Thomas, as he has in the past on "Thrills."

mediate reference. Series of releases are to start this month.

**Sign-Off News**

A decidedly favorable listener reaction has greeted WAAF, Chicago, in its latest attempt to promote the station. A three-minute up-to-the-second news dispatch is aired immediately preceding the sign-off every night with a roundup of all important events aired in rapid-fire manner. Feature is an expansion of station's service, "News Brevities."

**Juvenile Guest Artist**

Mary Bills, KGVO Story Lady, has inaugurated a new policy in a huge promotion stunt designed to build listening interest. Each broadcast in the future will feature guests picked from the juvenile listening audience who will relate a children's fairy story over the air. Sponsor will serve guests with milk in the studio on each show. Program is heard Fridays, 5-5:30 p.m.

**Newsy News**

In search of a new idea for news presentations, WISN, Milwaukee, turned up with a feature last week called "News in the News" which drew a huge listener response. New feature includes a discussion of the week's biggest news stories by Jerome Karpf, Editor-in-Chief of the Milwaukee News-Sentinel, and Alan Hale, WISN newscaster. Program is set for Friday airing at 6:30-6:45 p.m.

**NAPA's Rate Card Has a \$600 Minimum**

(Continued from Page 4)

recorded music 6 program hours per week. The highest 15-minute fee shown on the rate card of the individual station, plus size of station, ability to pay and coverage will determine additional assessment.

No financial plans have as yet been worked out by the NAPA it was stated.

Litigations now in process and expected to be settled within the next month by NAPA include Lily Pons, Wayne King and Fred Waring, California; Connie Boswell and Abe Lyman, Chicago; Paul Whiteman, New York; Guy Lombardo and Ray Noble, Boston. All cases, with the Ray Noble cases as an exception, are against radio stations.

Officers of the NAPA are Fred Waring, president; Meyer Davis, vice-president; Frank Crumit, secretary and Dan Voorhees, treasurer. Recent new members to the board include Benny Goodman, Rudy Vallee, Grace Moore and Hal Kemp.

Talk of a tie-up with the American Society of Recording Artists on the coast was definitely out of order according to one of the NAPA officials. The ASRA is also seeking licensing but is not regarded as a "voluntary" organization.



**FRED FISHER**, of La Fendrich Cigar Co., Cincinnati, in town consulting with Ruthrauff & Ryan and attending the Golden Gloves Boxing Tournament.

Broadcast Meat Products Co. of Chicago sponsoring David Lowe, film gossiper on WNEW six nights a week. Handled through George H. Hartman agency, Chicago.

Sidney Lachman, Chicago rep for ASCAP, taken to hospital.

Sammy White, syncopating pianist, of the Aunt Jemima show, almost collapsed during broadcast due to gastric attack.

Allie Flannery of WJJD Flannery Sisters team, tired of waiting for television, is doing commercial modeling.

WJJD Sports Edition to mark its 100th session next Wednesday with special party. A huge baseball bat made of ice cream and individual ones of same material have been ordered for members of cast. With Editor Warren Brown on coast he will get his by air mail. Assistant Editor Russ Hodges will preside.

Harry McTigue, former WJJD announcer visiting here, before going to Florida to cover activities of Rochester ball club, he has been on air for Consolidated Drug Trade Products in St. Louis past winter.

Ervin Victor, WJJD staff announcer specializing in hillbilly stuff has distinction of signing on the station at 6 a.m. and signing it off at 7:30 p.m. He gets in a few hours sleep during the day, though.

Rex Maupin's orchestra has been named to provide musical background for new WMAQ dramatic series, Cross-Roads, featuring Anne Seymour, for Bath-O-Bloom. Sponsor is Monrie Chemical Co. of Quincy, Ill.

Frank Winge, Chicago Times editor-writer, will have his story of how he saved a paroled convict from conviction on a murder charge dramatized on the Philip Morris show on Saturday March 26.

**BIRTHDAYS**

SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Greetings from Radio Daily**

March 15th

- James Allan
- Ernie Jones
- Billy Hare
- Everett Mitchell
- Charles Pease

*... Did you know that at The School of Radio Technique, programs are directed, rehearsed, and Western Electric recordings made for presentation to sponsors and agencies?*

GEORGE MARSHALL DURANTE, DIR.  
R. K. O. Bldg. Radio City, New York



## Request Pa. Stations To Refuse Liquor Ads

(Continued from Page 1)

their present commitments not to accept further hard liquor accounts.

Station attitudes at the present time are non-committal on this situation. The request if accepted will affect mainly the independent stations, as they at present are the only ones accepting liquor accounts. No pressure has as yet been placed on the stations, nor does it seem likely that the control board will use more than moral persuasion, as it legally has no right to do so.

However, dry sentiment is strong among the religious groups and it is pressure from this source appears to be forcing the board's hand. If sentiment becomes strong enough what may likely happen is the removal of religious accounts from these stations carrying liquor advertising.

## NEW ORLEANS

Jimmie Willson has opened up with a new program of songs over WWL at New Orleans, dedicating the period to requests. Results so far are favorable.

Ronald Hanell and his four Aces opened in the Fountain Room of The Roosevelt for the cocktail period. Broadcast several times daily over WSMB, WDSU and WWL.

The Four Kings of Rhythm are on the air daily over WBNO from the St. Charles hotel bar.

Lita and Jerry Marsh, are doing sophisticated songs in the Jung cocktail lounge and switching to the more conventional for their air work.

The Four Bachelors, singing from the Blue Room, have a burlesque of the "Rigoletto" quartet which is a scream.

## NEW HAVEN

"We've Got a Lot in Common," written by Perry Lafferty, WBRY music director for a Yale dramatic musical, hailed as a hit, and introduced by Larry Clinton at the Yale Prom.

Phil Buxbaum Jr., WELI sportscaster, at the mike for the Yale-Harvard swimming meet at the Payne-Whitney gym, sending the program to WMCA and Inter-City.

The Christian Science Monitor News reappears on WELI schedules daily at 11:30 a.m.

## ONE MINUTE INTERVIEW

ARTHUR PETERSON

"Radio can perform a mission to the people by performing the works of Hendrik Ibsen. George Bernard Shaw has said that Ibsen is at least as great a dramatist as Shakespeare, and Ibsen will not require 'streamlining'. He wrote of problems which we are facing today, and his prose is ideal for broadcasting purposes".

## ★ Coast-to-Coast ★

WAYNE H. LATHAM, program director, WSPR, Springfield, Mass., has been elected honorary president of the Public Speaking Club of Springfield.

Earl J. Glade, Managing Director of KSL will speak this Saturday night at the monthly party of Salt Lake Chapter of the Utah Association for the Blind.

Because station was unable to put program on the air due to commercials, KTSM has been inviting opera patrons to hear Metropolitan Opera broadcasts from an NBC line fed to the lobby of the Hotel Paso del Norte.

Karl O. Wyler, KTSM Manager, was elected director of El Paso Chamber of Commerce and director of El Paso Sun Carnival Association. He was among five directors chosen from seventeen candidates.

WBAP's broadcasts from the Texas State Prison at Huntsville, Texas, scheduled to begin March 8, positively will begin March 22, and Governor James V. Allred will be there in person to open the series. This is the third postponement for the series, but Governor Allred has been on a speaking tour.

WMBH, Joplin, has instituted a 13 week series of programs for the Pope Beauty Shop which is written and presented by Maxine DeVaney, copywriter. Program consists of health and beauty talk which is preceded by a short poem.

WTMJ, Milwaukee, is presenting Mildred Cable, soprano, and Max Raskin, baritone, in the Jewish Center's musical fantasy, "Monesh."

W. J. Scripps, general manager, and Myron Golden, educational director of WWJ, addressed more than 4,000 students at Wayne University's all-college convocation last week on the subject of radio. C. C. Bradner, announcer, was speaker at the University's alumni luncheon held last Saturday.

Allen Prescott, the Wifesaver, is preparing his third book on hints to the housewife.

Ozarks News-bits, popular local news show aired daily at 9:45 a.m. on KWTO, has been renewed under the sponsorship of Faultless Starch Co., Kansas City.

Ice Cream Manufacturers of Springfield, Mo., effective April 1, will begin a new series of programs to be titled "Radio Spotlight" and featuring Floyd M. Sullivan, commentator. Program, which will be of an educational nature, will be written by Sullivan.

WPAY has re-arranged its broadcast schedule to make room for five

new news periods with Robert Horn selected to handle the shows. Programs are a result of station's addition of UP service.

Jean de Rimanoczy, CBS violinist, travels 1,500 miles March 25 to make a guest appearance as soloist with the Calgary Symphony Orchestra at a special concert.

Ben Weaver, formerly associated with KWOS, Jefferson City, has joined the announcing staff of KWTO-KGBX, Springfield.

Karl O. Wyler, manager of KTSM, last week addressed an Open Forum at El Paso on British, American and Canadian broadcasting, and upheld the American system of commercial sponsorship. Wyler remained on hand after the talk to answer all queries put by the audience.

John Pearson, sales manager of KWTO-KGBX, announced that the station's February business was the largest in the station's history. Sales for the month reached a total of \$46,000.

Foster Brooks, for the past seven years associated with WHAS, has resigned to join the staff of KWK effective today.

## WBZA Makes Proposal To FCC on WBZ Split

(Continued from Page 1)

suffer from interference in 25 per cent of its reception zone at night.

The new proposal, advanced by WBZA's attorney, Horace L. Lohnes, involves a reduction in the power assignment at night from the proposed 1000 kilowatts to 500 kilowatts. This, Lohnes told the commission at a hearing, would preclude interference with the Canadian station.

## Deny Any Discrimination Against Newspaper CP's

(Continued from Page 1)

applications were approached "in the same manner as any other."

Rumors were based upon the fact that the FCC recently denied applications of four newspapers.

"There has been no order curtailing the number of newspaper applications," Slowie said, "and until such time as there is newspaper applications will be considered from the same approach of any other."

## WLW, Cincinnati

Red Top Brewing Co. is sponsoring a series titled "Headline Heroes," which gives recognition for valor performed by men and women.

After several weeks of original dramas written by members of station's continuity staff, the "Theater Digest" program heard Thursday nights will return to famous old plays and books. Owen Vinson directs the series.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

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Columbus 5-7366-7

Mr. C. A. Snyder  
J. Stirling Getchell, Inc.  
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My dear Mr. Snyder:

Congratulations and every good wish on your appointment as Radio Director of J. Stirling Getchell.

In this new position you doubtless will be faced with many recording problems. With our modernly equipped studios and expert engineers, International Production Studios can be of invaluable assistance in solving these problems.

Again—Congratulations! And may we have the opportunity of serving you?

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh