



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 56

NEW YORK, N. Y., TUESDAY, MARCH 22, 1938

FIVE CENTS

Major Networks Up 11%

ATLANTIC'S BASEBALL PLAN FULLY COMPLETED

The Atlantic Refining Co., one of the largest individual sponsors of sports on the radio, has established a network of nine stations to be known as the Atlantic Baseball Network which will carry play-by-play descriptions of all Philadelphia Athletics home games the coming season. With WIP originating, broadcasts will be aired over WHP, WCAL, WORK, WSAN, WEST, WEEU, WPG and WDEL.

In addition to the network tie-up, Atlantic has also signed exclusive agreements with the following stations for local play-by-play accounts: WRAK, WAZL, WNBF, WESG, WBRE, WTHT, Eastern League. Un-
(Continued on Page 2)

J. Leslie Fox Resigns To Join Hearst Office

Kansas City, Mo.—An announcement was made Saturday by Arthur B. Church, president of KMBC and the Midland Broadcasting Co., of the acceptance of the resignation of J. Leslie Fox, for the past several years sales director of KMBC. Fox whose resignation becomes effective April 1, will join the staff of International Radio Sales as Pacific Coast manager with headquarters in San Francisco.

Jessel Renewed on MBS

The Georgie Jessel show on Mutual, Sun., 6-6:30 p.m., has been renewed for a 13-week period, effective April 10. Program is a participating commercial with a dozen sponsors between here and the Coast. Locally, Crawford Clothes has the commercials.

Earful for Commons

Montreal—The Canadian parliament will likely hear more about commercial advertising over the CBC when the parliamentary committee brings in its report. The question is one on which some members of the House of Commons have clearly defined ideas. The regulations governing political speeches will also likely be discussed.

Cravens' Togs

Kathryn Cravens of CBS has been chosen as the "best dressed woman in radio" as a result of a poll of the nation's designers, collected by Emil Alvin Hartman, director of the Fashion Academy.

AFRA WILL ASK FCC AID TO REINSTATE KSD MAN

Henry Jaffe, attorney and general counsel for American Federation of Radio Artistes, yesterday revealed the Federation's proposed plans in the fight against station KSD which is now being reviewed by the National Labor Relations Board. Speaking before a small gathering, Jaffe stated that the AFRA was going to fight to have Richard Peley, discharged announcer, reinstated, and would, if the NLRB upholds AFRA, ask the FCC to intervene on the grounds that KSD has broken the FCC regulations.

Station, owned by Pulitzer Publishing Co., is reported to have dis-
(Continued on Page 8)

'Frisco Papers Cut Down on Radio Column Space

San Francisco—Three dailies here clamped down on radio column space with Bob Hall of "Call-Bulletin" losing half his regular space, Herb Caen of "Chronicle" losing art and his streamer head and Darrell Donnell of "Examiner," likewise. "News" still unaffected along with Oakland dailies, "Post-Enquirer" and "Tribune."

Nazis In Austria Send Ascap "Irrevocable Instructions"

More Sets Exported to Mex.

Washington Bureau, RADIO DAILY
Washington—An increase of 7,930 radio receiving sets in 1937 exported from the United States to Mexico was recorded here today by the Department of Commerce in its tabulations of exports from the U. S. to Mexico. In 1936 we exported 85,705 sets and in 1937 there were 93,634, it was stated. The increase in value was \$299,000. The 1936 exports were valued at \$2,086,000 and in 1937 \$2,385,000.

February Gross Billings For Three Webs Reveal Total of \$6,435,320; March Outlook Is Optimistic

By HOWARD J. LONDON

The combined February receipts for CBS-Mutual and NBC totaled \$6,435,320, up 11.2 per cent over Feb. 1937. All three major networks reported increases.

CBS gross receipts for February are up 18.4 per cent; with dollar volume of \$2,681,735. NBC, from both the Red and Blue networks, grossed \$3,498,053, an increase of 6.1 per cent; Mutual receipts were \$255,532, up 12.4 per cent.

Mutual receipts are the third largest
(Continued on Page 8)

"VOICE OF PEACE" SHOWS READY FOR 21 OUTLETS

American League for Peace and Democracy will sponsor a series of 13 anti-war programs over WMCA and a minimum of 20 other outlets nationally beginning March 31, it was announced yesterday. Series will be live talent over New York outlet, and will be transcribed for all additional outlets. Station list, which at
(Continued on Page 7)

CBS Coast Studios Are Set to Open on April 30

CBS will open its new west coast studios April 30 it was announced yesterday. Studios and offices were built at a cost of \$2,000,000 and will house broadcasts of Edward G. Robinson, Al Jolson, Hollywood Hotel, Lux Radio Theater, Joe Penner, Jean Hersholt, Eddie Cantor and others.

CBC Board Talks It Over

Ottawa—The CBC board of governors at a meeting yesterday discussed the U. S. exchange program policy which has been under attack of late. Governors also talked about the addition of high power station in the maritime and west Canadian provinces.

SQUAWKS STILL COMING FROM WASH. LAWMAKERS

Washington Bureau, RADIO DAILY
Washington—Despite a veritable blast of reactionary criticism from Capitol Hill, Chairman Frank R. McNinch, of the Federal Communications Commission in a special interview with RADIO DAILY declared the proposed investigation of the
(Continued on Page 2)

RCA Will Standardize Tele in 6 to 12 Months

RCA is "hopeful" that its television standards will be definitely set within the next 6 to 12 months, though no actual date can be set. When standards are known, they will be turned over to the Radio Manufacturers' Association, which will
(Continued on Page 7)

G-Man Makes Good

Portland, Ore.—When J. D. Swenson, newly appointed special agent in charge of the FBI's Portland division, arrived to succeed C. C. Spears, resigned, he found he must face a microphone as well. Spears' resignation came during a weekly series over KOIN, explaining the work of the Federal bureau.

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FINANCIAL

(Monday, Mar. 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Keegan Leaves Chi. NBC

Chicago—Howard Keegan, veteran NBC production director, is leaving April 1, to become production director for Carl Wester & Co., radio production firm which handles S. C. Johnson's "attorney at law" and Pillsbury's "Woman in White." Keegan, former WCFL program manager, produced "Lights Out", "Girl Alone" and Edgar Guest's "It Can Be Done", among others, at NBC.

Buys More McClatchy News

Sacramento—McClatchy stations KFBK, Sacramento and KMJ, Fresno have been added to stations releasing three daily news casts by John B. Hughes to supplement the present outlet over the Don Lee network. The 18-a-week news broadcasts by Hughes are under sponsorship of Borden's Dairy Delivery, San Francisco.

WROK IS THE RADIO VOICE

OF NORTHERN ILLINOIS AND SOUTHERN WISCONSIN ROCKFORD, ILL. KELLY-SMITH

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 19, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Table with columns: Selection, Publisher, Times Played. Rows include It's Wonderful, Love Walked In, Tipitin, You're An Education, More Than Ever, Sweet As A Song, Goodnight Angel, Thanks For The Memory, I Double Dare You, Let's Sail To Dreamland, Please Be Kind, Whistle While You Work, How Dja Like To Love Me, Dipsy Doodle, Heigh Ho, I Fall in Love With You Every Day, I See Your Face Before Me, Always And Always.

Congressmen Still Want Their Own Investigation

(Continued from Page 1)

radio industry by the FCC was in the public interest and would be conducted primarily to look into the activities of chain broadcasting companies.

"I realize that the investigation we propose," McNinch stated, "Does not line up exactly with what is in the minds of many members of Congress but we shall definitely go into the social and economic aspects of the radio broadcasting industry," McNinch's statement was prompted by a previous statement made by Congressman Richard Wigglesworth, Massachusetts Republican, who describing the proposed FCC investigation as "an investigation by seven members of the Commission of the work of four members of the Commission in the broadcasting field," let loose a blast against the FCC.

"No one," Wigglesworth said, "Can consider the evidence available today without feeling that those administering these acts have failed to achieve any one of these objectives and that a virtual monopoly of the industry exists in the hands of the three big broadcasting companies of the nation, Columbia, Mutual and National."

Commander T. A. M. Craven, who first suggested the investigation and in this resolution provided for a three-man board to conduct it was in accord with the sympathies expressed by Chairman McNinch.

"For my part," Craven said, "I shall see that the investigation goes right to the facts."

At the National Association of Broadcasters it was not possible to reach Philip Loucks for a statement. Congressman Lawrence Connerly, Massachusetts Democrat, sponsor of the House resolution, introduced by his late brother to investigate the FCC and the radio industry together,

(Continued on Page 8)

Baseball Plans Okayed By Atlantic Refining Co.

(Continued from Page 1)

der combined sponsorship of Atlantic and Kellogg in International and Piedmont leagues, WHEC, WEBR, WSOC, WRTD, WSJS, WRDW. Baltimore games will be aired under joint sponsorship of Atlantic and General Mills with station and announcer as yet unselected; WOKO and WABY, for Atlantic Refining, Washington Senator games; WJAS, Sports summaries.

Remaining two leading sponsors of baseball play-by-play accountings, Kellogg and General Mills, both have not as yet released their schedules for the coming season. Clifford Samuelson and Brad Robinson, representing General Mills, are now in New York completing arrangements.

Arthur H. Samuels' Services

Arthur H. Samuels, WOR Executive Producer, died Sunday morning at Doctors' Hospital following a short illness. Samuels, who was 49 years old, had been associated with WOR since October, 1937. Funeral services, held yesterday, were attended by Frank Braucher and Theodore Streibert, WOR vice-presidents, Alexander Woolcott, Maurice Gest, Olga Bacalanova and Pat Barnes and others.

Another Way to Tell the KVOO Story!

KVOO, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Tri-angle. More population, more radio sets and more spendable income than any other Okla. station! 25,000 watts. N.B.C. Edward Peiry and Co., Rep.

COMING and GOING

ROLAND MARTINI, vice-president in charge of radio for the Gardner Advertising Co., arrives in Los Angeles from New York, today.

WILLIAM S. PALEY, president of CBS, returned from the west coast yesterday.

MILTON BERLE left Hollywood yesterday by plane to return to the bedside of his father who is seriously ill.

CLIFF SAMUELSON and BRAD ROBINSON of General Mills in New York to line up Gold Medal Hour, and baseball schedule.

SYLVESTER Q. CANNON, president of the Radio Service Corporation of Utah, (KSL) has returned to his desk from a vacation in California.

WALTER WOOLF KING, arrives tomorrow morning from the Coast to join Eddie Cantor. MRS. CHARLES B. KNOX, president of Knox Gelatine Co., arrives here today on the Aquitania.

MRS. JOHN T. DORRANCE, wife of the late Campbell Soup head, also arrives today on the Aquitania.

JOHN SHEPARD III, of Yankee and Colonial Networks, and MRS. SHEPARD returns today from a West Indian cruise.

A. WARD WHEELLOCK of the agency bearing his name, arrives today on the Aquitania.

RUDY VALLEE will be in New York after his picture-making on the coast. TOMMY RIGGS arrives with him.

JACK PEARL is also among the Hollywood arrivals in New York today.

PAULINE SWANSON, head of the Los Angeles Fizzdale office in New York on two week trip.

LAWTON CAMPBELL, Ruthrauff & Ryan vice-president, arrived on the coast yesterday for a huddle with Tiny Ruffner, v.-p., in charge of Hollywood office.

Goodrich Tire on KSFO

San Francisco—The Goodrich Tire and Rubber Company of Akron, Ohio have placed a summer spot announcement campaign on KSFO, CBS outlet in San Francisco. This Ruthrauff & Ryan account will use five nighttime spot announcements beginning April 1.

Advertisement for WKY Oklahoma City featuring 'The RIGHT SPOT' and 'for Sales is Oklahoma!' with contact info for The Katz Agency, Inc.

GUEST-ING

JED HARRIS, MARTHA SCOTT, FRANK and JACK CRAVEN on Kate Smith Hour, Thursday, (CBS, 8 p.m.)

OTILIE HEUER will be interviewed by Anice Ives tomorrow (WMCA, 11:15 p.m.).

GLENN DARWIN, baritone, on Chesterfield program, March 30 (CBS, 9:00 p.m.).

WALTER CASSEL, baritone, on Chesterfield program, April 6 (CBS, 9:00 p.m.).

LYMAN BEECHER STOWE, grandson of the author of "Uncle Tom's Cabin", on We The People program, March 24 (CBS, 7:30 p.m.).

HAMILTON HOLT, president of Rollins College, on Mary Margaret McBride show, March 23 (CBS 12 noon).

Tele Corp. Files Changes With SEC on Stock Issue

Washington Bureau, RADIO DAILY

Washington — International Television Radio Corp. has filed several minor amendments to its pending registration statement with the SEC. The pending statement calls for 1,000,000 shares \$1 par value common stock to sell at \$1.60.

The amendments are more for clarification than changes in substance. One of the amendments states there are two schools of thought on television today—mechanical and electronic—and outlines the Priest system which the company will develop. As soon as the commission approved the issue the company will supply and equip 5 television centers for experimental and practical purposes it is stated.

UP Gets Northwest Outlets

Eight northwestern stations have been signed by United Press during the current radio news campaign being conducted by the wire service in the west. Stations are: CJOR, Vancouver, B. C.; KHQ and KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KXRO, Aberdeen, and KOL, Seattle. Outlets had subscribed to another news service before making the switch.

Move from San Francisco to Sacramento is to be made by UP's west coast headquarters in the near future. Firm is now serving 236 stations with news and is adding floor space to its New York office.

PROMOTION

Mutual's "Ups and Downs"

"Study in Ups and Downs" is Mutual Broadcasting System's title for a readable promotion booklet that's a good bit out of the ordinary. It tells the story of a 10.8 per cent rise in 1937 sales over 1936 by Delaware, Lackawanna and Western's "Blue Coal." The sales message, however, is not told "in routine way," but is "dressed up" in a small brochure illustrated with distinctive and dramatic drawings in five colors. The condition of the coal business, growing competition, cut-rate tactics, limited time and talent budget, special merchandising problems and the happy ending are made more than usually interesting by the effectively, colorful production job.

KDAL Plugs "Inside" Angle

To put over the idea that the Duluth-Superior market must be covered from "the inside," KDAL is issuing a series of single-sheet lithographed releases. The lithographs stress that this market cannot be reached from "the outside" the same lithograph form will be used for the full series, but copy, of course, will be changed in the white panel. The "inside" angle, however, will be stressed throughout the campaign. Initial announcement emphasizes that the station has been a CBS affiliate for only six months, but already has 18 national commercial shows riding its kilocycles.

Working with the C. of C.

Station KTSA, San Antonio, is broadcasting a series of special 15-minute broadcasts during the Chamber of Commerce good will tour of the Rio Grande Valley this week. Station Manager George Johnson said that various cities to be visited by the trade trippers will be saluted, and that Mayor C. K. Quinn will appear on several of the programs. Corpus Christi is being honored today at 1 p.m. with his honor delivering a short talk from the KTSA studios in the Gunter Hotel. The spiel will take place while the San Antonians are dining with the Gulf Coast city chamber of commerce.

Weslaco is to be saluted at 8:15 a.m. and Mission at 12:45 p.m. Wednesday, with Mayor Quinn featuring the last named program.

A salute to Harlingen is scheduled for 8:15 a.m. Thursday. The Friday broadcasts at 8 a.m. and 12:45 p.m. will honor Brownsville and Kingsville, respectively with the Mayor appearing on both programs each noondays.

"Buy Now" Campaigns

Dayafter the "Buy Now" campaign was inaugurated on WLW, WMBH, Joplin, instituted a similar campaign, using 20 or 25 word plugs about fif-

teen times daily and two-minute dramatized spots twice daily. The theme of the dramatized spots is that individual cooperation will make "Ancient history of the recession in business." The personal benefit angle to the individual is stressed in statements that retailers in all lines are making it advantageous for thoughtful purchasers more than ever before, and that the purchaser is really doing himself a good turn.

"Buy Now," campaigns are now being heard on numerous outlets throughout the country.

Selling More News

Because the "world is bristling with history-making events." WTMJ, Milwaukee, plans to present a greater amount of news at a time when it is hot, and is enlarging the station's news service with a new series of quarter-hour early evening broadcasts.

This series, known as "Today's Events," will feature commentator George Comte on Mondays, Wed. and Fri. at 6 p.m., Tues., 6:45, and Thurs. at 6:30. Comte was chosen on a basis of listener popularity polls. To increase the potency of the new "Today's Events" series, stirring march music will open and close the quarter-hour periods.

AGENCIES

W. E. DIFFORD, formerly with the W. J. Hughes & Sons Co., Louisville, Ky., has been named as manager of the Douglas Fir Plywood Association, with headquarters in Tacoma, which will launch next month the 3-year \$1,000,000 national advertising campaign to expand the use of fir plywood of the Pacific Northwest through McCann-Erickson, Inc., agency.

STAR BREWERY CO., Vancouver, Wash., has appointed the Seattle office of Ruthrauff & Ryan to handle its advertising campaign. No plans have as yet been announced.

CBS Shortwave Schedule

A new schedule of shortwave broadcasts has been effected by Columbia Broadcasting System's W2XE starting immediately. Latin American broadcasts will now be shortwaved every night from 11:30 p.m. to 12:30 a.m., EST, in place of the 11 p.m. to 12 midnight programs. Special daily and week-end schedules have also been developed for European broadcasts.

Americo Lugo-Romano has been added to the shortwave staff.

If You Lived in Battle Creek

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

WELL
the only station in
Battle Creek
Primary pop. - 107,598
Radio Families,
(primary) - 31,030
Annual Retail Sales
(Battle Crk. only) \$14,092,000

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION

DETROIT
MICHIGAN



The Paul H. Raymer Co., Representative



IN A
CLASS
BY ITSELF

INTERSTATE BROADCASTING CO
730 Fifth Ave., New York

Los Angeles

PATRICIA KAY and the Three Sweethearts are waxing a series of musical disks for the Thomas Lee Artists Service and a local transcription concern, with the deal being handled by Carrol Tornroth, who recently joined the agency under Max Schall, recently appointed manager by Tommy Lee.

Paul Keast, one time Broadway musical comedy star, will do a guest appearance with Knox Manning on the KNX "Headlines on Parade" Tuesday at 5:30-5:45 p.m. Keast will sing a new number paying vocal tribute to Hollywood as "The Crossroads of the World."

Ann Cook returns to KFAC with a new weekday morning program at 10 a.m. logged as "Ann Cook's Book." The advisor to women on home-making should attract an audience for the initialer, on which she will tell the ladies: "How to get your first thousand dollars."

The auditorium at Los Angeles Junior College will be used as a "Radio Listening Room" by students for the CBS "American School of the Air" and the KNX-Board of Education series, under maturing plans of John L. Putnam, Chairman of J.C.'s Faculty Radio Committee.

Faith Hyers of the Los Angeles Public Library now has a book reviewing program, "Looks at Books" on KFAC Sundays at 5:45 p.m., and another KFAC Sunday program, "Living Portraits from the Bible," gets a change in time to 12 noon.

Option on Feg Murray for Bakers' has been picked up by the J. Walter Thompson office, insuring continuance of the cartoonist - microphonist for another 13 weeks.

Harry Giles, who has been office manager for Rockwell-O'Keefe here, has left that organization to manage Jimmy Grier and the barnstorming tour upon which the maestro is embarking this week.

Carl Haverlin, commercial manager of KFI, recently dug up a station log book covering the period of March to May, 1926, filed away by some now-forgotten technician, which reveals the fact that there were no sponsored programs, and the entertainment highlights consisted of news periods, piano-song recitals, hour-long dramatic sketches and dance bands. The KFI staff consisted of an announcer, a technician and a jazz piano player, and the average time on the air was 4 and 3/4 hours daily, spotted between 5 and 11 p.m. One of the tragic and historical entries in the log is dated August 8, 1928, and reads: "Station off the air two hours . . . President Harding died."

YOUNG MAN, with ten years' experience selling advertising, mostly radio, seeks change. Executive ability. Sales last year over \$30,000 on small station. Would lease or buy small station. Box A-157, Radio Daily, 1501 Broadway, New York City.

MAIN STREET

WITH **OL' SCOOPS DAILY**

● ● ● From Our Little Red Book! . . . Because of the European crisis many sponsors contemplating debuting air series are standing by! . . . Raymond-Whitcomb, travel bureau, were set to start a MBSeries featuring Jack Arthur and Sylvia Froos (which would take the vacant 6:30 Sunday spot) are laying off because travel abroad has fallen way down! . . . Lud Gluskin has been given a year's contract renewal as western musical director for CBS. . . Ben Bernie is booked for Catalina Island in May—which will bring his U. S. Rubber show from the west? . . . David Ross will emcee the Griffin-Hal Kemp series which starts on CBS April 19th and carries 40 stations on the web. . . Steinie Bottle Boys show on NBC, Mon. and Thurs. will feature guestars on the Thurs. shows. Gene Krupa inaugurates the policy Thurs. . . After tonite's show the entire Al Jolson cast will be notified that they've been renewed for one year. . . W. C. Handy, the "St. Louis Bluesman" will be Ripley's first guest on the Tues. nite series April 26. Last Sat. show will be the 23rd. . . Helen Gahagan replaces Ann Jamison on "Hollywood Hotel" this Fri. while the latter goes on tour. . . Shirley Temple comes east next week—and guest shots are being lined up for her. . . A small-time agent just took a six-month option on a lumber plant—hoping that he may find another Charlie McCarthy! . . . The price of a penny postcard will bring you his name.

● ● ● Carshon's Kosher Delicatessen sponsored a special St. Patrick's Day program last week on KTAT, Ft. Worth, Texas. . . Response was terrific and Ft. Worth Irish Folk have replaced corned beef with salami in the famed dish of Erin—corned beef and cabbage. . . J. Howard Ackley is a real radio veteran, having been with WOWO and WGL, Ft. Wayne, Ind., for a period of more than ten years. One of his main attributes is his versatility before the microphone—as he has announced practically every type of program ever presented by the two stations. . . Conservatively speaking, Howard has announced a total of 15,000 programs during his ten-year connection with WOWO and WGL. At present he is Traffic Manager.

● ● ● Deanna Durbin will be on one Camel show only! She must go back to the coast for flicker commitments. . . Fred Allen's last show will be June 29! . . . Merrymacs go out of the guestar class by their contract for this show which runs until Allen vacations—with options for the summer. . . Ken Murray and Oswald have been renewed on "H. H." for 13 weeks. . . Jack Pearl arrived from a two-month coast vacation yesterday to discuss a summer series. . . Confirming our report that the CBS "Hit Parade" won't fade this summer, G. W. Hill renewed starting May 7. Harry Salter will follow Mark Warnow on the series. . . Jack Fulton has been signed by WB! No shooting date set nor the disposition of his Wrigley series. . . Ben Pollack is auditioning singers on the coast to succeed Julie Gibson on the Penner show. . . Lee Sims and Ilomay Bailey open at the Glass Hat in NY tonite. . . Ted Pearson, wordslinger on the "Good News" show will be absent for two weeks to come to NY for commercial pictures. . . Ramona, former Paul Whiteman, pianist-singer, is forming an all-male band and will call herself the "Female Eddy Duchin".

● ● ● Gene Pack, chief engineer for KSL, Salt Lake City, became a pappy the other day—a boy. "I don't know what wavelength he's broadcasting on, but it sounds like a 100 kilowatter," was all Gene had to say about the auspicious event. . . Hillard Hamblin's little broadcasting station at Warsaw, Ontario, from which he occasionally amused residents of Peterboro, district, has been cloed by police. Inspector Marborough, of the Department of Transport, accompanied by Royal Canadian Mounted Police seized the equipment. Hamblin built the station himself and used local talent. P. S. Police said Hamblin had been operating without a license.

Chicago

ANN COOPER is playing lead role in Mutual's Painted Dreams while Bess Flynn is recovering from collapse in hospital.

WJJD has launched a new series of Joe Louis training camp broadcasts. Heavyweight champ and other principals in coming bout with Thomas are featured daily at 3 p.m.

Tom Foy, WGN continuity writer, home from Florida with a boiled lobster effect.

Russ Young has taken over Bob Elson's Man on the Street broadcasts for Salerno Megowen Biscuits while latter is in California scouting the Cubs and White Sox.

Ed Prentiss, young free lance actor, sporting a new Packard.

Hugh Studebaker (Silly Watson of Fibber McGee) has installed a home recording outfit. Mayor Edward S. Kelly has a new home recorder, too, and recently surprised Attorney General Homer Cummings by presenting him with discs of an address he made which was broadcast here.

Dick Holland, Chicago boy actor who has been featured in pictures (with Bobby Breen in "Make A Wish") has returned home and joined the Ma Perkins cast.

Visiting WBBM—Harold Fellows, manager WEEL, Boston; Merle S. Jones, Manager KMOX, St. Louis; W. J. Williamson, commercial manager WKRC, Cincinnati and Wendell J. Campbell of same station.

Todd Hunter, WBBM news commentator, addressed the Van Steuben High School Parent-Teacher association.

WBBM is electrically transcribing CBS Friday night Public Discussion for local rebroadcast at 10:45 p.m.

Arch Oboler due here yesterday from coast with Boris Karloff for new "Lights Out" series.

Betty Winkler, who will play femme leads with Karloff, will be in this weekend from vacation on Arizona dude ranch.

Virginia Sims, Kay Kyser songstress, to be joined by her mother for the summer shortly. Mrs. Sims lives in Fresno, Calif.

Maxine Gray has shaken the measles and rejoined Hal Kemp crew at Drake Hotel.

**Catch the ★ ★ ★
ANDREWS SISTERS**
on the Wrigley Program
"Bei" Gum
They're Terrific!
Mon.-Fri., 7-7:15 p.m., EST., CBS

RICHMOND, VA.

Bicycle Club of the Air, a weekly amateur and safety airshow made its debut, under the direction of Ruth Goodman, on WRD this week.

An intercollegiate debate originated in the WRVA studios Saturday morning when teams from Randolph Macon and Colgate discussed the subject: "Resolved, That the National Labor Relations Board should be empowered to enforce arbitration of all industrial disputes."

The WRD "Youth Passes in Review" program featured two Westhampton College girls in a half hour recital under the joint direction of Mrs. Frank Wendt and Miss Helen Nolde last Friday night.

Richard Chase, teacher of traditional songs and figure dances in the Richmond public schools, introduced "The Jack Tales," a series of weekly programs this week over WRD.

Manager Jack Maxey of WRD has inaugurated a "buy now" campaign calculated to increase employment. The broadcasts, which are impartial and unsponsored, will cover the widest possible variety of goods and services. Announcements, programs and brief dramatic sketches throughout the day will drive the message home.

WTMJ, Milwaukee

The song team of Allen Timm and Myrtle Spangenberg returns daily at 11:30 a.m. with an old favorite, "Morning Melodies."

Nancy Grey, who conducts the "What's New in Milwaukee" feature, is to be first guest speaker in series of ready-to-wear and accessory department meetings of the Schuster department stores, attended by nationally prominent merchandising people.

Charles Nevada, sports commentator, has been made an honorary lieutenant of New York police, following his bringing Detective Sergeant Joseph Downey to WTMJ mike to tell how he handles pickpockets at New York sporting events.

Hildegard, Milwaukee's own international favorite, is the singing star, on wax, for a new Sunday series for Auto Acceptance & Loan Corporation.

Kops Kill Kommercials

Okmulgee — On request of state police KHBG suspended all commercial schedules for three hours and a half and devoted its time completely toward hunting down bandits who robbed the bank at Paoli, Oklahoma, and kidnapped the bank president and his wife.

The bandits finally released their hostages when a farmer and his son who had heard the radio broadcasts by KHBG and announcements over other state stations went "gunning" for the bandits.

ORCHESTRAS - MUSIC

By TED LLOYD

THE SAXOPHONE SOCIETY OF AMERICA, Inc., was incorporated under the laws of New York State the other day!... Listing as its directors Jimmy Dorsey, Hal Kemp, Will McCune, Nye Mayhew, Dick Stabile and Rudy Vallee, the papers of incorporation give thirteen purposes for the organization to operate throughout the country from the State of New York... Amongst the reasons given for the Society to function is Paragraph C under FIRST: "To create in the general public, by musical instructions and education, a desire for keener appreciation of the musical art and virtuosity attendant upon the playing of the saxophone, RESTORE ITS DIGNITY in artistic and professional endeavors, and eliminate any slander and opprobrium presently concomitant to its use and function"!

...The other paragraphs are not unlike the one quoted... Concentration by the Saxophone Society of America, Inc., will center itself with the quoted paragraph and will immediately organize a subsidiary to be called "The Society for the Suppression of Slander to the Saxophone"—which we believe, will follow the scheme of the "Guild of Pipe-Organ Pumpers" and the "Society for the Prevention of Calling All Pullman Car Porters 'George'"... Long document ends with the seal of the notary below the signatures of Jimmy Dorsey, Seymour Manes, Thomas Rockwell, William Burton and Morton Nathanson... Manes is Dorsey's manager—Rockwell handles the band—Burton is press agent for Rockwell-O'Keefe—and Nathanson only happens to be Jimmy Dorsey's press agent!

Bill Bardo and his band open at the New Kenmore Hotel in Albany Wednesday to be followed by an engagement in Cincinnati and possibly Chicago following. Band consists of 20 people—17 men and three girls. Each man is a solo vocalist.

By an arrangement whereby Music Corp. of America will handle both Gene Krupa's newly formed band and Benny Goodman's already established crew, the former drummer-boy for the Swing Master, won't raid members of Goodman's band... Deal originally called for Rockwell-O'Keefe to handle the new unit, has wilted. If this would have happened, Krupa and Goodman would become competitors and R-O'K. and MCA would vie for their products... However, since both boys will be kept in the family of a parent organization, it is believed that Goodman and Gene will turn into respective individualists, and as such, will be submitted to buyers... Krupa has picked his men and the band went into rehearsal yesterday... He premieres as a maestro with his newly organized band on April 16 at the Steel Pier, Atlantic City. Krupa will have a CBS wire.

Recently, Kate Smith has been featuring outstanding instrumentalists from the name bands of the country. The idea being, that though most orchestras are known only by the name of the fellow at the helm, there are personalities in these organizations who contribute greatly to the success

of these combinations. They are very seldom heard when they can play their instruments with the abandon they desire... Ted Collins is giving these lads the proper recognition on the air at the same time giving the baton waver in each instance due credit. It's working for now Collins is besieged by requests to be heard on Kate's program... This is not another swing concert but an attempt to bring before the spotlight outstanding "correct" musicians.

Chick Webb with Ella Fitzgerald will be held over for another four weeks at Levaggi's, Boston. This is the second time their contract has been renewed. Booked in originally for four weeks, the band will remain twelve and leave Levaggi's May 2... Webb will continue to broadcast thrice weekly over WJZ and the Blue Network of NBC... Directly following, Chick Webb will play several weeks of theatre bookings. Already pencilled in are the Hippodrome (Webb will be the first colored attraction to play this theater in 3 years) in Baltimore, the Oriental in Chicago and the Michigan Theater in Detroit.

Paul Specht, orchestra director and currently broadcasting for the Pennsylvania State Publicity Commission, has become General Manager of COBO, Inc., the new COOPERATIVE booking office in New York. Specht recently resigned as director of radio relations for Consolidated Radio Artists, Inc., the NBC band booking affiliate

Over 1000 requests were received from musicians during the first two weeks of the current offer by Exclusive Publications, Inc., which is distributing free a new book on swing music, containing biographical data and photographs of favorite swing stars. The book came off the presses on March 19th, and the first edition is expected to be exhausted by April 15th. A second printing will be put on the presses, if found necessary.

OKLAHOMA

KTOK is building a booth at local baseball park in preparation for first-time broadcast of Texas League at-home baseball games. Under General Mills sponsorship.

Harry LeVan, formerly of the Sinclair Minstrels and WLS Barn Dance, has left Oklahoma City for New York City to parly on a new chain program spot.

Nonsense and Notes, KOMA-KTUL show for Hales-Mullaly, Inc., folding with new shot being readied for spot.

Warren Bennett and his orch now filling noon spot on KFXR.

Special radio broadcast promoting Junior Livestock Show and Rodeo over WKY with Arkansawyers of WKY as chief attraction.

KOMA broadcasting Class A finals in Oklahoma High School Forensic League annual debate tournament.

Bonnie Mae Smallwood new vocalist on KGFF (Shawnee). Geneva Jones also in blues singer role for Broadway Garage program on KGFF.

TOLEDO

Fred Kilian has joined the announcing staff of WTOL, Toledo. He is a native Toledoan, but has worked in various capacities with picture companies.

New program on WTOL started Sunday at 10 a.m., sponsored by the Toledo Philatelic Society, for stamp enthusiasts.

An eleven-foot robot will be on the air for WSPD, via its portable transmitter, from the Sportsmen's Show, to be held at the Toledo Civic Auditorium for a week.

Toledo parents and teachers are so enthusiastic about Mary Van Doren's new music appreciation program heard at 4.30 p.m. each Wednesday that station is considering making it two-a-week, one program earlier so that school-children may be assembled to hear it. Miss Van Doren, local pianist, is sponsored by the Toledo Junior League.

"Smile Club," children's program each 10 a.m. Saturday over WSPD, becomes a minstrel show, with Joe Rockhold of the WSPD staff preparing the script. Owen Baroner, the club's tiny emcee, will be interlocutor.

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*... Did you know that
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Technique numerous
Western Electric recordings
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a student's progress
during his course?*



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

PROGRAM REVIEWS

"Aunt Jemima's Cabin"

There's welcome relief from hum-drum daytime script shows and kitchen chatter for the housewife in Aunt Jemima's Cabin, in the Cross-Roads session. Production's aired weekday mornings at 10 a.m. on WJZ for Aunt Jemima's pancake and buck-wheat flours. It carries a well assorted crew of entertainers and packs considerable zest into its quarter hour daily stint.

Cabin is the meeting place of the plantation hands who gather to sing and swap gags in southern dialect. There's Buck and Wheat (Bance McCune and Forrest Lewis) who contribute typical blackface gags, while Harriette Widmer does a warm and robust job as Aunt Jemima. Noble Cain choir, Sammy Williams bandmen and tenor Roy Brower take good care of the musical chores.

Plugs, too, are a relief from much of the jibbish clogging the kilocycles. They are actually mouth-watering and should sell Aunt Jemima's flours.

Milkman's Matinee

Having added two new sponsors within the past week, Stan Shaw, master salesman, is now heard daily except Sun. at 1-7 a.m., one of the longest, and most entertaining programs on the air today. Certainly one of the largest listening audience mail pullers on the local station, Shaw's program received wires from Mexico and California plus all points of the Eastern coast, when caught by this reviewer. Most noticeable feature of program is the ease with which Shaw manages to keep his six-hour sessions running. Lonnie Worth, Shaw's assistant, also is a valuable addition to the program. Judging from results, Shaw's Milkmen's Matinee at present is tops on the air for late listeners.

Gulf Show

Phil Baker celebrated his fifth air anniversary Sun., on CBS 7:30 p.m., and had as his guests Joe Penner and Jack Benny, two of the west coast's funniest men. Program, for the first time in a long while, had some sparkle and life to it, and with the aid of Penner and Benny, was one of the best shows on the air that day. Continued imitation of Baker's singing stooge trying to be as funny as Kenny Baker rings a little sour, but his voice makes up the difference. Program set to move east after next Sunday's airing.

BIRTHDAYS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

Greetings from Radio Daily

March 22
Chico Marx
Parks Johnson
Adrian James Flanter
Earl Palmer

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

PATRICK J. STANTON

"IRISH CITIZEN No. 1" says Philadelphia! Vice-president and general manager of WDAS, Pat Stanton has been associated with the station since its inception. His radio career has been speedy but inclusive. He left Cork County for America when he was six. Attended Philadelphia



A Son of Erin

schools and made plans for the priesthood. Then the theater beckoned. Trouping for several years was the best education in showmanship he could have had. In 1929 he joined the WDAS staff as copy-writer, announcer, production man. Immediately evidenced his feeling for what's Irish by introducing the first Irish program on the air, "The Four Provinces Irish Orchestra". By 1936 he had held down virtually every job in the station and was well equipped for the position of general manager. This year he was elected vice-president. He introduced the Merry-Go-Round type of program, published one of the first newspapers about one program, The Merry-Go-Round News, and is an authority on the staging of special events. Now, on occasion, he manages to take time off to visit Erin and make motion pictures, which he exhibits to the listeners of his Irish programs.

"Swing vs. Sentiment"

Before an audience of 6,000 persons in the Masonic Temple, Detroit, WJR presented its portion of the "Swing versus Sentiment" squabble which has been running for weeks. CBS studios, with Leith Stevens, pinch-hitting for Benny Goodman, upheld the swingsters end of the broadcast. Program was broadcast on CBS, Saturday, 7:30-8:15 p.m.

New York opened the program with a swing version of "Loch Lomond", then to WJR for the same number with Ray Heatherton vocalizing in straight ballad style, New York came back with "Tiger Rag" by Art Tatum. Detroit played "A Brown Bird Singing" with Hollace Shaw doing the vocal.

New York repeated the number with Maxine Sullivan swinging it. Leith Stevens continued with "Loves Old Sweet Song" which WJR repeated having Miss Shaw do the singing.

The hottest swing number on the show "Brushing the Boy Off," by Charley Barnet followed. Show closed with a revival of the song that started the whole trouble, "Annie Laurie." Maxine Sullivan gave her version and Ray Heatherton, in sweet style, sang the number from Detroit. Stevens closed the program with "A Light Touch of You."

Program was excellent entertainment as well as a great stunt for WJR and CBS. The WJR symphony orchestra furnished the musical support for Heatherton and Miss Shaw. The swingsters did swing it.

After the program was over, Fitzpatrick, general manager of WJR, said, "I think New York cheated a wee bit on the 'Brown Bird' number. Maxine Sullivan didn't swing it, she just poured into it the heart of a colored girl with all the haunting rhythm of her race. She was grand."

Chase & Sanborn Hour

Donald Dixon stepped in Sunday to pinch hit for the ailing Don Ameche, and while he did okay with his vocal numbers, he lacked the ease and finesse employed by Ameche as emcee. Charlie McCarthy and Edgar Bergen gave their usual laugh-filled performance, while Fred MacMurray and Carole Lombard stood out with their scene from "True Confession". Program still ranks high on the Sun. fare.

Stan Lomax

First of the transcribed baseball camp series heard on WOR for Tidol, last (Mon.) night 7-7:15 p.m., brought an excellent fast moving quarter-hour by Lomax as taken down at the American League training camp at Lake Charles, Louisiana. Sudden shower broke up the scheduled exhibition game, but Lomax provided good dope and a runing story. Also he brought Connie Mack to the mike as well as other noted baseball men, from the lobby of a local hotel, when the game was postponed. Other pertinent items brought the period to a close in a manner that would never indicate the show was a day or so behind the actual happening due to be transcribed. Inasmuch as first-hand information is being dealt out, the ET will be found no handicap.

Nellie Revell

Guesting on Mark Warnow's "New York On Parade" Mon., 7:30-8 p.m. EST on WEA, Nellie Revell, was introduced by John B. Kennedy and did a female O. O. McIntyre on New York. Her voice and personality was pleasing and registered big. Morton Gould, composer-arranger, played one of his unusual compositions. Warnow's music, as usual, was delightful.

NEW BUSINESS

Signed by Stations

WHBF, Rock Island: Carter Medicine Co., announcements renewal, through Spot Broadcasting, Inc.; National Used Car Exchange Week, announcements, through Young & Rubicam; International Harvester Dealers (farm equipment), Eb and Zeb ETs; Arsenal Brand Foods, Musical Clock program; Mildred Ice Cream Co., 15-minute programs; Chevrolet Motor Co., Musical Moments ETs renewal, through Campbell-Ewald; Absorene Manufacturing Co., announcements, through Ross-Gould; Townsend Recovery Plan, ETs, through Burton Keith; Peterson Baking Co., Tobie's Cornussle News (rebroadcast from WMT), through Earl Allen Agency.

WMT, Cedar Rapids: Peterson Baking Co., Tobie's Cornussle News, through Earl Allen Agency.

WHIP, Hammond: McKenzie Milling Co., WHIP's Shopping Hour participation program; Interstate Roofing Co., musical program; Majestic Burial Insurance Co., announcements, through United Broadcasting Co.; South Side Oldsmobile Dealers Association, 15-minute programs and announcements; Prosperity Cleaners & Dyers, Prosperity Kiddies' Amateur Show; Zeman's Credit Clothing Co., 5-minute programs, through Malcolm-Howard Advertising.

WTAG: McKesson & Robbins, transcription, through Gardner Advertising Co.

WBZA: Gruen Watch Co., half hour transcription through McCann-Erickson, Inc.

WORC: R. J. Reynolds Co. (Camels) Eddie Cantor and Benny Goodman program. WFIL: Gardner Nursery Co., ETs, through Northwest Radio Advertising Agency; Blue Ribbon Cake Co., music, through Albert H. Dorsey Advertising Agency; Alexander Co., spots, through J. Faulkner Ardt Co.

KYW: RCA-Victor Co., recordings, placed direct; political talk, through Stewart-Jordan Co.; Political talk, through Associated Advertisers Inc.; Political talk, through McLain Organization Inc.

WSPR, Springfield, Mass.: DuPont Paint Co., DuPont Paint Parade, through Sear & Ayer; Hathaway Bakeries (bread) spots; Plymouth Rock Co., (plain gelatine and coffee jelly) spots; Mankind Dog Food Co., ET spots, through Sear & Ayer.

"Man in Street" Show Has An Airport Locale

Salt Lake City—Dan Ryan, radio director of The W. E. Long Company, Chicago, has arrived here, to make arrangements for the inauguration of a new type "man on the street" program. The program, which will be featured on Station KSL, Mon. through Fri. from 1:30 to 1:45 p.m., will be built around interviews with passengers of transcontinental United Air Lines planes.

Program, which is sponsored by the Holsum Bakery of this city, will also contain chats with the ground crews, pilots and hostesses of various ships passing through Salt Lake on the United Air Lines. During inclement weather the scene of the broadcast will be shifted to the grounds of the Mormon Tabernacle and other interesting parts of the city.

R. J. Barrett to Speak On Buying Radio Time

Chicago—R. J. Barrett, WOR Chicago representative, will discuss how to buy radio time next Thursday in the second lecture of a series on radio advertising, sponsored by Chicago Federated Advertising Club. Barrett will discuss checking facilities, data service, coverage, number of radio sets, problem of time and choice of stations.

San Francisco

KYA has new "Bride's Bureau" originating in Oakland which went commercial March 21 with 11 sponsors a week. Fifteen-minute period of calling attention to home furnishings, etc., uses "Betty Bridewell" Monday through Saturdays at 11:15 a.m. and three or less plugs per diem.

Hal Burdick, NBC author, to L. A. where he appeared before approximately 20,000 students. His March 20 "Night Editor" originated there.

Bennie Walker, NBC emcee, bought home in Berkeley where Joseph Henry Jackson, book critic, is building.

"Woman's Magazine of the Air" extension period of 15 minutes shifted from Tues. to Mon.

A six-voice group of singers has joined Lucy Cuddy's "Mike and Aireo" broadcasts Wednesdays, KSFO.

Salving fears of Chicago agency that public wouldn't understand his Sunday interview with Orientals here, Jerry Belcher lined up American University grads for his Fitch show.

Bob Lemond, formerly KEHE, L. A., joined the KYA staff Mon. 21, as production mgr. Only 25, he's one of the youngest air execs in northern Calif.

NBChanges: New announcers are Emerson S. Smith, formerly KOH, Reno; John B. Grover, ex-KFBK, Sacramento, and Euel Labhard, NBC drama actor. Lou Withers, announcer here for several years, to Hollywood where he has several film offers, including a role in a forthcoming western... Stanley Smith and Bob Sandstrom, messenger boys, upped to "pages" although they actually take place of desk hostesses. Hostess Eleanor McFadden now sec. in program dept.

Jack Meakin plays the 8-day Oakland food show in April by CRA booking. Marin Dell Dairy underwriting.

Anson Weeks follows Joe Reichman in the Mark Hopkins in the latter part of April.

FCC has denied KDON, Monterey, a power increase.

New NBC salesman is Chet Blomness, formerly KGW, Portland.

NEW PROGRAMS—IDEAS

"Radio Garden Club"

A timely new series of broadcasts to be known as the "Radio Garden Club" will be given Saturdays over WCCO, Minneapolis, this spring in cooperation with the Minnesota Horticultural Society. Speakers will include a number of faculty members of the University of Minnesota Agriculture Department.

The purpose of the "Radio Garden Club" is to give listeners practical information on care of lawns, planting and propagation of flowers, landscaping and general upkeep of gardens. R. S. MacKintosh, secretary of the Horticultural Society, opened the series.

During the broadcasts, instructions for planting specialized types of flower gardens will be given. These will include gardens with design motifs or color harmonies.

Heavy on the Weather

The weather provides one of the most popular programs on WCOA, CBS outlet in Pensacola, Florida, and the broadcasts claim perhaps the greatest listening audience of any programs heard in northwest Florida and southern Alabama. Florida is weather conscious, especially so in the area served by WCOA. These reports which are broadcast at specified times are a part of the daily lives of people living and working in this section. Station broadcasts thorough and complete reports three times daily. Approximately five minutes are required for each broadcast when all information relating to local weather as well as forecast in neighboring states are presented as a special service feature. WCOA presents these programs each day at 11:00 a.m., 12:15 p.m. and 10:00 p.m. Storm warnings and other unusual forecasts, however, are put on the air when received. Listeners served by the station know that any news concerning the weather will be presented to them.

Local Educational Shows

KTMS, Santa Barbara, has completed a schedule of local shows which are presented each evening at 8:30 p.m. for one-half hour. On Mondays a round-table discussion is carried on between a group of High School students, and their parents. On Tuesday, a semi-religious program "The Pastors Study" holds the spotlight. On Wednesday evening two spelling teams battle it out on the KTMS Spelling Bee.

Local teams of five enter challenges each week, and words are sent in by interested listeners. Thursday night's program is produced by the Santa Barbara State College Dramatics class. Half-hour plays, alternate with microphone campus trips. Friday night's feature is the local Federal Symphony Orchestra.

Recorded Special Events

Utilizing its newly acquired portable recording outfit, KGER has gone in for special events, stimulating effort for unusual programs by having two three-man crews who compete for "scoops". Recent novel programs produced and broadcast include charting the ocean floor aboard U. S. Geodetic ship, a visit to Los Angeles' wholesale vegetable market at height of its activity at 3 a.m., broadcast from Plane Dispatcher's Tower at Western Air Terminal, and trip through a fish cannery, from the time the fish yells "Uncle" to pasting the label on the can.

Another Quiz Show

Johnny Rogers, manager of the State Theater, is inaugurating a weekly radio program from the stage of his house known as "The Man on the Stage," which will be aired each Fri. between 9:15 and 9:30 o'clock over WKBO by Frank Bowers. Members of the audience will be invited to the stage to answer questions in a quiz contest. The high scorer will receive \$5 in cash and the next three winners will be given free theater tickets.

RCA Will Standardize Tele in 6 to 12 Months

(Continued from Page 1)
check them against standards desired by competing television firms.

These various standards will then be examined and general standards adopted for the entire industry. It will be necessary to adopt general standards before submitting them to the Federal Communications Commission in order that the government will be assured that television receivers will be suitable for general commercial use.

KROY to Walter Biddick

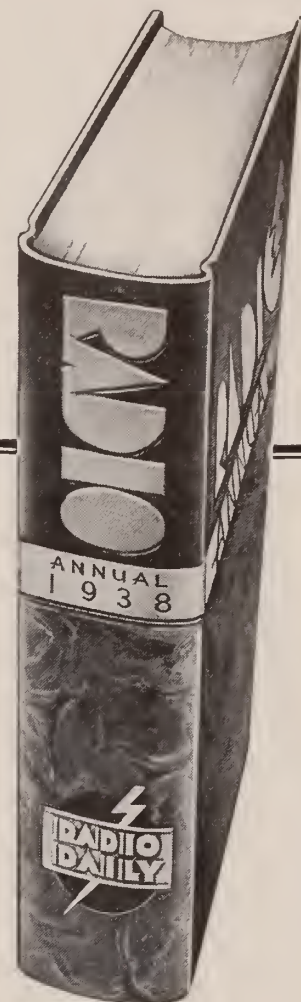
Sacramento—Walter Biddick, San Francisco, has been named representative of Royal Miller station KROY, the local CBS daytime outlet.

Peace League Programs Readied for 21 Spots

(Continued from Page 1)
present has not been completed, will be expanded as the series advances.

Programs, to be known as "Voice of Peace", will be heard locally at 9-9:15 p.m. and will be supervised by an advisory committee consisting of Sidney Kingsley, Marc Blitzstein, Ernst Toller, Hanns Eisler, Floyd Miller and Mitchell Grayson. All programs will be centered upon current events and will be of a dramatic nature.

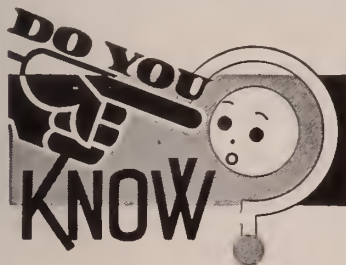
American League branches situated throughout the country will be in complete charge of all distribution and are at present engaged in setting stations in their various cities for the series.



Many Thanks for all the compliments that keep pouring in. Radio Annual, as part of Radio Daily Service was designed to meet the demands of the busy radio executive for a standard and comprehensive annual book of reference. In this it is an accomplished fact.



NOW BEING DISTRIBUTED COMPLIMENTARY TO RADIO DAILY SUBSCRIBERS.



The Federal Communications Commission will not accept an application for a radio station construction permit or license which requests alternative frequency facilities.

THREE MAJOR NETWORKS SHOW FEB. INCREASES

(Continued from Page 1)

gross network has billed in its history.

March revenues for the networks, it is expected will be very good. CBS will report the largest first quarter in its history. NBC is holding its ground. Network has had some cancellations but new business already booked will more than make up for the loss.

Lawmakers Still Seek To Investigate Radio

(Continued from Page 2)

declared the FCC investigation would not in any way affect his intentions to press for passage of his brother's resolution.

The Mutual Broadcasting System announced Sunday that it welcomes the decision of the Federal Communications Commission to make a thorough investigation of the operations of broadcasting chains, and pledged wholehearted cooperation.

The Mutual network made public a message telegraphed Sunday to the Hon. Frank R. McNinch, chairman of the Commission: "Having learned of the action taken yesterday by the Federal Communications Commission in voting for an inquiry covering the thirteen points on chain broadcasting operations, please be advised that we offer fullest cooperation. We place our personnel and records at the disposal of the commission and await notification as to how best we may cooperate."

The telegram was jointly signed by Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president.

CBS already issued a statement which appeared exclusively in RADIO DAILY last Friday. President Paley then stated that he could not see any "monopoly" in the setup of CBS. NBC up to late yesterday afternoon would issue no statement.

ONE MINUTE INTERVIEW

DR. O. H. CALDWELL

"Because in America Radio is free, we have the largest radio audiences, and so the finest programs in all the world. Compared with the number of radios per thousand of population in the U.S., the public's use of radio in Great Britain (where radio is government owned and listeners are taxed), is 50 per cent. In France, with government operation and listener registry, 25 per cent. In Germany, taxed and muzzled, 30 per cent. And in Italy, taxed and muzzled, 10 per cent."



Coast-to-Coast



THE new announcer on the staff at KWK is Foster Brooks, who came from WHAS, Louisville. Foster has had a vast and varied background of experience in radio.

Midnight-to-Dawn Review, heard on KSL, Salt Lake City, each Saturday night and Sunday morning celebrates its second year, March 28. The night owl session begins at 1 a.m. and winds up at 8 a.m. Music, news and drama are included on the program which services KSL's Pacific Coast and Ocean areas with an all-night program without any commercials. Salutes to neighboring cities, states and civic organizations are often made during the program. Station, incidentally, has sold 1,000 spot announcements to the Blair Motor Co. Ed. Broman, is account executive for the spots which will run three-a-day for a year.

Mrs. Elma Latta Hackett, KSFO's "Friendly Homemaker," heard five times weekly in the early morning, has had two of her large national accounts renew their contracts. United States Products Corporation, makers of Signet Fruit Juices, have signed to continue through Long Advertising Agency of San Jose, California. N. W. Ayer & Son of Philadelphia has renewed for Golden State Company, Ltd.

Henry Effertz has been added to the announcing staff of KCMO, according to Larry Sherwood, general manager of the station. Effertz has been associated with the Kansas City Resident Theater.

New England Radio Corporation has failed to obtain permit to operate a Bridgeport, Conn., 250-watt station on the 1190 band, to be vacated by WATR, Waterbury, when it goes full-time.

Judson Edwards and Jess McCowan, KSO-KRNT transmitter engineers, doubled in brass as firemen last week and found themselves reported as heroes in the Des Moines Register and Tribune. While at their post at the transmitter, about a mile north of the city limits, the engineers saw flames coming from a near-by home. They ran to the house, forced an entrance and found a well-started blaze creeping around the living room. Using a pail and a small washtub which they found, the engineers managed to put the fire out after 15 minutes of feverish activity.

WSGN's special events combination went into action last week when notice came that a tornado had played havoc in the Mulga coal mine district 12 miles from Birmingham, Alabama. Within 10 minutes after word was received at the studio, the WSGN boys were making preparations to go into the storm area for a

possible broadcast. Atmospheric conditions were bad, but Paul Cram got out the short-wave transmitter, WAXD, and all other radio equipment was hastily assembled.

KGVO, Missoula, Montana, is looking to the future of its announcing staff, by the organization of a class for Cub Announcers, under the guidance of Chief Announcer Verne Sawyer and Production Manager, James Alden Barber. Members of the class in announcing are recruited from the law, public speaking and dramatic departments of the University of Montana.

Mitchell Joining WBCM

Toledo, O.—Lester Mitchell, program director of WTOL since that station opened recently, has resigned to become production manager and program director for WBCM, Bay City, and WHAL, Saginaw, Mich., both part of the Michigan Radio Network.

"Hit Parade" Renewal

American Tobacco Co. will renew the Hit Parade programs heard over CBS Saturdays, 10-10:45 p.m. for 13 weeks effective May 7. Lord & Thomas has the account.

ASCAP AWAITS 'ORDERS' FROM AUSTRIAN AFFILIATE

(Continued from Page 1)

(as they did in Berlin some years ago) and that "irrevocable instructions" were on the way. The instructions presumably apply to the quarterly checks ASCAP sends to the AKM for public performance here of the Austrian catalogs.

ASCAP general manager, John G. Paine figures all diplomatic relations between ASCAP and Staatlich Genehmigte Gesellschaft der Autoren, Komponisten und Musikverleger (AKM) is severed for the time being.

Up in Albany, however, N. Y. State Legislature adjourned without putting through proposed Anti-ASCAP measures.

AFRA Will Seek FCC Aid In Reinstating KSD Hand

(Continued from Page 1)

charged Peley following a printed list of AFRA local officers, of which Peley was noted as a board member. Preliminary investigations by AFRA have not disclosed any further reasons or any cause for the lay off. Peley has been associated with KSD for the past 5 years, and has been in the industry for 15 years.

The NLRB is expected to set a hearing date on the case sometime today.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C.



COlumbus 5-7366-7

Mr. C. Lawton Campbell
Ruthrauff & Ryan, Inc.
405 Lexington Ave., N. Y. C.

My dear Mr. Campbell:

"The proof of the pudding is in the eating." We are not asking anyone to eat our records—but we are asking them to listen to one.

We have been claiming for some time now that we make superior recordings simply because our studios are the last word in "up-to-date-ness" and our engineers are thoroughly efficient. It has been proved to others. Won't you let us prove it to you?

A telephone call will bring a sample to your office.

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh