



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 55

NEW YORK, N. Y., MONDAY, MARCH 21, 1938

FIVE CENTS

# IRNA Contracts Okayed

## FCC PREPARES SETTING FOR ITS INVESTIGATION

Washington, D. C.—Having determined to probe the radio industry in regard to the proper regulation and conduct of radio stations engaged in chain broadcasting, ranging from the contractual rights and obligations of all stations to the alleged monopolistic practices of some of them, by a vote of 6 to 1, the FCC is now preparing to push forward with the order which was proposed by Chairman Frank R. McNinch and which contained portions of the resolution pre-

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## Joint Committee Confers On Its Coverage Methods

The technical committee of the Joint Committee on Radio Research held one of its regular meetings Thursday to discuss its "coverage methods" study. Meeting was held at McCann-Erickson Inc.

Dr. George Gallup, of Young & Rubicam; L. D. Weld, McCann-Erickson; John Karol, CBS; Hugh Beville, NBC; Paul Smelser, Procter & Gam-

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## New York to Continue Its Milk Ad Campaign

Amidst a hot debate the New York State Assembly voted to continue the milk advertising campaign for another year. New bill appropriates \$310,000 for milk drive which will run until April 1939. Campaign has always used radio, in addition to newspapers and other media.

Money will be raised via an excise tax of three-quarters of a cent tax on each 100 pounds of milk sold by

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## Zenith In Caribbean

Chicago—Comm. E. F. McDonald, president of Zenith Radio Corp., cruising Caribbean in his Yacht Mizpah, came upon one of his sets with a windcharger on the little Dutch Island of Saba off Trinidad. Brigadier General who commanded the island with a staff of four, said it was his proudest possession.

## Scripts On The Fly

Chicago—Kay Chase, author of "Painted Dreams" on Mutual, rounds out six years of writing the show April 1. She has written almost 3,000,000 words on trains, planes, buses and boats, in England, France, Germany, Belgium, Holland, Haiti, Cuba, Porto Rico, Panama, Mexico, Jamaica, Guatemala, and Canada, airmailing her scripts home.

## CANADIAN OFFICIALS CONFER ON CPRS BILL

Montreal—Col. O. M. Biggar, counsel for the Canadian Performing Right Society; W. F. O'Connor, law officer of the Senate, and W. K. Esling (Cons., Kootenay West) will get together in an effort to iron out the problems relating to Mr. Esling's Bill. This was the decision of the Senate Banking Committee at Ottawa.

Mr. Esling wants "the little fellows" hotels, skating rinks, stores, lodge halls, community halls and res-

(Continued on Page 2)

## Stag Beer Campaigns On Six Midwest Spots

Chicago—Giesedieck Breweries of St. Louis, through J. Walter Thompson, Chicago, is launching an extensive series of newscasts on six stations for Stag beer first week in April. Campaign running 26 weeks will feature six 5-minute shots per week on KWK, St. Louis; and 18 1-minute periods; 44 5-min. spots on

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## Station Contracts Removed From Escrow And Formally Exchanged with AFM; Indies Meet in N. Y. Mar. 28

## COAST DISK PRODUCERS ORGANIZE TRADE ASS'N

Los Angeles—Transcription program producers effected a trade organization at a meeting held here with C. C. Pyle, head of Radio Transcription Company of America, who was elected president of the new Association of Radio Transcription Producers of Hollywood. Other officers of the group are: Frank Purkett, vice-president and general manager of

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## WMCA Moving April 21; Three-Day Jamboree Set

Despite earlier reports, WMCA's new studios will not be dedicated or permanently in use until April 21 it was announced Saturday by Donald Flamm. Dedication ceremonies will be held April 21, 22, and 23 and will be featured by a series of special

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## Music Survey by WORL Garners Several Facts

Boston—The music survey being conducted by WORL to determine the kind of music the listening audience most wants to hear, has to date, proven several points. "How About Music," as the program is

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Formal exchange of contracts between the IRNA and AFM took place Friday after a two-day session during which members of the IRNA Special Advisory Committee, their accountants and officials of the AFM went over each agreement and gave it a final okay. Contracts between stations and respective locals of the AFM with Plan of Settlement attached to each were taken out of escrow and totaled 248 out of a possible 273 network affiliated, but independently owned outlets. Emile J. Gough represented the IRNA, A. J. Eckhardt, of Ernst & Ernst, accountants and Bert Henderson of the AFM worked on the contracts. Gough estimated that since 95 per cent or so of the total number of the affiliates were in, the sum of money the AFM expected annually as additional mu-

(Continued on Page 3)

## JUNIOR COLLEGE TIEUP BETWEEN CBS-STUDENTS

The Los Angeles Junior College will donate its auditorium as a Radio Listening Room for students in a tie-up with CBS whereby educational and cultural programs will be made available to the students. John L. Putnam, Chairman of the Faculty Radio Committee has been placed in charge and is at present engaged in completing the plans that will make the auditorium the first such permanent radio-student tie-up in the country. Programs set for airing to the students include American School

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## ★ THE WEEK IN RADIO ★

... Petrillo Rouses NAPA

By NORMAN WEISER

JAMES C. PETRILLO, head of the Chicago AFM local and member of the AFM Executive Board, addressed a small group of officers and members of the National Association of Performing Artists to give his personal viewpoint on the NAPA situation... Petrillo has been offered the job of heading the organization at a reported initial payment of \$100,000, but was unwilling to either accept or decline the position pending the outcome of present AFM

situation... The fiery little labor leader however promised NAPA that the AFM was ready to give them full cooperation in helping NAPA establish "property right"... The FCC took under advisement the adoption of a special order proposed by Commissioner T. A. M. Craven for a sweeping investigation by the commission of charges of monopolistic trends and practices in the radio broadcasting industry... Recording

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## Permanent Disks

Cincinnati — Mountain music played and sung at the Ohio Valley Folk Festival, to be sponsored at Music Hall, Cincinnati, Sunday, March 27, by WCKY, will be recorded for the permanent records of the Library of Congress. Harold Spwaske, chief of the music division of the Library of Congress made the request.





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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Mar. 19)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	127 3/4	127	127 1/4	+ 1/2
CBS A	15 1/4	15	15 1/4	—
CBS B	15	15	15	—
Gen. Electric	37 1/4	36 3/4	37	+ 1
RCA Common	57 1/2	57	57 1/2	—
RCA First Pfd.	45 1/2	45 1/2	45 1/2	+ 1
Stewart Warner	8 1/4	7 3/4	8 1/4	+ 1/4
Westinghouse	87	85 1/2	86 3/4	+ 1 5/8
Zenith Radio	13 1/4	13	13 1/4	+ 1 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15 1/4	15 1/4	15 1/4	+ 1/4
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	4 5/8	5 5/8		

### Michelson Firm Expanding

Charles Michelson, New York electrical transcription firm is expanding its facilities, and has augmented its sales staff with the addition of Aaron Hanger, formerly of the Publicity Department of New York University, and Jerome Diamond, recently with the New York World's Fair Engineering Department.

Hanger will handle agency contacts, and Diamond sound effects; another appointment is expected to be announced next week. Mr. Michelson himself will leave shortly for the coast to discuss production plans with his Hollywood offices.

### Cunniff Joins KFAB

Lincoln, Neb.—Ed Cunniff has taken over the post of local manager of KFAB-KFOR as well as directing the sales force, after being installed this week by General Manager Don Searle. Acting manager Paul Dodd is office manager, and Ray Schwartz, former traffic chief, has been made head of the entire service department.

**WANTED**  
Combination  
Commercial Manager—  
Time Salesman  
WRITE WOP!, BRISTOL, TENN.  
GIVING COMPLETE DETAILS.

## ★ THE WEEK IN RADIO ★

... Petrillo Rouses NAPA

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manufacturers, were reported to have cut disks for coin machines which contained 25-word commercial announcements. Reeves Sound Studios denied making such disks however... Further indication in Washington that there is likelihood of a radio station tax being put through at this session of Congress was given when the House, by a vote of 60 to 30, rejected the McFarlane Amendment providing for a 10 per cent tax on gross incomes... Congressman Richard Wigglesworth stated that pending FCC investigation, (Craven Order) of the radio industry would not in any way cause him to relieve pressure for an investigation by Congress of the radio industry... Special meeting of the publisher members of Ascap scheduled for next Tuesday to decide on proposed change in distribution of the society dividends... NAB meeting scheduled for today has been called off until further notice. It had been expected that reorganization plans and arrangements to hire

a paid president would be completed by this date, but additional time is required... Albany legislation which allows NBC and CBS and other web artist bureaus to continue as booking agencies without restrictions by State Labor Department was passed by the Assembly and is now in the hands of Senator Howard in his chamber... Trans-Atlantic broadcasts from European countries continued to get preference from the webs with the Austrian situation getting the breaks... Pepsodent took another 26-week contract with NBC for Mickey Mouse airings... RCA has announced the marketing of additional television parts for the amateur... 5,540 quarter-hours were transcribed by WBS for food and food beverage sponsors during the month of February... 15,000 disks now being cut for use on 748 stations during Airmail Week under the guidance of Charles Crutchfield... Chevrolet renewed its disk series on 360 stations through May... Hearst radio rumors continued to float around.

### Canadian Officials Confer on CPRS Bill

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taurants—exempted from paying fees to the society "in compensation for the use of dramatic-musical works through the means of radio or gramophone."

The society agreed to exempt those included in Mr. Esling's measure, if the bill could be so worded as not to destroy its rights generally.

### Ted Weems to Maro-Oil

Chicago — Ted Weems orchestra with Perry Como and Elmo Tanner as vocalists will replace Henry Busse on the Mar-O-Oil program for J. W. Marrow over NBC Red Sunday April 3. Busse is leaving show because he is moving from Chez Paree here to Beverly Hills Country Club, Newport, Ky., across river from Cincinnati. Consolidated Radio Artists, Inc., which handles Busse are bringing in Lou Breese from Nicollet at Minneapolis to play Chez Paree. Weems leaves the Varady of Vienna show on Mutual which fades on March 27. Baggaley, Horton & Hoyt handle both accounts. Weems continues at Trianon ballroom with a WIND wire.

### Two KSL Spots Resuming

Salt Lake City—KSL has contracted with the Utah Oil Refining Co. and the Fisher Beer Co. for yearly spot campaigns. Returning to the air after several seasons the oil company will air in the evenings on a regional basis for their 400 outlets in the KSL trading area. The beer company, oldest Utah brewer, is switching from its usual formal time program to a heavy spot campaign.

### Stag Beer Campaigns On Six Midwest Spots

(Continued from Page 1)

WCBS, Springfield, Ill.; 7 15-minute periods on KGBX, Springfield, Mo.; 18 5-minute periods on KLRA, Little Rock, Ark.; 12 5-minute spots on KTHS, Hot Springs, Ark. and 6 5-minute spots on WKY, Oklahoma City, Okla.

Also through Thompson agency Libby, McNeil & Libby is participating in KMOX Magic Kitchen for 13 weeks effective April 4. Gene Fromherz heads J. Walter Thompson, spot dept.

All Sweet campaign (Swift's) which has been conducted in western and southern New England areas is closing down for the summer.

### Zog Sisters Dodge Ether

Boston—According to a member of the Royal party accompanying the three sisters of King Zog of Albania, CBS offered them a contract to make several microphone appearances while in the United States. The two younger sisters were in favor of accepting it but the oldest princess resented the offer very much. They were scheduled to be heard in an interview from their hotel suite over the Colonial network but at the last minute refused to go on the air. In their place Ruth Moss interviewed Faik Kanitza, Minister to the U. S. from Albania.

Spend yours  
Where the Money is!  
**WABY**  
COVERS THE  
CAPITAL DISTRICT  
ALBANY, N.Y.

## COMING and GOING

HAROLD FELLOWS, general manager of WEEL, Boston, was in and out of town over the week-end.

S. G. PERSONS, president, and HOWARD E. PILL, commercial manager, of WSFA, Montgomery returned home Friday.

JAMES E. KNOX, vice-president of Charles B. Knox Gelatine Co., MRS. KNOX and Miss ROSE KNOX sailed Saturday for San Francisco aboard the California, via the Panama Canal.

MARJORIE HOOD, news commentator for WMBC, Detroit, and MRS. ROY HOOD are also on the California.

AL PEARCE and his gang will appear in Kansas City week of March 27 and then to St. Louis for one week of vaudeville.

ANICE IVES to Philadelphia over the week-end.

G. PEPITONE, head of the New Orleans AFM local, left for home Saturday after conferring here at AFM headquarters.

KENNETH DELMAR, of the "Gang-Busters" cast, and MRS. DELMAR, sail on the Queen of Australia tomorrow for a 12-day cruise to Bermuda and Nassau.

EMERY DEUTSCH, via chartered plane, will be in the state of Michigan on Friday and Saturday playing a college proms.

### Radio Script Chances Figured as 1000 to 1 Shot

Close to 18,000 radio scripts are presented to the CBS program department each year by outsiders, but only 20 actually get on the air, according to James F. Burke, assistant W. B. Lewis, CBS vice-president in charge of programs.

Between 40 and 50 manuscripts are delivered via the mail every day and they come from top-notch magazine writers as well as novices. But all have a common fault. They forget that radio writing is a technique all its own. They never think of radio as "creating an illusion."

### "Shadow" Bows Out Till Fall

Delaware, Lackawanna & Western Coal Co., sponsor of "The Shadow," has closed its seasonal program heard over MBS Sundays, 5:30-6 p.m., effective immediately until next Fall. Beginning next Sunday the Federal Theater will take over the spot on the network with a series to be known as Their Greatest Stories. First program was aired last night at 8 p.m., but will switch March 27.

## EXCITING NEW PATENTED PREMIUM

Available to National Radio Sponsor

ROY POST, Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEA, 7:30 P.M.; author of game "Jury Box" now offers for premium use

### UNIQUE NEW PATENTED Picture Mystery Card Game

A fascinating new \$1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N. Y. C.



# IRNA AND AFM EXCHANGE 243 STATION CONTRACTS

(Continued from Page 1)

sician salaries was either close to the mark or over the \$1,500,000 quota.

Few holdout situations are being gradually ironed out, such as New Orleans where WDSU and WSMB, NBC affiliates, want an open shop. WWL there has already signed. G. Pepitone, head of the New Orleans local who was here until Saturday, is reported as having satisfactorily worked out a solution with NBC representative sitting in, at AFM offices.

Meanwhile the conference between the attorneys for the phonograph record manufacturers and the AFM came to a tentative agreement on a form of license and this is to be ratified both by the manufacturers and the AFM Executive Board which continues its meeting on March 24. Transcription licenses, kept separate because of divergent interests, will be taken up by the Exec. Committee.

## IRNA Letter to Weber

Letter from Samuel J. Rosenbaum, head of the IRNA committee and E. J. Gough, secretary informed Jos. N. Weber, president of the AFM, of their status in the matter. Committee will not yet disband. Letter to Weber follows:

"There are still a few networks affiliates which have not yet signed contracts with locals pursuant to the national plan of settlement. Most of these are in places where there are no locals. Of the remainder some are delayed for various reasons in completion of negotiations, and there are a few places in which negotiations seem to be at a standstill.

"However the total of stations which have signed, or are likely to sign, is now within about a dozen of all places where there are locals and most of these which have not signed are quite small. All are operating under the agreement, which became effective as of January 17, 1938, and many are requesting delivery of the contracts which are being held in escrow in New York City pursuant to the plan.

"The time has therefore now come to complete the transfer or exchange of contracts. We have instructed Ernst & Ernst, the escrow agents for the stations, to deliver to you the contracts signed by the stations and receive from you the contracts signed by the locals.

"In doing so, we take the occasion to remind you that we are, of course, relying upon the assurance given by you that the Federation will not interfere with the supply of recordings and transcriptions to signing affli-

# ☆ PROMOTION ☆

## Class Job by WBT

"It's the pants on a lamb chop," is the title of a new 24-page two color booklet put out by WBT, Charlotte. Booklet is a compilation of the numerous WBT ads which have been telling the trade about its special events programs.

WBT's slogan is "The Showmanship Station of the Nation," so the copywriters queried the boys in the special events for a definition of showmanship. Among those quoted in the book are Charlie Crutchfield, Grady Cole, Clair Shadwell, Cecil Carmichael, Jim Beloungy, and Bill Schudt, manager of the station.

But instead of a definition the boys had to use illustrations. Somebody forgot to mention that a good definition of showmanship would be the book itself. Its physical appearance and creation is the work of Edwin

ates, one of the chief inducements for the execution of the contracts.

"Permit us to express our appreciation of the courtesy and cooperation you have shown throughout the negotiations."

Washington Bureau, *RADIO DAILY* Washington, D. C.—National Committee of Independent Broadcasters of the NAB sent out notice Saturday to all non-network stations that a meeting has been called for March 28, at the Hotel New Yorker, in New York City to discuss the AFM situation as it confronts the independent outlet. This decision follows on the heels of the recent conference between Phil G. Loucks and the AFM Executive Board. Since then the committee for the non-affiliated stations has met here and Lloyd G. Thomas of WROK, heading the group, has sent pleas to the member stations to fill out questionnaires as recently requested, since no yardstick had yet been formulated for a deal with the AFM on the matter of hiring more musicians.

Wires were sent yesterday to one member in each of the 48 states asking them to see to it that stations in the state answer the questionnaires at once. AFM it is said, will hold off on the transcription and record curtailment for the time being but cannot be expected to hold off indefinitely. Committee is now desirous of treating with the AFM as soon as possible, and if the stations do not show more interest at once, then the AFM may cut off disk service.

## WGN Building Radiator

Chicago—WGN has started work on installing foundations for new 750 foot vertical radiator. New transmitter plant will be located on newly acquired tract 24 miles northwest of Chicago's loop, about 10 miles closer than present station outside Elgin, Ill. Construction of the new transmitter house is to be started soon.

S. (Red) Reynolds, director of station promotion, and Ernest (Cappy) Capobianco, art director, of the CBS promotion staff.

## WDNC's "Bulletin" Liked

WDNC, Durham, N. C. reports favorable reaction on its new Publicity Bulletin. The release, which publicizes the outlet as "Carolina's Leading Sport Station" and Durham for the fact that "24 per cent of American Manufactured Cigarettes Are Made in Durham," received praise for its up-to-the-minute news on outstanding programs, the notices on time switches of various airings, as well as the colored sheets with announcements of new commercial features. The releases, which will appear weekly, are mailed on Thursdays.

## Dual Tie-up Stops Traffic

KFXJ's "Saturday Inquiring Reporter," added to the traffic problems in Grand Junction, Colo. during a joint tie-up airing between the local theater showing "Adventures of Tom Sawyer" and a boys' clothing store selling Tom Sawyer Boys' Clothes. Tickets for the movie were distributed at reduced prices at the store. The broadcast resulted in bringing over 1,000 boys and girls to both store and theater.

# FULL INVESTIGATION BEING PREPARED BY FCC

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sent by Commissioner T. A. M. Craven.

Holding that there are thirteen points which must be cleared up in the widespread inquiry, McNinch's program was drawn up as a substitute for the Craven Proposal and was passed with the only dissenter being Commissioner Payne, who favored an inquiry, but believed Craven's to be more comprehensive.

Specific matters listed for investigation include network agreements, advertising contracts, control of programs, duplication, exclusive coverage and nature of service rendered; effect of chain broadcasts on stations not affiliated with or licensed to any chain or network organization; competitive practices of stations engaged in chain broadcasting as compared with such practices in the industry generally; practices or agreements in restraint of trade or furtherance of monopoly in connection with chain broadcasting.

## CBS Signs Marshalls

The Three Marshalls, vocalists, have been signed by Columbia Artists, Inc., and will be given a sustaining spot on CBS at the conclusion of their present stage tour. Fredda Gibson, vocalist on Hit Parade and Nehi program, has also been signed by the management bureau.

# If You Lived in Grand Rapids

... where there's only one Radio station in the city... chances are you'd listen to that station (WOOD WASH) 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

WOOD-WASH  
the only station in  
Grand Rapids  
Primary pop. ... 371,340  
Radio families,  
(primary) ... 74,969  
Annual Retail Sales,  
(Grand Rapids only) \$45,401,000

# MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION



DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative

## KMMJ

Clay Center, Neb.

The favorite family station



## ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS GRANTED

The following stations have received license renewals from the FCC for the regular period of six months: KFIO, KFVB, KGBX, KGCA, KGCU, KGGF, KIT, KLCN, KLS, KMA, KMBC, KPAC, KROW, KTAT, KTRH, KTW, KUOA, KVOR, KWLC, KWSC, WAIR, WASH, WCAD, WDBJ, WDEL, WDSU, WFBM, WISN, WJAS, WKAQ, WLB, WNAD, WNOX, WOOD, WORC, WTAW, WTCN, WTOC, WXYZ, KFKU, KFSG, KGVO, KOIL, KOIN, KOL, KRGV, KRKD, KRSC, KVOA, KYA, WAAT, WCAL, WCAP, WCOP, WDAE, WDOD, WHA, WICA, WJBO, WNBX, WREN, WRR.

### SET FOR HEARING

Inland Empire Broadcasting Co., Pasco, Wash. CP for new station. 1310 kc., 100 watts, unlimited.

Greenville Broadcasting Co., Greenville, N. C. CP for new station. 1500 kc., 250 watts, daytime.

Nathan Frank, New Bern, N. C. CP for new station. 1500 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS  
Madison Broadcasting Co., Madison, Wisc. CP for new station. 1450 kc., 250 watts, unlimited, be denied.

WTBO, Cumberland, Md. Authority to transfer control of corp. from Roger W. Clipp and F. V. Becker to Delaware Channel Corp. be denied. 800 kc., 250 watts, daytime.

## AGENCIES

CHARLES M. ROBERTSON, JR., Radio Director of The Ralph H. Jones Company of Cincinnati and New York, is enjoying a winter vacation at Palm Beach, Florida. Accompanying him are Mrs. Robertson and their two children. It is expected that the Robertsons will return to Cincinnati sometime early in April.

### Cuts News to 5 Minutes

Cincinnati — News broadcasts on WKY will be of five minutes' duration in the future, according to a rule promulgated by Mendel Jones, new director of programs and production. Jones believes quarter-hour news broadcasts have a tendency to become tiresome. He is of the opinion that radio news does not supplant the newspaper and should not attempt to take in too much territory.

### Wells to South America

Montreal—Linton Wells, NBC's roving reporter, was here yesterday to interview Major John Bassett, president of the Montreal Gazette, over the RCA "Magic Key" program. Understood he will leave shortly for South America where he will participate in 22 interviews to be broadcast over the "Magic Key" via short wave. Broadcast will come from practically all the Latin American countries.

Catch the ★ ★ ★  
ANDREWS SISTERS

on the Wrigley Program  
"Bei" Gum

They're Terrific!

Mon.-Fri., 7-7:15 p.m., EST., CBS

# MAIN STREET WITH OL' SCOOPS DAILY

### PETTY CASH VOUCHER Week ending March 18th

● ● ● Saturday... Not being available the nite Eddie Davis returned to Leon & Eddie's, we drop in for dinner to speak with Davis, who tells us that while in Miami, Norman McKay of WQAM and Frank Katzentine of WKAT, had him running around doing air shots. He was trying to rest for five days!... Since we didn't see the last Lily Pons picture we go—and decide that we'll never learn to leave well enough alone.

● ● ● Sunday... Inspired by the tan displayed by so many people returning from the south, we run to Al Shayne's place for a bit of made-to-order sun... Then to see Deanna Durbin in "Mad About Music"—the greatest picture we ever had the pleasure of witnessing... From there we peek into Alice Cornett's party. Another into the Famous Door and a stop-off at the Casa Manana where we spot Winchell digesting the headlines of the morning papers—probably kicking about things he missed airing—or else confirmation to newsbeats.

● ● ● Monday... Dinner with Igor Gorin and Teddy Powell and Gorin again stops pedestrians with his fur-collared coat... Letter from KADA, Okla. City states that Wordslinger Russ Miller was fading in late on the station's religious program—and caught the speaker's first words: "God, we know not what next."

● ● ● Tuesday... After the scalp treatment we run into John Kuneau and he asks us to view his new offices... At CBS we learn that Jimmy Appell is celebrating his 10th year with the network... In Dave's Harry Link reports that his wife is writing a song with Kay Thompson. Joe Russell reports on his mineral water account and Ken Lyons discusses his narrow escape with Frank Parker in an auto smack-up.

● ● ● Wednesday... At CBS David Ross relates a few stories in dialect which creates a howl and temporary relief to Gabriel Heatter, who is ailing... We always knew that the Lombardos were bad luck to us. Going there that nite a truck runs into our unscarred car—and changes its face... Lou Levy, who handles the Andrew Sisters and Cahn & Chaplin, gets us to hear some new songs... We listen to Barry Wood's show (we'll comment on it later) and then to Enric Madriguera's opening at La Conga we spot Ted Husing, still tanned and Betty Lawford. Also Jean Sablon, Henry Spizler and his frau, Sidney Kornheiser, Lou Diamond, Rocco Vocco and Benay Venuta teaching Buddy (head of WB music firms) Morris how to rumba—via her fingers jumping around the tablecloth.

● ● ● Thursday... In Lindy's is Arthur "Street Singer" Tracy and also The Phantom Troubadour... Hear that Dr. Charles A. Dawson, English prof. at Roanoke College, Va., who conducts a spelling bee for WBBJ, is kept on the air overtime because the kids don't miss and a winner must be determined before the show ends... Phil Lord will do almost anything to get his name in print—even to wearing eerie colored robes down in Miami decides to throw a party for his p.a. Will Yolen (tonite) because he lasted 6 months and gained weight on the job. We decide to go just to be able to stare Lord in the eye.

● ● ● Friday... At the Casa Manana (where Lou Holtz was signed to go into within 2 weeks) the place is jammed and Morton Downey tears the house apart because encores are wanted... From Boston we escort Mickey Alpert's kid sister, who is thrilled at the sights of Leon & Eddie's, the Famous Door where Louis Prima tells us that he's to remain there indefinitely now and the Versailles.

TOTAL EXPENSE: \$35 for car repairs due to smack-up.

AUDITOR'S REMARKS: Request denied! That's more than you paid for the car.

## GUEST-ING

MARY KNIGHT, newspaper correspondent, on Book-of-the-Month program, today (WQXR, 7:30 p.m.); MAURICE HINDUS, author, March 23 (8:00 p.m.); LEWIS BROWNE, author, March 24 (8:00 p.m.).

HOWARD DIETZ, Metro-Goldwyn-Mayer vice president, on Cinema Comment program, March 21 (WQXR, 9:45 p.m.).

EDDIE CANTOR will appear on the Benny Goodman Swing School Mar. 29 (CBS, 9:30 p.m.).

LYN MURRAY and an 8 voice all male group on Al Pearce program Mar. 22 (CBS, 9 p.m.).

JOAN EDWARDS, and "The Jesters" on "Schaefer Revue," Thursday (WEAF ONLY, 7:30 p.m.).

## WLS Barn Dance Six Years

Chicago—WLS National Barn Dance this week rounded out six years of broadcasting before paying audiences on Saturday evening from Eighth Street Theater. During this time 672,562 persons have shelled out to see the show. Statistics: Tom Corwin, animal imitator, has impersonated 33,696 animals in that time; Bill O'Connor has sung more than 1,000 Irish songs, the Arkansas Wood-chopper has turned in 2,496 songs and the Hoosier Sodbusters have sounded 112,320 notes.

Hear the New

IMBER  
HOLTZ  
USING

Kay Thompson

BREWERS' RADIO  
SHOW ASS'N, INC.

TONIGHT AT 8

CBS

COAST-TO-COAST



**PROGRAM REVIEWS**

**ORCHESTRAS - MUSIC**

**NEW BUSINESS**

Signed by Stations

By TED LLOYD

**Music and Ballet**

Irving Deakin, author and critic, has the most unique radio program on WQXR, heard every Thursday, 9-9:30 p.m. Deakin's programs are devoted to the dance, and are handled in an easy, smooth manner that makes every listener a potential St. Dennis or Shawn. It is to be noted that program ordinarily would have only a very limited listener appeal if it were not handled so well.

Last night's presentation featured the first half of a music-drama never before presented in the U.S., "Tragedy of Salome", narration, as given by Deakin, was most understandable and simple.

Program is definitely one of the WQXR topnotchers, and should continue as such.

**Swing on the Wing?**

Chicago — Current controversy, started by Leo J. Fitzpatrick of WJR, over jazzing folk songs has raised the question of whether swing is on the wing, or what?

"Swinging folk tunes," says Roy Shield, NBC musical director, "is a rhythmic fad which is neither original nor meritorious, because there is very little thought behind it. Same folk tunes bands are swinging today were changed 30 or 40 years ago by having arrangements made which consisted of brilliant arpeggios, scales and other devices ornamenting melodies. Along toward the turn of the century there were even transcription of such hymns as "Rock of Ages," "Abide with Me" and "Nearer My God to Thee."

Kay Kyser had this to say: "I think swinging folk tunes is good fun—and certainly not sacrilegious. We don't go for it ourselves because we're not primarily a swing band. We stay in our own back yard. We know too well how it feels to be imitated; we have about five bands mocking our style now."

Hal Kemp: "We don't like to swing these old tunes but we've had to come to it. The youngsters ask for it, so we give it to them."

Henry Weber, Mutual musical chief: "This 'profaning' of familiar and classical music has been going on for years. There is nothing new in swinging folk songs."

Carl Hohengarten, CBS musical director: "A few years back everybody was swinging hill billy tunes, now it's folk songs. It's a phase we're going through. But I will say we've had more favorable comment on our swing version of "Loch Lomond" than anything we've done."

**E**CONOMY WAVE HAS set into three music firms over the week-end! ...Santly-Joy Music and their sister-firm, Select Music, have dropped four men from the professional departments in an attempt to cope with the drop in sheet music sales prompted by the reported recession... Rather than slice the pay envelopes of various employees, Lester Santly, speaking for his firms, said that cuts weren't the policy insofar as he was concerned. Feeling that reducing the paycheck of any employee only tends to create dissension and a desire to look elsewhere for employment instead of doing just as good a job as though a cut wasn't in force, Santly took the alternative action... According to Santly, the industry pays high wages for mere

contact work and the business furthermore, is so competitive, that an offer of a few dollars more from another publisher, will entice the "most loyal" employee... In view of this sidelite, the discharging went into effect with no other reason offered except business conditions. None of the men were incompetent, Lester assured us... Bing Crosby and Tommy Rockwell are reported stockholders in Select Music with Santly and Georgie Joy... Ticker Freeman resigned last week to go with Miller Music, a Robbins subsidiary. Over at the Warner Bros. music subs., the ax, which last week fell in Cleveland and other outlining posts, made a deep dent at the N. Y. offices where three to four men in the professional depts. were discharged also because of economic reasons... However, Rocco Vocco, major domo of the WB firms stated that a position was created for Mose Gumble in N. Y. and men had been added in Boston and other spots requiring more contacting... Jack Robbins, speaking for his firms, said that despite the general rundown condition, he wouldn't fire anyone.

*Peter Van Steeden will do a one-shot appearance on CBS "Hit Parade" following Carl Hoff and then give the baton to Mark Warnow who will hold forth for six weeks, after which Peter returns for the balance of the period... Van Steeden will have 60 men in his band for this series!... Joe Rines and his band are reported set for the St. Regis in N. Y. He will have a network wire... Guy Lombardo opens the Waldorf-Astoria Roof the week of June 15... Charles Margulis will be on Sat. Night Swing Session via CBS.*

Orrin Tucker will have a gala opening at the Hotel Roosevelt Grill Wednesday, March 23rd, when he will start a new radio series over Mutual. As guest stars that evening, he will have Morton Downey, Jean Sablon, Jane Pickens, Bob Simmons, Patti Pickens, Ben Bernie and Lew Lehr. Guy Lombardo will formally introduce him as his successor at the Roosevelt Grill at the start of the broadcast, 12 midnight.

**RECORD REVIEWS:** Decca's 1648A features Bing Crosby with John Scott Trotter's crew, singing and playing "On The Sentimental Side"... The tune is from Bing's latest picture and is made to order for the crooner. It's "singable, danceable and delectable" music. Backed with "My Heart Is Taking Lessons," also from the pic-

*ture, this tune gives Crosby a chance to boo-boo-boo in between every phrase—and don't think that his doing so makes us unhappy.*

Brunswick's 8091 features Pinky Tomlin supported by a studio band, singing "Lost and Found" a song he wrote—which will be a hit. It reminds us of "Once in a While"—not the tune—but the tempo... On the reverse side of the platter is Pinky singing "My First Impression of You" from the RKO picture, "Having A Wonderful Time." This is a fast rhythm tune and is made more pleasing than it actually is by Pinky's vocalizing. Here he has the band cut into his chorus with off-the-cob lines not unlike Tommy Dorsey's famous recording chorus of "Marie."

**REVIEWS OF THE REMOTES:** Frank Trumbauer's crew debuted via NBC Thurs. nite from the Biltmore Bowl in Los Angeles. It was the nite of the band's opening there. Man-

ny Klein, long one of the ace trumpeteers of Eastern commercial shows, is now featured with the band and knocks off plenty of hot licks that may be deciphered. Jean Dennis handled the vocals in just so-so manner... Band is greatly improved.

WBT, Charlotte: Leonards Hatchery & Seeds, announcements; Southern Bearings & Parts Co. (Norge refrigerators), program renewal, through Cramer-Krasselt Co.; Time Tested Laboratories (Glidden paints), ETs, through Meldrum & Fewsmith; American Memorial Co. (tombstones), announcements, through Groves-Keen Inc.; General Motors Corp. (Chevrolet cars), ET renewal, through Campbell-Ewald Co.; Southern Dairies Inc. (dairy products), announcements, through McKee, Albright & Ivey; The Stanback Co., announcements, through J. Carson Brantley Advertising Agency; General Appliance Co. (Apex refrigerators), announcements; Spartan Grain & Mill Co. (chicken feed), announcements; H. B. Davis Co. (paints), ETs, through Van Sant, Dugdale & Co.

WFAA, Dallas: Brown & Williamson Tobacco Corp. (Big Ten tobacco), sports and news program renewal, through BBD&O; International Shoe Co., Weatherbird Jamboree.

WMCA, New York: Gruen Watch Co., Echoes and Encores, 52 weeks beginning April 8. McCann-Erickson the agency; Moskin's Stores, Inc., spot announcements.

WOR, New York: General Foods Corp., Martha Deane, beginning March 21. Benton & Bowles.

KDKA, Pittsburgh, Pa. Fort Pitt Brewing Co., Tap Time, beginning March 21. BBD&O is the agency.

WTMJ, Milwaukee, Wisc. Zonite Products Co., What's New in Milwaukee. McCann-Erickson the agency; Barton Manufacturing Co., spot announcements. Anfender Advertising Agency.

Ten Million Fans  
are waiting to hear  
"ELLA CINDERS"  
on the air!!

Now available for sponsorship

NOW PREPARING  
"THE COHENS & KELLYS"

ROGER LASWELL CORP.  
EQUITABLE BLDG.  
HOLLYWOOD

BINGHAMTON—NEW YORK

**W N B F**

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market. 366 Madison Ave., N. Y. C.—Mu 2-5767.





**BOB LeMOND**, announcer-producer at KEHE here, has been promoted to production manager at KYA, San Francisco, and leaves for the new Hearst Radio assignment immediately.

Cliff Nazarro, veteran vaudevillian whose garbled verbiage has been a feature of the last two Benny programs, has been set as emcee at the National Orange Show in San Bernardino.

Stu Wilson has added an "Open House" feature to his KHJ "Rise and Shine" program, and will have the 80-voice A Capella choir of Belmont High School as the first of a series of "guests" on the program Saturday at 7-7:45 a.m.

Jose Rodriguez, erudite music critic of KFI-KECA, has taken up the cudgels in defense of band leaders who "swing" the old folk tunes, and insists that Loch Lomond, Annie Laurie and the rest have survived endless repetition and will continue to withstand the wear and tear of generations yet to come.

KHJ-Don Lee initialed a new program, "The River King," which replaced "Louisiana Hayride" on the Sunday log at 8:30 to 9 p.m. The new one, like its predecessor, is a Federal Theater of the Air production, and is written by Benet Costa, and produced for the net by J. C. Lewis.

Hal Burdick, whose Sunday night "Night Editor" is an NBC Pacific Coast Red feature from San Francisco, broadcast from Hollywood for one time shot yesterday.

Bob Young, former sound technician at RKO sound studios, has been added to the technical staff at Frank Purkett's Associated Cinema Studios.

Wilma Jackson of the CBS script department was married the past week to Ralph McDonald, who moved to Hollywood only recently from Indianapolis.

KHJ-Don Lee now offers Rita Gould, the "Cheer-up girl," each Monday, Wednesday and Friday morning at 8:30 from Mutual in New York.

#### Willie Morris With MBS

Willie Morris, formerly heard on Rogers Silver program, has been signed by MBS and will be heard on the Saturday night Invitation to the Waltz series beginning March 26. Program is heard at 8-8:30 p.m.

## BIRTHDAYS

17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily

March 21st  
Garnett Marks  
James Wilkinson

## ★ Programs That Have Made History ★

**KJBS—San Francisco**  
1070 Kilocycles—500 Watts

### RALPH R. BRUNTON, President & General Manager

**T**HE first station west of the Mississippi to operate entirely with storage batteries, first went on the air January 3, 1925, with the call letters KFUQ and a power of 5 watts, 600 volts of storage batteries. In March of 1925 call letters were changed to a derivative of the company name, Julius Brunton & Sons, becoming KJBS. Ralph Brunton is now general manager of both KJBS and KQW in San Jose. Within two years KJBS had 3 different wavelengths. In 1927 power was increased to 50 watts. In September of 1927 station began the first Sunday radio programs in Northern California. Power increase in March, 1928, resulted in reports from Alaska, Canal and other points. In 1925 KJBS cooperated with fire department in tests between station and fire tugs, proving utility of radio communication in fighting waterfront fires.

During the Diamond Jubilee, also 1925, it aired first local show from mobile transmitter, installing 50 water on truck. In 1926, KJBS tested simultaneous broadcasting on its own shortwave station, 6XAR. In 1929 precedence over all types of programs was given to broadcasting emergency calls to police cars equipped with receiving sets. Until the city built its own shortwave transmitter, KJBS was the official fire and police department station. Inaugurated first all night service in bay section with "Night Owl" show in 1930. Broadcast from submerged submarine in 1931, from plane during mass maneuvers in 1933. KQW became sister station in 1934, power increased and time on air to 22 hours daily in 1935. Shortwaved University of California games from Buenos Aires in 1935 and same type program in 1936 from Shanghai. In 1937, present modern studios were taken. Fronted by a 350-foot antenna, upper half of which is lighted by red neon, it much resembles a beacon.

### Coast Disk Producers Form Own Trade Ass'n

(Continued from Page 1)

Associated Cinema Studios, vice-president and director; R. U. McIntosh, head of R. U. McIntosh and Associates, secretary; C. P. MacGregor of the C. P. MacGregor Co., treasurer; Gerald King, president of Standard Radio, Inc., director; and John J. Wilson, attorney, general counsel.

The association will endeavor to straighten out many major and minor problems affecting wax producers nationally and locally.

### Vallee Heading East

The Vallee show will return to the NBC-Radio City studios next Thursday. Program has been emanating from Hollywood for the past several weeks.

Guests set for the Thursday show are Lemuel Q. Stoopnagle, Maxine Sullivan and William Harrigan and Jimmy McCallion who will do a one-act play entitled, "Roosty." Irving Caesar, as previously announced, will also be on the program.

### Renew WBAL "Treasure Hunt"

Baltimore—WBAL's Treasure Hunt renews for 26 weeks, effective Sat. April 2 with Dr. Pepper Bottling Co. of this city taking over sponsorship. Program, which is divided into two fifteen minute shows, is heard at 7:30 and 8:45 p.m. During first part of show listeners are given a list of ten articles to find and bring back to WBAL's Radio Playhouse (Ridgely Hall). Garry Morfit and Walter Linticum interview winners of the "hunt" during the second portion of the program.

### Joint Committee Confers On Its Coverage Methods

(Continued from Page 1)

ble; Herman Hettinger; D. E. Robinson, Federal Advertising Agency and Paul F. Peter, secretary of the committee, were present at the meeting.

Another conclave will be held before the end of the month.

### To Preview Harvard Show

A preview of the 1938 Harvard "Hasty Pudding Show" will be aired over the NBC-Blue on Wednesday, 9-9:30 p.m. Robert Sarnoff, son of David Sarnoff, president of RCA; Vinton Freedley, son of the Broadway producer; Sumner Welles, son of the under secretary of state, and Nathaniel Benchley, son of Robert Benchley will partake in the broadcast which will originate from the WBZ, Boston, studios.

### Evans Fur Buys New Show

Chicago — Evans Fur Company, which has local programs on six stations, is adding a new program on WBBM, Mender of Broken Dreams, featuring Chauncey Parsons, opera and light opera tenor, singing and reading verse against a backdrop of organ music. Show starts Sunday at 11:30 a.m. Parsons has just returned from Hollywood where he did some picture work. Auspitz & Lee is the agency.

### Kate Smith Canada Disks

Brinckerhoff Recording Studios have been retained by the Baker Advertising Agency of Toronto to record Kate Smith spots used in the General Foods Canadian schedule.



**B**ESS FLYNN, author of "Bachelor's Children," and headline actress of "Painted Dreams" collapsed just as show was to go on air the other day. Production director Eddie Simmons of Mutual went into next studio where "Bachelor's Children" rehearsal was going on and drafted Marie Nelson to take her place. Mrs. Flynn was taken to Mercy Hospital and must stay for a week or more. Ann Cooper has been drafted to substitute regularly. Mrs. Flynn's young son has been quarantined because of scarlet fever.

Templeton Fox, NBC actress headlining "Public Hero No. 1" series and "Lights Out," has revealed that the sparkler she is wearing came from Bob Welch, New York advertising executive. They plan to be married soon.

Frank Rand, CBS publicist, to Milwaukee to confer with Ed Thompson and Vivian Gardner, local radio editors.

Hal Kemp's band has been renewed for four more weeks at Drake Hotel. Kemp's press agent, Mel Adams has returned to New York.

Alex Holden, business manager for Hal Kemp, expecting wife and daughter in from Palm Springs where they spent the winter.

Phil Stewart, announcer for Wayne King on Lady Esther series for many years, and sponsor have parted company. Said to be due to quarrel over credit for Stewart at end of program, something he has been getting for years, but which was ordered dropped. NBC staff man now handling show.

Lillian Gordoni addressing Lake View High School assembly on "Microphone Personality" at assembly on Friday.

Phil Kalar, formerly with Home Towners quartet, has joined WLS as a production director.

Wilma Gwilliam has left WLS to join staff of WCKY, Covington, Ky.

Doris Keane, program director of WHIP and WWAE, has bought a new home and plans to move in about the middle of May. It's near the Hammond studios.

Zenith Radio Corporation expecting to show its 1939 line of receivers to distributors early in May.

Jos. Bentonelli, Metropolitan Opera tenor, will make an appearance on Zenith Telepathy program on Sunday, March 27 relating an experience in the realm of extrasensory perception.

Radio's Latest Novelty

**LANNY GREY'S**  
"Rhythm School of the Air"

Daily WNEW 12:30 P.M.



**BOSTON**

Enlightening descriptions and intimate glimpses into one of the most colorful of all spectacles, the Seventh Annual New England Flower Show are being given daily by John F. McNamara over WBZ and WBZA. Marion Clark of WORL is giving news of the show over WORL.

Betty Addison, who does a program every week on Friday at 3:45 over WORL called "Movie Shots", is the daughter of Henry M. Addison of the Loew's Theaters.

American music past and present will fill the program of another Children's Concert of the New Haven Symphony Orchestra over the Colonial network on Saturday afternoon on the 26th. A feature of the program will be the playing of Gershwin's "Rhapsody in Blue."

WCOP has a song guessing program in which the sender of the first correct answer receives a dollar prize. This week the station received a penny post-card which was of the 1892 General U. S. Grant issue. According to expert stamp collectors the card with its postal cancellation is worth about 15 cents. Not cancelled a collector would have paid about three dollars for the card.

The Lucky Strike auctioneer will be a guest of the Advertising Club of Boston at their weekly luncheon meeting on next Tuesday.

WORL is the only independent station in Boston with an established press department. They maintain a regular press agent (Marjorie Spriggs, formerly with the John Craig Productions at the Mary Young Theater in Centerville, Cape Cod, and the Copley Theater in Boston, and with Ann Grosvenor Ayres in New York) and they also have a staff photographer.

Betty Dutton, fashion editor of the Boston Globe, will be the guest of Elizabeth Hart on her "Women of Tomorrow" over WORL on Friday. They will discuss spring fashion trends.

Johnny Metcalf, whose Choir Loft series is aired over Yankee network, off to New York to make a batch of recordings for Decca.

A \$25 reward will be made over WORL on next Wednesday for the Radio Prize Essay Contest in which some 150 students of private schools of Massachusetts have participated. Of these, about 19 were sent to the final judges who were President Daniel L. Marsh of Boston University, Dean Halford Hoskins of Tufts College, and Judge Emma Fall Schofield.

Charlie Phelan, sales manager of Yankee network, has been made a member of the school committee at Marblehead, Mass.

Dorothy Drake has been promoted from the sales staff of WEEI to the Production Department. Her first show is the new Hanley's Hour Glass

**NEW PROGRAMS—IDEAS**

**Rents Theater at a Profit**

When WIBW executives moved the regular "Saturday Night Kansas Roundup" broadcast to the stage of the Topeka Fox State Theater and charged admission to the public at 25 cents a ticket, they did not expect quite the success that was in store for their troupe of entertainers and for the program itself.

The stage debut took place on a recent Saturday and the first and subsequent broadcasts played to a packed house. Listeners of WIBW from as far away as Oklahoma, Texas, Nebraska, Colorado, and Missouri attended the show. Following the performance, a "Search for Talent" contest was conducted, which was an added feature for those who paid admission.

After all the expenses of renting the theater and airing the hour-long (7 to 8 p.m.) broadcast are taken care of, the entertainers split the profits among themselves.

**New York to Continue Its Milk Ad Campaign**

(Continued from Page 1)  
the state's \$2,000,000,000 dairy industry. J. M. Mathes Inc. was the advertising agency for the 1937-38 campaign and has handled the milk campaign for three of the four years it has been in existence. N. W. Ayer handled it during the second year. Selection of agency for this year will be made by the agriculture and markets division after plans submitted by agencies are thoroughly examined.

**General Mills Show Postponed**

Chicago—General Mills' "Get Thin to Music with Wallace," which it is to test on Mutual for Wheaties has had its premiere postponed from March 21 to March 28. Difficulty being encountered in clearing time for the earlier date. Show will originate from WGN studios, Chicago. Blackett-Sample-Hummert handles the account.

**Kyser Kids Critics**

Chicago—Kay Kyser imposed his College of Musical Knowledge quiz on Chicago radio movie and dramatic critics at impromptu session at Blackhawk with Dorothy Day of the American coming off the winner. All critics were invited as dinner guests of Kyser. Without any warning he then summoned all guests to band stand.

series. Dorothy will also furnish new program ideas and contact the sales department with saleable material.

Bob Evans, recent addition at WBZ from WGAR, Cleveland, will assist Bill Sterns, NBC sportscaster, in the N.A.A.U. boxing bouts broadcast from Boston Garden on April 6th.

Grace D. Edmunds, head hostess at WBZ studios, has returned to her duties after an absence of six weeks due to a serious illness.

**Music of Character**

In line with the recent approval of "music of character, without bordering on the intellectual," WFLA has recently inaugurated a program named "Music of Character" which originates and is produced from the organ studio of the U. of Tampa on Sundays from 5 to 5:15 p.m. EST. J. Oliver Riehl produces the program and Helen Hunt of the university's staff renders the organ selections.

**Covering the Parks**

Ralph Nimmons, WFAA program director, has instituted a new Sunday afternoon show, called "Sunday Outing," which features remote pick-ups from the various local parks in Dallas. Station's mobile unit KAXD and Hal Thompson, announcer, are used.

**WMCA Moving April 21; Three-Day Jamboree Set**

(Continued from Page 1)  
programs highlighted by a salute from the Queen Mary from the middle of the ocean. All talent at the station will be enlisted during the three-day period to air the special shows booked.

Technical difficulties are responsible for the delay in opening the new studios. Main trouble at present is the air conditioning plant. Majority of the studios and offices are now completed.

**Sun. Drivers Win Plaque**

The NBC show, "Sunday Drivers," yesterday was awarded the annual bronze plaque by the Commercial Investment Trust Safety Foundation for the "most important radio contribution to traffic safety nationwide."

Plaque was presented to Arthur Fields and Fred Hall, conductors of the program, by John W. Darr, vice-president of C.I.T.

Judges for the award were Edgar Kobak, vice-president of Lord & Thomas; C. C. McGill, of the Automotive Manufacturers Assn, and Dr. O. H. Caldwell, editor of Radio Today.

**Ray Pearl to Blackhawk**

Chicago — Ray Pearl's orchestra will appear at the Blackhawk restaurant and on Mutual from the time Kay Kyser leaves there until Bob Crosby opens on March 30. Kyser is doubling this week at the Chicago Theater with his College of Musical Knowledge.

**Kreuger on Yankee Net**

Boston—G. Kreuger Brewing Co. will start its Yankee network series tomorrow over the following stations: WNAC, WICC, WCSH, WLBZ, WFFA, WLLE, WLNE and WRDO. Program will be heard every Tuesday, Thursday and Saturday at 7:30-7:45 p.m. and will be titled, "Yankee News Review."

**SAN FRANCISCO**

Paul Martin, NBC maestro, auditioned transcontinentally for the exclusive St. Regis Hotel (N. Y.) job but missed because board of managers desired wholly Viennese ork.

KYA will air the Bay Meadows races exclusively direct from the peninsula track, starting Saturday, March 19, using Joe Hernandez. Joe will also do a half-hour recreation at 7 p.m.

Twelve-year-old Dolores Miller, Richmond violinist, appeared on "Open House" Sunday being one of four national winners of \$250 scholarship. Also received violin made by Tony Wons.

First 15 minute RKO disk of "Snow White" was spun here by KLS, Oakland, with KYA asking for it next.

Spreckels-Russell Dairy Co. renewed Sam Moore's "Housewarming". KFRC'd Tuesdays at 7:30, for 13 more weeks.

Albert White's KSFO ork being used in "Mike and Aireo" kiddie show Wednesdays at 5.

KROW and KRE (Berkeley) donating morning and afternoon spots for 2-minute talks written by James Quinn, editor of "Labor (AFL) Journal" which pleads "Purchase American Made Merchandise instead of cheap, foreign-made goods." Copy, is "sponsored by civic, labor, religious and fraternal organizations in Alameda county." Directed against Japan, stations deleted that country's name, fearing FCC displeasure.

B. Simon Hardware Co., Oakland, oldest KSFO sponsor, renewed their "Fishin' Fool" program for anglers for another year. Begun in 1931, show uses Ralph Stevens, who's going into his seventh year with program.

KRE (Berkeley) airing wrestling matches of Oakland Athletic Club from Oakland auditorium Friday nights, 9:30 p.m. for an hour, with Fred MacPherson, sales manager, miking.

Glenn H. Woods, director of music, Oakland public schools, and his 70-voice chorus went t. c. from KPO on "Our America" program, educational feature. Sung on program was "Before Flight", interpreting flying motif, words by Virgil Simmons, vet transport pilot, and music by Woods.

Vivian Quilici, 15-year-old songstress and winner of KOH (Reno) tyro contests, guested with Albert White's KSFO ork here for reward.

**Joins NBC Easter Morn**

Chicago — Hedwig Easter, editor and owner of the Sandwich, Ill., Free Press, will go on NBC Easter morning to describe the Easter parade in Sandwich. This feature will be a portion of NBC's Easter Parade show including a description also of proceedings on Fifth Avenue and Connecticut Avenue, Washington.

**24 Broadcasts Every Week**

**WALT FRAMER**

Freelance Producer—Commentator  
508 Berger Bldg., Pittsburgh

**COMMERCIALS**

80 each week, covering 24 different lines of business—\$1.00. Complete week's supply on request.

UNIVERSAL RADIO PROGRAMS, INC.  
545 Fifth Ave. New York City



## PHILADELPHIA

Frances Carroll and the KYW orchestra are now being spotted on the coast-to-coast NBC-Red network.

Charles Benford has resigned from the staff of WFIL and is now heard on WIP, in a new program called the "Young News Reporters Club".

Phil Berg is the newest addition to the comedy roster of WFIL, with his characterizations of the "Greek Reporters Newscast".

Pat Stanton's g.m. of WDAS, movie "Dawn Over Ireland" is now scheduled for a midtown showing.

Powers Gouraud returns to his nightly spot on WCAU after a lengthy illness; while off the air Alan Scott pinch-hit by moving his aircast back on Gouraud time.

"Campus Capers" makes its bow over KYW and the net, featuring Arthur Hinnett, Rodger Williams and the music of Jan Savitt and his band.

Charley Sansome and Mills Spooner present a unique program with their new "Console and Keyboard Duet", over WFIL.

## Norge Buys Curtain Raiser

Chicago—Norge Refrigerators has bought Inside Baseball, a daily resume of baseball situation, just before play-by-play broadcast of day's game on WIND. Show will feature Russ Hodges. Account handled by Cramer-Krasselt agency, Milwaukee. WIND's baseball broadcasts will include in addition to this show: Play by play broadcasts with Hodges and Jim Dudley, sponsored by General Mills; Scores of other games by Jim Dudley, for Newarts; Nightly Recreations of Sox and Cubs games for John R. Thompson restaurants and the Cubs Present Tommy Ott, sponsored by Chicago Cubs.

## AFRA Files Against KSD

AFRA will file proceedings with the National Labor Relations Board against KSD, St. Louis, next week. Charge states an announcer employed at the station was released because of union activities.

## WNYC Civil Service Exams

The New York Municipal Civil Service Commission has announced a civil service examination to fill the vacancies in the announcing staff at WNYC, city-owned local station. Requirements and application filing periods are to be announced within the next two weeks.

## ONE MINUTE INTERVIEW

HENRY BURR

"The sale of phonograph records to the public will some day be an adjunct to the business of every large radio station. When a listener likes a program or some part of a program he wants it in permanent form, so he can hear it whenever he wants to. Stations should make records of every important program and sell them to the public".

## ★ Coast-to-Coast ★

THE Home Town Editor, which is heard over WBAL and features news from outlying districts of Maryland, switches to new spot on Tuesdays and Thursdays from 2:15 to 2:30 p.m., starting tomorrow.

The Coca-Cola Bottling Co. of Tampa has contracted for two weekly disk shows over WFLA of the same city. "Frontier Fighters," a dramatic show depicting stories of courage, conquest and achievement will be aired on Monday nights. "Mystery Stories," a dramatic serial in 15-minute episodes will be heard Wednesday evenings. Both shows were transcribed by the Transco Co.

Forrest Willis, "Montgomery Ward Clockwatcher" heard on Fridays over WOKO, Albany, received 1520 requests for the "top tune of the morning." Willis got all the names on the air during his 8 to 9 a.m. hour, plus the scheduled songs and sponsor plugs.

WFAA, Dallas, will feed the Texas Quality Network a new program

## CBS Educational Tie-up With Coast University

(Continued from Page 1)

of the Air and the KNX series, Los Angeles Board of Education programs.

Setup is believed to be one of the first steps to be taken by the broadcasters throughout the country to increase educational and cultural program time on the air. Last year's meetings held between many leading educational bodies to force broadcasters to give them more time at better hours were postponed at the beginning of 1938, but it has been learned that they are once more being scheduled, with educational bodies determined to attempt seek additional time later this year when their forces are knit together more closely. Government educational bodies are also to be enlisted in the fight, but majority of the program will be handled through such bodies as: National Council of American Youth Congress; National Advisory Council on Radio in Education; National Committee on Education by Radio; Progressive Education Association.

## WBAL Makes Sports Plans

Baltimore—WBAL is making special plans to reach its sports listeners. Sports Parade, a daily program heard from 3:00 to 4:00 p.m., will feature resumes of early baseball scores, racing results, golf and tennis scores, etc. Station has also announced that it has received exclusive rights to broadcast races from the Bowie track. Plans include airing of feature race each day starting April 1 in addition to other races and news from the track.

sponsored by the Texas Weekly. Program, which runs 13 weeks, will feature a series of talks by Peter Molyneaux, editor.

Love, the weather, taxes... is the order of public interest, according to Major Edney Ridge, director of WBIG, who has used all three in promotion of the Carolina regional. He is now publicizing the annual report of Revenue Commissioner A. J. Maxwell, of North Carolina, showing that retailers in Guilford county, WBIG's home county, pay far more sales tax each year into the state treasury than any other county in North Carolina, thereby proving his contention that "there are more retail outlets in WBIG's area than any other section in the modern south."

Carroll Case, Drama Editor of Judge Magazine, will be heard in a new series of Wednesday, 7:45-8 p.m. programs over WINS beginning March 23. His broadcasts will cover the entire theatrical field.

## Music Survey by WORL Garners Several Facts

(Continued from Page 1)

called, is put on the air at different fifteen-minute intervals every day, and one selection from each of the three main types of music (hot, semi-classic and swing) is played during each broadcast. Everyone is asked to send in a card telling which type they prefer, and at what hour they heard the program.

The mail response was carefully checked and these facts were culled: 56 per cent of the people liked sweet music, 26 per cent liked it hot and 18 per cent preferred the semi-classics; the greater part of those liking sweet music listened to the program either at 2:15 p.m. or 3:30 p.m. Those preferring the hot music listened after 3:30 (probably the youngsters getting home from school) and most of the semi-classic followers wrote that they had been listening around 2:00 p.m. The greatest response by mail came from those who had heard the program either at 2:15 or 3:30 in the afternoon.

## Intercity Golden Gloves

Chicago—Intercity Golden Gloves bouts between teams of Chicago Tribune and New York News will be aired over Mutual coast to coast at 10:15 next Monday from Madison Square Garden. Dave Driscoll will be at the mike.

## WOR Signs Artists

WOR artist bureau has set the following contracts: Morton Gould, conductor, signed for an additional 6 months; Jimmy Shields, tenor, and Raymond Gram Swing, commentator, each set for an additional 13 weeks.

## KANSAS CITY

Olaf S. Soward, KCKN news chief, has gone on the air with a new daily quarter hour for the Wyandotte Furniture Co., titled "Behind the Headlines." Stressing local news events, Soward's program features dramatic interludes of the day's news along with personal comment.

WHB has used auctions as the feature of several recent remote broadcasts. Starting with a calf auction aired from fall's American Royal Live Stock Show, WHB has miked a stamp auction, a tobacco auction and now an egg and poultry auction.

KXBY takes the air Saturday with the first of a series of broadcasts of baseball games by the Kansas City Blues, played in the Grapefruit League training league. Sponsored by General Mills and Socony Vacuum, the play-by-play will be handled by Walt Lochman, popular local sports announcer now working for General Mills.

Jerry Burns and John Larkin, KXBY announcers, are alternating on a new KXBY feature, "The Sky Reporter," aired each evening at 9:15 from the Municipal Airport. Of the inquiring reporter type, the program is conducted with the cooperation of several airlines running into Kansas City, and features interviews with movie stars and other personages traveling the air lanes.

Mervin B. Cooksey, secretary of the Russell C. Comer advertising agency, is in New York where he will work out of the agency's eastern office for several weeks.

John C. Fehlandt, production chief for the Russell C. Comer agency, is out of town on business.

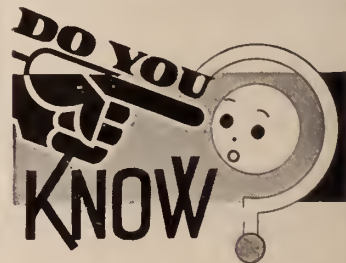
Leon Hinckle, cellist with the Kansas City Philharmonic Orchestra, has joined the musical staff of WDAF as cellist and bass player.

Russ Crowell, WHB vocal artist who was injured several weeks ago in an automobile accident, is fully recovered now, but will not be able to return to the studios for a few more weeks, because of necessary dental operations.

Larry Sherwood, KCMO general manager, has just returned from a brief business trip to Chicago.

## Holly Noble on Leave

Holly Noble has received a leave of absence from the CBS press department effective April 15. He will leave shortly after for Denver, and then to California. No replacement has been named as yet.



The use of transcriptions is generally prohibited in Canada between the hours of 7:30 p.m. and 11:00 p.m.