



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 53

NEW YORK, N. Y., THURSDAY, MARCH 17, 1938

FIVE CENTS

## FCC Mulls Craven 'Order'

### CULKIN BILL HEARINGS START EARLY IN APRIL

Washington Bureau, RADIO DAILY

Washington—Hearings on the Culkin Bill banning radio liquor advertising will be held by the House Interstate and Foreign Commerce Committee early next month, Congressman Culkin, upstate New York Republican, the measure's sponsor, told RADIO DAILY yesterday.

Culkin said he expected federal alcohol administrator Alexander to testify before the House Committee as well as other FAA executives. Culkin added the administration has expressed "keen interest" in his measure.

### Strickland Loses Suit Against Hearst Daily

Dwight Strickland, conductor of a series of radio programs heard over WNEW and titled "Poets of Today," yesterday lost his libel suit against Hearst and the "Sunday Mirror" for \$75,000. Suit was based on a series of articles about members of the cast of the radio program that appeared in the Sunday Magazine of the Mirror. Trial was held in Supreme Court of New York.

Program was forced to leave the air three months before the articles appeared because continuity was censorable.

### Campbell Station Switch

Campbell Soup Co., effective April 25, will switch 5 stations from Amos 'n' Andy 7-7:15 p.m. airing to the repeat show at 11 p.m. Stations switching because of daylight time are: WTAM, WWJ, WLW, KSD, KSTP.

### Good Ole Days

Milwaukee—Turning back the years, Bob Heiss, chief announcer of WTMJ, jerked sodas again in a drug store where he worked as a schoolboy fourteen years ago. Heiss now conducts a program emanating from drug stores. Last Saturday he again jerked sodas for his former employer but it was all part of the sponsor's idea.

### Status Quo

Oklahoma City—Disagreement among local AFM members as to whether radio bands should be permitted to play outside engagements was put to a vote at last meeting and result was a tie-vote. Decision now postponed until next month's meeting.

### AUSTRIAN COUP STUFF STEALS 'MARCH OF TIME'

For the second time in its radio history, the "March of Time" tonight will devote its full-half hour to the dramatization of one subject, the Austrian coup by Hitler.

Vivid presentations of the important dramatic episodes of the coup will cover the complete story plus the highly significant European developments in other countries as a result of the Nazi conquest. Por-

(Continued on Page 2)

### More Camel Show Talent Set by Wm. Esty Agency

R. J. Reynolds Tobacco Co., sponsor of the Camel Caravan, yesterday announced the complete talent lineup for the new Cantor series which is set to begin March 28, 7:30-8 p.m. over a CBS network of 90 stations. Cast, headed by Eddie Cantor, will include Deanna Durbin, Fairchild and Adam, piano duo, Benny Goodman's Quartet, Bert Gordon, Edgar Fairchild's orchestra and Walter King.

## NAB Monday Board Meet Off; Final Report Still Incomplete

### KADA Airs Livestock Show

Ada, Okla.—KADA has been granted special temporary permission by the FCC to carry daily broadcasts of the Southwest Junior Livestock Show to be held in Oklahoma City, Mar. 21 to 26. Town will send a large delegation of contestants. The Ada station has carried a leased wire from Oklahoma City to give daily livestock quotations for the last two years. Station will be permitted to broadcast programs from the show daily from sunset to 9 p.m.

## Believes That Its Adoption Will Stall Off a Congressional Investigation; Action Is Due Tomorrow

By PRESCOTT DENNETT

Washington Bureau, RADIO DAILY

Washington—The FCC has taken under advisement the adoption of the special order proposed by T. A. M. Craven, FCC commissioner, for a sweeping investigation by the commission of charges of "monopolistic trends and practices in the radio broadcasting industry."

Adoption of order, it is expected, would mean an immediate probe of all monopoly charges, including "competitive practices and contractual relationships between the networks and their affiliates."

RADIO DAILY was authoritative—  
(Continued on Page 8)

### WBBC SIGNS WITH ARTA TO SETTLE LABOR BIZ

Brooklyn radio technicians' troubles and the present strike at WLTH are expected to be settled by WBBC and the ARTA contracting yesterday for a 40-hour week, vacations with pay, and salary increases of, in some cases, as much as 100%. Salaries had averaged about \$22.50 weekly, will now run from \$37.50 to \$45.00. A mileage allowance of 7c per mile will also be granted to those men using their own cars. Contract was signed by Peter Testin, representing the Brooklyn Broadcasting Corp. and Louis Goyette of the ARTA.

### Stevens Bats for Goodman In Fitzpatrick Swingeroo

Leith Stevens will substitute for Benny Goodman in the swing versus old-fashioned tune bout which Leo Fitzpatrick, manager of WJR, and Benny Goodman are staging on CBS.

Fitzpatrick wanted an earlier hour, 7:30-8:15 p.m., for the broadcast on Saturday, but Goodman, because of previous commitments could not broadcast at the earlier hour. Hence Stevens is pinch hitting with his "Saturday Night Swing Club" troupe. Ray Heatherton and Hollace Shaw

(Continued on Page 2)

### PETRILLO'S NAPA TALK WAS HIS OWN SAYS AFM

Any statements made Monday by James C. Petrillo head of the Chicago AFM local when he addressed officers and members of the NAPA, was strictly on his own and is not to be considered as coming from the AFM, said Jos. N. Weber, president of the musician union. While the AFM sym-

(Continued on Page 7)

### Bree Cosmetics on WTMJ As Test for Other Spots

Chicago—Bree Cosmetics, through Gibbs & Co., holding company, on Wednesday launched test on WTMJ, Milwaukee, of Betty Bree, presenting women's news, to background of

(Continued on Page 7)

### Just A Swap

Nashville—WSM has found itself in the unusual position of feeding the NBC-Blue network a half hour dance program, but unable to carry it itself due to receiving an NBC-Red program at the same hour. WSM's show is Francis Craig's dance orchestra, on 77 outlets.

Completion of the NAB reorganization plans and arrangements to hire a paid president, although going forward at the hands of the Executive Committee, has proven to be a more difficult task than at first seemed apparent, with the result that the meeting scheduled for next Monday has been postponed until further notice.

It was expected that a final report and recommendations would be ready by March 21, but additional time will

(Continued on Page 8)



Vol. 3, No. 53 Thurs., Mar. 17, 1938 Price 5 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merser...

STATIONS OF AMERICA
Highlights in the Development of Outstanding U. S. Radio Stations

WBRE—Wilkes-Barre, Pa.
1310 Kilocycles—100 Watts

LOUIS G. BALTIMORE, Owner and Operator

THE rich Pennsylvania trading zone surrounding Wilkes-Barre, Kingston, Nanticoke, Pittston and Scranton was added to the NBC listening territory on Jan. 30, when WBRE, Wilkes-Barre, advantageously located in the area, became an NBC outlet supplementary to both the Blue and Red networks.

WBRE is owned and operated by Louis G. Baltimore. It has a frequency of 1310 kilocycles and at present utilizes 100 watts, with the expectation that the daytime power will be raised to 250 watts this spring.

The station serves an unusually large trading zone because of its unusual position in the state of Pennsylvania. Wilkes-Barre has a population of 86,626 under the 1930 census; Kingston, directly across the river from Wilkes-Barre, has a population of 21,600, and Nanticoke and Pittston have populations of 26,043 and 18,246 respectively.

The area covers the rich Wyoming Valley which has a normal trading zone population of 344,587. Wilkes-Barre itself rates as the 88th market in the United States and the sixth in Pennsylvania with a 1935 retail sales total of \$37,945,000.00.

The station has been in operation since 1927. Louis Savitt is program manager, A. C. Baltimore is sales manager, and S. R. Baltimore is promotion manager.

COMING and GOING

LEO FITZPATRICK, WJR vice-president, changed his mind about going home yesterday. He is remaining in town for a few more days.

NILES TRAMMELL, and FRANK RUSSELL, NBC Chicago and Washington vice-presidents, respectively, are in town.

WILLIAM DRIPS, of the NBC Farm and Home Hour, is visiting here.

BEATRICE LILLIE departs for London following her appearance on the Camel program Mar. 22.

F. W. BORTON, WQAM president, is off on a week's fishing trip.

BENEDICT GIMBEL, JR., WIP head, has returned to Philly after a two-week Florida vacation.

R. A. STUART, executive of 3XY, Melbourne, Australia, arrives in New York tomorrow. Seeks scripts and program ideas.

FRANK FORREST, here from Hollywood for guest shot on American Legion show and concert appearances.

Soule Resigns Post

The Board of Directors of Trans-Electra Corporation, Graybar Building, yesterday announced the resignation of Gordon Soule as president.

Forrest J. Johnston, Vice-President, will head the activities of Trans-Electra until the board of directors elect a president.

Blair Enlarges Office

John Blair & Co. station reps, have taken additional floor space for its New York office on Madison Ave. Entire office has been redecorated. George Bolling, vice-president in charge, has moved his desk into the new space.

FINANCIAL

(Wednesday, Mar. 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Majestic.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg Carlson.

Hitler's Austrian Activity Steals "March of Time"

(Continued from Page 1)

tions of the broadcast will date back to 113 B. C.

The "March of Time" has been on the air for over seven years but it was not until 1932 that the first program was taken by one subject, the election of President Roosevelt in 1932.

Stevens Bats for Goodman In Fitzpatrick Swingeroo

(Continued from Page 1)

have been added to the WJR team. They will fly to Detroit to add their talents to the contest. Another added starter for the swing team is Maxine Sullivan, the Onyx Club's exponent of old-fashioned tunes in swing style.

"Almanac" for Wrigley

Phil Cook's Almanac, now heard daily on WABC, will be presented over a CBS coast-to-coast network replacing Wrigley "Double Everything" series beginning March 27. Daily series will also be continued. Dick Swift will produce. Show will be heard 6:30-7 p.m.

Halco Institute Testing

Chicago—Halco Institute (alcoholism cure) has placed its account with Selviar Broadcasting system and has started a test program on WAAF, Chicago. If test proves satisfactory other midwestern stations will be used. Program is a musical transcription series titled "Do You Remember." Arthur A. Kohn handles account for Selviar.

AAU Bouts on NBC

NBC will air blow-by-blow description of the AAU amateur boxing championship bouts from the ring-side in Boston on Wednesday, April 6, 11:30 p.m., over the Blue web.

Bill Stern and Bob Evans, son of the famous ball player, Billy Evans, will collaborate on the broadcast.

Werble on Special Job

Washington—Wallace Werble, local Transradio Press representative here, has been detached for some special work on the road. He expects to be gone for several months.

Illinois Bell on Air

Chicago—Illinois Bell Telephone Co. to promote its Red Book, classified directory, will start a spot campaign on Chicago stations on April 3. B. C. Herrick of N. W. Ayer is handling placement.

Vallee Show Signs Caesar

Irving Caesar, the song writer, has been signed for a number of appearances on the Vallee show beginning next Thursday. Caesar will sing his safety ditties on the program.

Graham McNamee has also been re-signed for another year as the announcer on the show. NBC Artists set both deals.

Webs Air Mussolini

Benito Mussolini's speech yesterday to the Italian Chamber of Deputies was picked up by NBC, CBS and Mutual direct from 2RO, Rome. NBC had to cancel out two Procter & Gamble commercials on the Blue web in order to air the Duce.

WSM Donates 'Opry' Show

Nashville—WSM is donating fifteen minutes of its famous Saturday Night Grand Ole Opry to the state of Tennessee. Purpose of the broadcast is to offer a free 24-page color brochure advertising the beauty and advantages of the state. Time donated is from 11:30 to 11:45 p.m. First offer on this late hour brought 1,500 requests for the free booklet with more coming on each mail. In addition to rendering a service to the state, the station is interested in proving that the late periods on the Grand Ole Opry are valuable commercial spots.

NEW BUSINESS

WHAM, Rochester: Unit Parts Rochester Corp., musical programs renewal.

WPTF, Raleigh: The Lewis Sporting Co., "Oddities in the News" program.

Jules Hanberg - INSURANCE - Insurance Specialists to the Radio and Music Industries. John 4-2800, B. Eckman 3-0375, 80 JOHN ST. NEW YORK

Radio's Latest Novelty LANNY GREY'S "Rhythm School of the Air" Daily WNEW 12:30 P.M.

WKY beats all in Oklahoma in volume of local and national business. Oklahoma City. Representative—The Katz Agency, Inc.

**OKLAHOMA**

Consolidated Radio Artists, Inc., have filed a \$778.50 suit for breach of contract in district court in Oklahoma City against Mack Jackson.

Hughie Price, WKY discovery who scored a triumph on Major Bowes CBS program set for a week's personal appearance at the Tower theater in Oklahoma City.

W. C. Gillespie, manager KTUL (Tulsa) has been appointed to the Tulsa Chamber of Commerce trade development committee. He and Willard Ezolf, commercial manager KVOO have also been appointed to the market research committee of the wholesale division of the chamber.

So successful were the KTOK broadcasts of an Old Fiddlers Contest held at the municipal auditorium by the Oklahoma City Used Car Dealers Association for Used Car Exchange Week that the event will be held each year, according to plans. First night actual car auction was also carried. As many as 32 fiddlers appeared in each hour's show.

Changing over from a straight orch broadcast to a Sunday Afternoon Variety Show has loaded down the mailman for KTOK in its new Sunday afternoon show being remoted from Blossom Heath Club to the Oklahoma Network. Program features variety acts by Ralph Webster's orch, Jane Benton, local talent and interviews with patrons of the club by Webster and Paul Buening, program director of KTOK.

Southwest Aviation Conference activities at the Oklahoma City municipal airport were broadcast by WKY with Perry Ward, Allan Clark and Earl C. Hull on the job assisted by Lieut. Bunny Trundle, late of the U. S. Marines.

Ben Bezoff, WKY announcer, ill with flu.

Walter Cronkite, WKY newscaster, back from Kansas City vacash.

Unit from WKY set to play Sooner Theater at Norman, Mar. 17, for Oklahoma University engineering school St. Pat's day celebration. To include Marty Hall, The Bellboys, Hughie Price and Harmonicas.

Soggy Jones and his Coon Hollow Hillbillies (i.e. Doc Davis and gang from staff orch.) new unit with two fifteen minute spots weekly on WKY. Ben Bezoff on other end of 12 noon quips.

**Corn-Kix Adding More**

Chicago — General Mills which launched a campaign for Corn-Kix, new cereal, through "Those Happy Gilmans" on WTMJ, has added WDRC, Hartford, Conn.; WCCO, Minneapolis, and KDAL, Duluth, Minn. Expected to expand list possibly to 50 stations. Blackett-Sample-Hummert, Chicago, handles the account.

**WBIG**  
GREENSBORO  
N. C.  
*famed for Showmanship*  
George P. Hollingbery Co., Nat'l. Reps.

★ PROMOTION ★

**Cashing in on Disaster**

California Consolidated Water Co. seized upon the advantages afforded by the March floods which swept southern California. Acting with lightning speed the company contracted through The McCarty Co., Los Angeles advertising agency for frequent spot announcements on KNX which was the first medium to warn the public to boil or take other precautions with their drinking water. By cashing in on a disaster and at the same time offering the community a valuable public service, the water company was swamped with orders after each announcement.

**"Used Car Week Aids"**

In order to stimulate interest in used car buying WQAM, Miami, made transcriptions of comments on the national movement by auto dealers participating in the campaign. Recordings were cut at the showrooms of the dealers and then combined into two programs for broadcast during National Used Car Week. Feature was handled by Norman MacKay and Leslie Harris.

Designed as a good-will builder, KIRO's High Power Half Hour invited all local used car dealers during National Used Car Week to enter their crack salesmen in a com-

**Zenith Radio's Plans**

Chicago—Zenith Telepathy Series, currently plugging new Radio Nurse, will feature interview with Dr. Herman N. Bundesen, president of the board of health and baby specialist, on broadcast for March 20. Following week Mrs. William Harkness, who brought two pandas from Tibet to zoo here, will relate a telepathic experience. Zenith Radio Nurses have been distributed to 20,000 dealers and first inquiries are now coming in though magazines carrying ads are just being released this week.

**Radio Guide to Phila.**

Chicago—Click and Radio Guide, published by Moses L. Annenberg, have moved general offices from Chicago to Philadelphia. Press work continues to be done here. Curtis Mitchell, editorial director, moving family to Philadelphia. Annenberg publishes the Philadelphia Inquirer also.

**KOA Red Cross Station**

Denver—A Red Cross emergency first-aid station, said to be the first ever established at a radio transmitter, has been installed at the KOA transmitter, ten miles east of town. J. A. Slusser, engineer in charge, and Russell Thompson, also an engineer, have been given diplomas in first aid following 30 hours of classroom work.

Transmitter is on U. S. Highway 40, a heavily-traveled route, and the boys expect to be called upon at any time to use their newly-acquired skill.

petitive one-minute talks. Contestants were given wide choice of subject and after the contest judges pronounced a twenty-way tie with cigars going to all entrants. Program polled a surprising number of telephone calls with votes for the contestants.

**Better Client Service**

As a matter of service to its clients, WPTF, Raleigh, now transcribes programs for audition purposes, thus making it possible for prospective sponsors to hear custom-built shows in their own places of business. Talent, contest ideas and all production details are carefully explained on each disc, enabling clients to obtain comprehensive knowledge of every program before signing for sponsorship.

**WBT Shriner Tieup**

In connection with national Shriner's convention to be held in Charlotte on March 23-25, WBT will put on a gala broadcast from 11:30 p.m. to 2:00 a.m. Shriners will salute their home towns and dance music will be broadcast. WBT will also take part in the welcoming ceremonies Tuesday evening, March 22nd, when the Shrine President's train arrives with a thousand or more delegates who will be picked up en route from Kansas City.

**PHILADELPHIA**

Three shows are now being pumped to the Mutual Coast to Coast network from WFIL. The shows are "The Imperial Hawaiians, twice weekly, Tues. and Thurs.; "Thursday at Three" featuring the music of Anthony Candelori and his band with 12 vocalists, comedians and instrumental artists; and the Intercollegiate Spelling Bee. Three more shows are being readied for network consumption shortly.

Four new accounts make their bow over WPEN, starting this week.

Riverside Canning Co., makers of Madonna Brands, go on the air six times weekly featuring the "Italian Varieties"; and Flotill Products, for "Flotta Brand Salsina" offer the "Story Behind the Song" which the Aldo Santo Co. every Sunday. Both shows will be in Italian. Planters Hi Hat Peanut Oil will offer a six nights weekly musical show designed to meet the Jewish audience. A Negro spiritual hour featuring an all negro cast, with all material written by negroes, and directed by them, is to be heard every Sunday.

**Johnson Co. in Canada**

Chicago—Needham, Louis & Brorby has started a transcription campaign for S. C. Johnson, Brantford, Ont. (furniture polish) on following Canadian stations: CJRM, Regina; CFRN, Edmonton; CFCN, Calgary; CFQC, Saskatoon; CJRC, Winnipeg; CKAC, Montreal. Same concern has Fibber McGee and Attorney-at-Law on NBC.

**If You Lived in Kalamazoo**

.... where there's only one Radio station in the city... chances are you'd listen to that station (WKZO) almost exclusively ... BECAUSE

- ... clear reception ... local sentiment ... highest quality entertainment
- ... then multiply this "one city-one-station" exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

WKZO's primary coverage, only, includes... 71,844 population. Secondary coverage 367,187 population.

**MICHIGAN RADIO NETWORK**

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

# NEW VOCALIST BUILDUP ON CHESTERFIELD SHOW

Grace Moore, who replaces Lawrence Tibbett on the Chesterfield Wednesday night airings on May 30, yesterday announced that she has completed arrangements whereby an audition board will be picked to select an unknown singer, either tenor or baritone, to sing opposite her on each broadcast. Singer will attempt to discover a new personality, and develop it for the air and screen. Program is heard over CBS network at 9-9:30 p.m.

## The "Other Half"

WPTF's new Raleigh show, "The Other Half," depicts dramatic incidents in the lives of unsung heroes and people behind the news. Early production plans call for interviews on the air with a hotel hostess, a steeplejack, a train dispatcher, a water works chemist and a forest ranger. Wes Wallace, WPTF production manager, will script the shows and contact future participants whose occupations link them with the unusual and dramatic.

## Bottled Gas on Air

Chicago—Illinois Bottled Gas for use in rural homes not served by gas systems, has started quarter hour programs on WDZ, Tuscola, Ill., and is using announcements on WLS, Chicago. Wade agency has the account.

## Coming Events

- March 15-20: Philco Radio Dealers of Chicago convention, Miami.
- April 5: RCA annual stockholders meeting, New York.
- April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.
- April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
- June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.
- June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.
- June 12-15: Advertising Federation of America's annual convention, Detroit.
- Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.



● ● ● "Little Shots About Big Shots"—When Del Casino entrained for Hollywood with "Eddy The Great" Duchin's caravan, he was met at the coast depot by people from Paramount Pictures... They rushed him to the music dept. where he sang for Sam Coslow, who thought him "great" but that he wanted Al Siegel, voice coach of the studio, to also listen. Casino sang the same tune for Al, who said he was "sensational" but that he wanted Ted Lesser, talent scout for Paramount, to get a bang out of hearing him sing... So, Del, anxious to get on the silver screen, sang for Lesser. Ted believed him stupendous—but wanted Del to chirp the ditty for Eugene Zukor, one of Paramount's headmen... When it came to sing for him—Del Casino forgot the lyric to "True Confession."

● ● ● Believing that social events for members of the staff of KGY in Olympia, Washington, makes for better relations, Manager W. R. Taft makes it a point to arrange a staff party at regular intervals throughout the year... Last summer it was an all-day excursion aboard a cruiser owned by KGY's news editor, Sam Crawford... A few weeks ago, the entire staff retired to the Taft cabin in the mountains and had a grand week-end skiing... Now the social calender calls for a "Do-As-You-Please" party to be given at the home of Mrs. George Tilden, merchandising director of the station.

● ● ● Singer Joey Nash has had a million-and-one agents handling him for some time—but none brought any worthwhile results... A few weeks ago, Joey, without benefit of agent, manager or representative, sold HIMSELF to Proctor & Gamble for their transcription series plugging Camay soap... Now, on receiving payment for this work, Nash deducts ten per cent which he places in a pocket separate from the other 90 per cent—thus feeling he's Big Time sans agent!... Russ Morgan is sporting a shiner. It wasn't from walking into a bed or door—but from handball!

● ● ● Whenever the chief engineer of WOPI, Bristol, goes out on remotes, he always finds that he has a steady assistant in General Manager W. A. Wilson's youngest son, Jimmy, who has become quite adept in handling the microphone cable... Commentator Richard Brooks wired the following on Tuesday: "Today is the Ides of March. How strange it would be if history would repeat itself and Hermann Wilhelm Goering would stab Hitler even as dear old Brutus slipped the stiletto between the ribs of Caesar... For it was March 15th when that happened—long ago!"

● ● ● When the Academy Awards were given last week, 20th Century-Fox Pictures was awarded an "Oscar" for their short "Private Life of the Ganets"—written and narrated by A. L. Alexander—conductor of the "True Story" show... Recently the trade press blazed with the news that an air personality had been signed for a period longer than five years—for the same sponsor. However, last month, the headlines switched to the fact that this person would go to another sponsor within a fortnight... Here's the reason for the first story. At that time Mr. X was being considered for a picture contract—but the producer didn't know for how lengthy a period to sign the comic—so Mr. X arranged to have the sponsor release the news that he was signed for the air for five years. With the publication of this news, the producer signed the comic for that period also—figuring that he'd have the value of radio exploitation for his pictures for that long a time!

# SEARCHINGER'S BOOK 'HELLO AMERICA' READY

Former CBS European Representative, and now broadcasting from England over the NBC networks regularly, has penned a tome, "Hello America," (Houghton Mifflin Co., \$3.50). Cesar Searchinger is well schooled to write a non-fiction volume dealing with International broadcasting.

"Hello America," deals primarily with the major events in recent years that have made history, not only because of their importance in their localities, but because radio has brought home to all corners of the world the happening when it occurred. Searchinger directs his commentaries to the American public, however, and explains all the whys and wherefores of some of the most important events ever aired over the networks in the United States from across the seas.

Included in the volume are actual accountings and details of International broadcasts made by the present Duke of Windsor in his now famous abdication address, former Prime Minister Ramsey MacDonald, Mussolini, Hitler, Mahatma Ghandi. Also there are many true stories behind the scenes in Foreign and International broadcasting as related by Searchinger himself.

Book should appeal to the average layman, as well as the personnel of the industry itself.—N. W.

## "March of Time" Servel Sponsorship Starts Apr. 8

Servel (Electrolux) will take over the sponsorship of the "March of Time" on April 8. Program will continue to be heard on the NBC-Blue, Fridays 8-8:30 p.m. BBD&O has the account.

## CARL BIXBY

Creator, writer, director or producer of successful network radio programs.  
P. O. Box 84, Manhasset, L. I., N. Y.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
- SUNDAY WFAF-NBC RED 9 A. M. EST.

Management NBC Artists Service

## D'ARTEGA

AND HIS ORCHESTRA  
Now Buffalo Theatre for limited engagement  
Exclusive Management  
JACK LAVIN  
PARK CENTRAL HOTEL NEW YORK

## LISTEN TONITE TO DORIS RHODES

6:05 P.M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.

**PROGRAM REVIEWS**

**Philadelphia Orchestra**

The Philadelphia Orchestra programs sponsored by a group of banks over the NBC-Blue Monday night for a full hour is easily one of the highlights of any week. Although show is bucking the Lux Radio Theater with its "name" film personalities, this fact has not caused the sponsors to cheapen the program contents. For some 20 odd weeks only the best of the serious music has been aired.

Three of the most famous symphony conductors, Leopold Stokowski, Eugene Ormandy and Fritz Reiner have directed the broadcasts. Guest stars from the Metropolitan have been regularly featured on the show. And to give it a financial touch Dr. Neil Carothers, Dean of the College of Business Administration at Lehigh, and W. Kiplinger have been speaking on topics of current interest in the field of banking, foreign relations, economics and business trends.

Last Monday's show, with Lucy Monroe, a guest soloist, was one of the series best broadcasts. The orchestra's string section, reputed to be one of the best in the country, had numerous opportunities to show that they have a right to the claim. Miss Monroe was in rare form, singing four numbers instead of the usual three. The orchestra played works by Dvorak, McDonald, Bizet and two Tschaiakowsky's numbers.

This is the first season that the program has used a full-hour. The 1936-37 series was a half-hour. The hour span is the right length for this type of show, but it is hoped that when the series returns to the air next year that the sponsors will pick a mid-week spot. Monday is too close to the NBC Symphony, Ford Sunday Evening Hour and New York Philharmonic programs which are broadcast on Saturdays and Sundays. Even good things have a way of becoming tiresome when it is available in too large doses.

Series completes its 26 week run on April 11.

**"Headlines and Bylines"**

"Headlines and Bylines" on CBS is one of the best news programs of its type on the air. Coming late Sunday, 10:30 p.m., but just before the 11 p.m. news reports on other stations, series has built up a large audience.

Commentators on the series are specialists in the particular fields which they cover each week. And

**★ Programs That Have Made History**

**NBC Breakfast Club**

**T**HE NBC Breakfast Club, a stepping stone to stardom for some of radio's great, made its debut October 24, 1933, and is heard each week-day morning at 8:00 a.m. CST over the NBC-Blue network.

"Anything can happen on the Breakfast Club," says Don McNeil, master of ceremonies on the popular full-hour morning air show and he points to a never-ending parade of talent and informality as the chief reasons for the program's enthusiastic reception during the past five years. Such stars as Fibber McGee and Molly, the Morin Sisters, the Merry Macs, and Gale Page are numbered among those this Breakfast Club has presented to its listeners.

Currently the Breakfast Club is featuring the music of Walter Blaufuss and his orchestra. Jack Baker, NBC tenor, alternates each week on the program with Johnnie Johnston, the NBC swing troubadour and his guitar. Fran Allison, NBC balladist and the Aunt Fanny of the Breakfast Club, shares the spotlight each alternate week with Annette King, contralto.

Each Monday, the Three Romeos,

NBC singing trio, appear on the show. Tuesdays finds the Escorts and Betty, NBC quartet, guesting on the program. Wednesdays are assigned to the Vagabonds, NBC Negro quartet.

Thursdays are Breakfast Club days for the Ranch Boys, NBC western ballad trio. Friday is another Escort and Betty day and each Saturday the Cadets, quartet joins the talent parade.

The program has stood up so well, McNeil believes, because it is so utterly informal and because it offers a little bit of everything. The music isn't standardized. Blaufuss and his boys play everything from swing to classics. There is plenty of what McNeil calls "small talk," and once in a while he introduces a note of sober sentimentality with a beloved poem or the wistful contribution of a listener.

As constituted, the show is directed, m.c'd and written by McNeil. As an early morning program of variety its listener interest East and South and West to the Rockies is probably as great as any early morning broadcast ever had.

news of late has been far from the "run-of-the-mill" variety. But people with good background in foreign affairs revitalize the news. "Headlines and Bylines" is a fast half-hour.

**Musical Memory Contest**

One of the few "quiz" type of shows to make the WQXR program board, premiere being heard Wed. 9-9:30 p.m., proving to be a show conducted in dignified manner and a sure-fire bet for music lovers, of which this station has many. First prize is \$15 dollars, second \$5 and several lesser prizes as well as offers for those who send in questions that can be used. Questions were varied and included straight queries on who composed such and such a composition, the "melody teaser" wherein a piano played ran off a few bars and the title and composer was asked of the contestant. In the latter, 25 per cent went for guessing the composer and 75 per cent for the title. Various other questions concerned famed composer traits and careers. They were also fitted for apart from their music. Production was nicely produced and handled throughout.

To those interested in music and even for those who are not, this type of shows proves highly entertaining as well as enlightening. It may easily be developed into even more of an educational feature through delving into the biographical angles of the composers. Tickets are available to those who write in and the contestants are chosen from the patronage in a clean-cut manner.

**★ F. C. C. ★  
ACTIVITIES**

**APPLICATIONS GRANTED**  
Columbia Broadcasting System, Inc., New York, N. Y. CP for Mobile unit. 1646, 2090, 2190 and 2830 kc., 100 watts.

Yankee Network, Inc., Boston, Mass. CP for new high frequency relay station. 31100, 34600, 37600, 40600 kc., 10 watts.

WCOA, Pensacola, Fla. CP to install vertical radiator, change equipment and increase day power to 1 KW. 1340 kc., daytime.

**EXAMINER'S RECOMMENDATION**  
KWOS, Jefferson City, Mo. CP to increase hours of operation and power to 100 watts, 250 watts L.S., unlimited. 1310 kc.

**APPLICATIONS RECEIVED**  
WOR, Newark, N. J. Mod. of special experimental authorization to change power of facsimile station to 50 KW.

WHP, Harrisburg, Pa. CP to install new transmitter, increase power to 1 KW., 5 KW. L.S.

**LINCOLN**

Jiggs Miller went the full route when he took over Lyle DeMoss' old program director's job at KFAB. He took over Lyle's house, his office, and his man on the street program.

Benny Meroff, playing theater dates in this territory, will be on jobs for 8 weeks, and then will either go back to his air show, or go to the coast.

Jack Hanssen, KFOR program director, will personally handle a show with Fletcher Henderson, when the latter comes in next week for King's ballroom.

Jim Cox, KFAB-KFOR's continuity head man, is bedded down with a bad cold.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

- Evelyn Law
- Al Jolson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Mae West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Clifton Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hal LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Tapps
- Grace Bradley
- Medrano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Reillys
- Paulette Goddard

and  
Hundreds of Others

**NED WAYBURN'S  
DANCING, SINGING  
and  
DRAMATIC SCHOOL**

Class or Private Instruction For Preparing Adults and Children For **RADIO CAREERS**

**ADULTS** (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

**CHILDREN** (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who in the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

**FREE** AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily  
Except Sundays. Close Saturdays  
at 6.00 O'clock. Visitors welcome.

**625 MADISON AVE., NEW YORK**  
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

★ Call  
**BRINCKERHOFF**  
for  
**RECORDINGS**  
29 W. 57th St. PL 3-3015



**A**LICE MARION, recently featured with Richard Himber and before that with Ted Lewis, will be the feminine vocalist with Bob Crosby's orchestra when he opens at Blackhawk restaurant and on Mutual replacing Kay Kyser on Wednesday, March 30.

Hazel Beeman, who formerly conducted women's activities for Affiliated (Insull) Broadcasting system to join WHIP, Hammond, in April as home economics expert.

Janice Chalmers, 12-year-old Chicago soprano, and her vocal teacher, Lillian Goodman, leaving this weekend for Hollywood and assignment for child at Metro-Goldwyn-Mayer.

Toni Gilman, 16-year-old-player of ingenue roles, has joined lineup of "Skelly Court of Missing Heirs" making her first appearance last Sunday. She is older sister of Lucy Gilman of the Junior Nurses corps.

George Sutherland, announcer formerly with WBBM, has joined staff of WIP, Philadelphia where he replaced Jack Barry.

George Kercher, salesman for Edward Petry & Co., to depart for Texas Sunday to make several contacts on Alka-Seltzer and other accounts.

Paul Rhymer, author of Vic and Sade, and wife went to New York on combined business and pleasure trip.

Jack Gallagher named to handle production in Hollywood of Advitagraph Corp., Chicago, producer and distributor of advertising motion pictures.

Frank Rand, head of CBS press department, to address University of Iowa drama school on radio on April 4. Thereupon he goes to Omaha and Lincoln to visit CBS stations there and from there to Minneapolis for opening of new WCCO studios on April 7.

Kay Chase, author of Painted Dreams on WGN, back from two month vacation in West Indies, Panama and Mexico. Wrote all her scripts day by day and airmailed them back to Chicago.

Kay Kyser giving farewell party to his Chicago friends at Blackhawk restaurant Wednesday evening.

Marion Claire, wife of Henry Weber, WGN musical director, has gone to Hollywood where she will make a guest appearance next Thursday on the Bing Crosby-Kraft show.

Mel Merkley, publicist for Fred Waring, has returned to Chicago and is awaiting the stork. In private life she is Mrs. Luke Ehr Gott. John O'Connor, manager, is handling publicity temporarily.

## ORCHESTRAS - MUSIC

By TED LLOYD

**B**ECAUSE A SONGPLUGGER was fired in an economy wave last week, sustaining artists, bandleaders, etc., have banded together to boycott the songs published by the firm responsible for the discharging... Jean Ellington, who has several sustaining shots on NBC, had one of the songs programmed for this week but on learning that the contact-man was aired, she cancelled the song and wrote a letter to the man's former employers notifying the action she was taking and the reason for doing so... Barry Wood, CBS's "white hope" amongst the crooners, has taken a similar stand and ruled off all tunes published by the said firm. Howard Phillips, also of CBS; Barry McKinley and Nola Day of NBC and numerous topnotch

maestros are planning to take action... All this is an aftermath because the songplugger had been doing a great job for the firm and was let out. The singers and artists felt that the ax should have fallen elsewhere... This boycott is ridiculous and will only leave a bad taste in everyone's mouth. Singers and bandleaders should never permit personal issues to reflect in their work nor should they pick songs on anything but merit. After all, they must play to the public at all times and the public don't give a hang who is plugging which song... Lastly, the status of the discharged man won't be lifted by this mistaken sense of loyalty. It may deprive him from obtaining another job because a publisher would be fearful of hiring him—due to the stink raised in his behalf... Let the matter drop now and you singers will find your pal back in the fold pronto!

**REVIEWS OF THE REMOTES:** George Olson bowed off MBS and out of La Conga the other nite playing medley after medley as though he was trying to oblige every music publisher... Abe Lyman came through on CBS playing a song written by a member of his band called "Be-wildered" which sounded just as well delivered and arranged as Chick Webb's rendition the nite before with Ella Fitzgerald vocalizing... Buddy Rogers playing from Philly's Arcadia and aired thru CBS did a swing arrangement of that old favorite "Lady Be Good" thus making it a new favorite of ours.

Henry Busse's crew with Don Huston singing on NBC-Blue did "More Than Ever" better than its composer, Isham Jones. "Sunny Side of the Rockies" was also rendered but not as good as "It's Wonderful" a torchy thing... Ruby Newman from the Rainbow Room and airing thru NBC-Red put everything he knew into "In My Little Red Book" which was vocalized well and instrumented beautifully. "Let Me Look At You" was just so-so. His waltz

Paul Damai, radio editor of the "Hammond Times," and Ray Patton are launching a new show to be called "Patton's Pillar of the Air" over WWAE, Hammond, Thursday. Feature of premiere broadcast will be a sketch of two Tin Pan Alley men writing a song. Music for show has been specially composed.

Orson Welles came out Monday for his Shakespeare forum broadcast on Tuesday from Erlanger theater.

medley was diverting and "Dipsey-Doodle" fair.

The announcers on the Busse and Newman program should go to the blackboard and write 300 times "I am not funny. I must try not to be funny!"... Their interruptions and attempt at humor was the last thing in boredom... Andre Baruch who handled the Lyman show gets a kiss for just mentioning the title of the next selection and that's all!

Leon & Eddie, the famous Gold Dust Twins of West 52nd Street, have scored again and this time with a Gala Welcome Home Radio Party to Ramona, the famous songstress who recently returned from London. This party will take place at Leon & Eddie's on Sunday evening, March 27.

Will Osborne and his Orchestra open at the Meadowbrook Country Club in Cedar Grove, New Jersey, April 16th for an indefinite stay with a CBS and Mutual wire... Andy Kirk and his Orchestra who has been heard over the National Broadcasting System three times weekly, from the Grand Terrace Cafe in Chicago, has had another broadcast added making four times weekly.

Shep Fields and his "Rippling Rhythm" orchestra, currently playing at the Fox Theater, Detroit, goes into the Lyric Theater, Indianapolis, tomorrow. He has a schedule which will keep him occupied throughout the Midwest until the middle of April... Ozzie Nelson, with a highly successful stay at Victor Hugo's behind him in Beverly Hills, has begun a road tour along the West Coast. His band must necessarily be in Los Angeles week-ends for the Sunday night commercial... Frank Novak and his orchestra will play at the inaugural dance of the Dartmouth Club at its new headquarters on March 26.

"Snowtime," written by Ken Sisson, has lyrics by Lionel Shapiro, young Manhattan commentator on Sisson's weekly radio show "Canada 1938," and New York columnist for the Montreal Gazette. The French words are by Georges Toupin, unknown in the United States but for many years one of the greatest French script writers and lyricists... Sisson is not new as a composer and is recognized as a consistent producer of standard tunes. He is especially well-known for his brilliant orchestral arrangements for Irving Berlin and many leading band leaders.



**F**RANKLIN KELLY has been signed by KMPC to appear on the Monday - Wednesday - Friday "Let's Share the Day" program, heard at 10:45 a.m. on those days, and produced by Arthur E. Sutton, program director at the station. Kelly is a newcomer to the Coast, but is well known for his work in light opera and with the Municipal Opera in St. Louis.

Warren Brown, sports editor of the Chicago Herald-Examiner, will be quizzed by Mark Kelly on his "Man to Man" sports commentary on KNX-CBS Pacific Coast, Thursday at 7 p.m. Brown covered the Santa Anita Handicap for his paper and remained to check up on baseball squads in training out here.

"One Man's Family," its cast, and its author, are planning a return trek to San Francisco sometime this summer, according to author Carlton E. Morse. Morse is arranging to broadcast his weekly NBC show from the Bay City for a month or so, during which time he and the cast will have an opportunity to visit their families and homes. The return to San Francisco is in line with the statement made when the program transferred to Hollywood, at which time Morse and NBC said the show would originate in San Francisco occasionally.

### James Wood, Jr. to Marry

James Wood, Jr., NBC engineer, has become engaged to C. W. Farrier's, NBC television coordinator, secretary, Victoria P. Geiger. They will be married at St. Bartholomew's Church on April 23.

### DON KERR

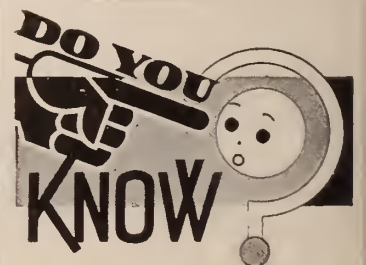
Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang



No wireless set may be used in Australia until the user is actually in possession of a Broadcast Listener's License for which there is a prescribed fee. However such licenses are issued free to any blind person over 16 years of age.

Lawson  
Zerbe

PL 3-2600

**AGENCIES**

TEEL WILLIAMS has resigned as account executive of N. W. Ayer & Son to become associated with Williams & Saylor, Inc., as vice president.

THE WGN ADVERTISING Alumni Association has been formed by former advertising men associated with the Chicago Tribune and radio station it was announced yesterday. Next meeting of the group is set for April 27 at which time Robert R. McCormick, president of the Tribune, will be invited to speak.

EDWIN W. GLEAVES, formerly merchandising manager and news commentator for WLAC, has resigned to join the Bert-Gitting Advertising Agency, Milwaukee. Appointment becomes effective immediately.

TEEL WILLIAMS, formerly with N. W. Ayer & Son, has joined Williams & Saylor Inc., as a vice-president.

W. C. HOUSE, advertising manager of the Larvex division of Zonite Sales Corp., put out a "feeler" via a new program on WMCA.

**Swift & Co. on Two**

Chicago—Swift & Co., Chicago, has launched a spring campaign for Vigoro (plant food) on KFVB, Hollywood, using Major Bateson, Gardner of the Air, spot announcements on KMA, Shenandoah, Ia. J. Walter Thompson, Chicago, handling.

**Wanna Be An NBC Announcer?**

NBC has figured out that the composite NBC-Radio City announcer would look something like this. He is slightly over five foot 11 inches tall, weighs 165 pounds and has straight dark brown hair and brown eyes.

He is over 31 years of age and is most likely married. NBC also found out that he went to college, does not say whether he graduated, and that while in college he studied dramatics, if it was not chemistry, medicine, languages, or something else. He got into radio via the back door, either through stage or newspaper work.

**Petrillo's NAPA Speech Not Official AFM Matter**

*(Continued from Page 1)*

pathies are with those seeking to curtail disks or obtain property rights in any musical field, the primary concern right now of the AFM is "how to put more musicians back to work." Weber stated yesterday that he did not believe it was possible for Petrillo to hold down both his AFM connections and also work for the NAPA.

Meeting held yesterday between the AFM sub-committee of its Executive Board and attorneys representing phonograph record manufacturers will be continued today, on the matter of clauses in the proposed licensing agreement. Attorneys who attended were Milton Diamond, for Decca; M. H. Lavenstein, for Columbia, Brunswick and American Record Corp., and David McKay and E. B. Morris, for RCA Victor.

**Bree Cosmetics on WTMJ As Test for Other Spots**

*(Continued from Page 1)*

operatic music. Ruthrauff & Ryan, Chicago, handling account.

If test works out similar programs may be started in New York, Atlanta, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Chicago, Milwaukee, Minneapolis, Des Moines, Kansas City, Oklahoma, Dallas, Denver and Los Angeles.

**KOIN-KALE, Portland, Ore.**

Latest addition to the staff is Don Price, control room engineer and graduate of Medford (Ore.) High School.

Aids in making out federal income tax returns are explained in a series of talks over KOIN in cooperation with J. W. Maloney, Oregon collector of internal revenue. Talks are scheduled in the evening to reach the largest possible audience.

**GUEST-ING**

EDDIE CANTOR speaking on Modern Gods on the Women's Hour March 22 (WHN, 3 p.m.)

BEATRICE LILLIE on the Benny Goodman portion of the Camel Caravan March 22 (CBS, 10 p.m.)

BOBBY BREEN, interviewed by Radie Harris, March 17 (MBS, 6:45 p.m.).

JUDY GARLAND, on the Al Pearce and his Gang program, March 29 (CBS, 9:00 p.m.).

DR. HOWARD HANSON, on NBC Symphony Orchestra program, March 26 (NBC-Red and CBC, 10 p.m.).

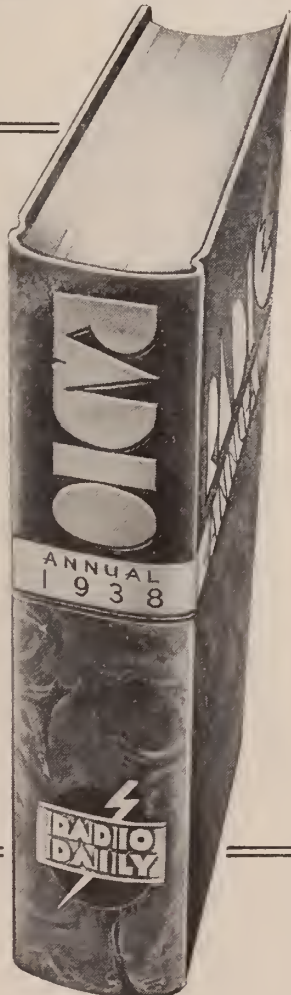
FERDE GROFE, on Magic Key program, March 20 (NBC-Blue, 2 p.m.).

PESCHA KAGAN on the Heinz Magazine on the Air Mar. 27 (CBS, 5 p.m.).

WILLIAM S. HART will be interviewed by George McCall on the Hollywood Screenscoops program Mar. 22 (CBS, 7:15 p.m.).

**Nuptial Note**

Jack Meakin, NBC musical director in Hollywood, and Patricia Norman, songstress with Eddy Duchin, were married over the week-end in Yuma, Ariz.



CLOTH BOUND

•  
960 Pages

•  
Weight 4 Lbs.

•  
COVERS RADIO FROM EVERY ANGLE

**PROMISES ---  
RADIO ANNUAL**

- • • Will cover radio completely
- • • Will contain about 1000 pages
- • • Will be bound beautifully, practically and colorfully.
- • • Will be distributed Complimentary to all Radio Daily Subscribers
- • • Will be ready on time
- • • Will be a great reference book covering a great industry  
and now—FULFILMENT

## FCC CONSIDERS CRAVEN ORDER ON MONOPOLIES

(Continued from Page 1)

ly informed last night that the full commission spent all day discussing Craven's order-proposal. At night-fall it was explained FCC would formally pass on the order Friday morning when informed observers expect it will be passed and the three investigatory commissioners appointed. Kindred proposal will also be considered.

The Craven order follows shortly Chairman McNinch's NAB convention address advocating self-investigation of radio monopoly. It is believed such a probe will head off the continued fight for a radio and FCC investigation by Congress.

In a special two-page statement Craven pointed to his plea for more facts and data on the broadcast industry contained in his recent report on the social and economic aspects of radio broadcasting.

Craven said securing of the information he wants would lead "to an intelligent understanding of the progress and improvements which should be undertaken by the industry."

Craven also reminded his fellow commissioners that in his report "it was suggested that further studies be made of the social and economic phases, particularly with reference to contractual relationships between chain companies and networks, and the effect of competition as well as improvements in program continuity."

Craven continued: "Recently there have been many criticisms and charges with reference to alleged shortcomings of the existing application of radio to the service of the public. Therefore the time has come when complete facts and data are necessary to establish the truth or falsity of such charges. This is essential in the interest of the public as well as for the stabilization of an industry which in general has rendered excellent service to the American public.

"It is also essential to secure other information of an economic character which will result in a clearer understanding of the complex problems involved in the application of radio to the service of the public, and lead to more farsighted regulation than is possible at present."

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	31

Greetings from Radio Daily

March 17

Jimmy Grier  
Edwin M. Whitney  
Frank McDonnell  
Syd Leipzig

## ★ Coast-to-Coast ★

**E**ARL HARPER will inaugurate the baseball broadcast for the current year over WNEW March 23 when he brings a play-by-play description of the training camp game played between the Newark Bears and Boston Americans. The broadcast is the first of a series to emanate from Florida during spring training sessions.

*Ralph Edwards, CBS announcer and actor, has had his option renewed by Republic Pictures and is set for a new release to be filmed in the near future. Edwards' scenes will be shot at the Long Island studios.*

Howard S. Meighan, of Radio Sales, was re-elected as a trustee of Mamaroneck township at Tuesday's election.

*Hal Seville, commercial manager of WBAX, Wilkes Barre, was seriously injured in an automobile accident last week-end and is at present recuperating from a crushed chest at the Medical Center, Jersey City.*

Ernest Mobley Jr., formerly with KASA, Elk City, has been added to the announcers' staff of KFXR replacing Perry Wooley.

*In order that WHO might carry the educational and entertaining series, "Great Plays", the sponsors of the Betty Ross News Bulletin, the Pfaff Baking Co., have sanctioned a schedule change. The newscast will now be heard at 5 p.m. directly following the new series which runs from 4 to 5 p.m., fed by NBC.*

WQAM, Miami, is using the phrase "It is your duty to register and vote" on station breaks as a means of promoting civic spirit in the forthcoming elections. Maurice Fink of WQAM sports announcer, is taking time out for an appendectomy, while Dinty Dennis and Leslie Harris are airing International Four Ball Golf Tournament for Kellogg's.

*NBC has signed Elvira Rios as a sustaining artist. The Spanish singer and actress, who is now working in Paramount's "Tropic Holiday," will be heard on Thursdays at 4:30 to 4:45 P.S.T. on her own program with musical accompaniment by Frank Hodek and orchestra.*

After hearing Martha Dullin, WBT commentator who conducts Women Make News, interview Mayor Burnet R. Maybank of Charleston, S. C., an Iowa listener wrote in telling her that in his opinion she was the best woman commentator on the air. Miss Dullin returned to the studios this week after a week's illness.

*Lee George, formerly head of KWTO-KGBX sports department, has*

*resigned to free-lance. Besides his broadcast activities he refereed 320 basketball games during the 1935-1936 season.*

The entire KDKA production staff was called in to design the new series of weekly "Tap Time" programs for the Fort Pitt Brewing Co. The program, emceed by Bill Hinds, will feature Maurice Spitalny as orchestra conductor and violin soloist, Faye Parker, contralto and whistler, and Billy Sherman, baritone. Program, heard Mondays at 7:30, starts March 21.

*The regular Tuesday night broadcasts of Al Pearce and his Gang over CBS will be heard from Kansas City on March 29, and from St. Louis on April 5, where they are making theater appearances. Judy Garland will be the guest artist for the broadcast from Kansas City.*

"Tom Foolery," a regular W8XWJ variety show featuring the "Gagazine of the Air" whose co-editors are known to their public as Cohn and Kohner, has been opened to the public every Saturday in Studio B in WWJ's building at 6:45 p.m. The show, which only WWJ's ultra-high frequency station will broadcast, will go on the air at 7-7:30 with rhythm music furnished by the High Hatters Orchestra.

Joe Villela, KQV-WJAS publicity director and emcee on the Club Oldsmobile program over KQV is now the leader of a twelve-piece band.

*Effective March 19, several WIBG feature programs switch times. Uncle Jim's Radio Revue, previously heard on Saturdays at 12:30 p.m., will be heard from 2 to 3 p.m. The WIBG Farm and Home Hour will be broadcast at 11:30 a.m., Monday through Friday. The Wonder Valley Boys will present their program every Saturday at 1:15 p.m.*

WPTF in Raleigh, along with other stations, is beginning to feel signs of Spring. This is evidenced by the boost in mail caused by listeners who are availing themselves of the free-seed offers made on The Monticello Party Line, Ma Perkins and The Clark Gardener programs on that station.

### Fashion Academy on CBS

The Fashion Academy will announce the winners of the Academy Award for the best dressed women in radio over a CBS network in a special broadcast Mar. 19, 1-1:15 p.m.

## NAB DEFERS MONDAY MEET; REPORT INCOMPLETE

(Continued from Page 1)

be needed, according to wires sent to members of the board of directors.

Notice sent to the board members and signed by Philip G. Loucks, special counsel and acting head of the NAB, read as follows: "Chairman Ethridge has instructed me to advise you that it is most imperative that NAB board meeting be postponed from March 21, to a date yet to be determined by the Executive Committee.

"Committee has had two meetings and committee members are working with all possible speed but they have found the task more difficult than first anticipated, and it is now apparent that final report and recommendations cannot be ready on March 21. Please be prepared to respond to telegraphic call upon reasonable notice."

### LOUISVILLE

George Patterson, program director of WAVE, passing out the cigars. Proud father of a bouncing baby girl, his first offspring.

Earl Keller, former leader of pit bands in leading vaudeville houses of the city, and erstwhile musical director of WHAS, has taken charge of the WAVE staff orchestra, replacing Harry Diekman.

Falls City Brewery after several auditions, has decided to sponsor an all-musical program over WHAS, using the staff ork directed by Bobby Hutzell.

Joe Hepp, dialect comedian for several years over WHAS and WAVE has been appointed a county policeman. Was formerly a city detective.

Gertrude Hardeman, for the past seven years with NBC and CBS in New York, visiting Prof. Karl Schmidt, prominent local musician, and readying several script shows for Eastern agencies.

## ONE MINUTE INTERVIEW

RALPH EDWARDS

"Announcing has become a highly specialized profession and it carries with it a heavy load of responsibility. No matter how elaborate a program is, the brunt of the selling falls on the person who delivers the commercial. Training in diction and voice control is not enough for the person who steps up to the microphone on behalf of the sponsor. Salesmanship is so important a factor that an intensive course in that subject is not at all amiss. One thing I try assiduously to avoid—and that is, to convey the impression that I am on a platform making a speech. It's much more effective, I think, to adopt a friendly manner of speech."