



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 61

NEW YORK, N. Y., TUESDAY, MARCH 29, 1938

FIVE CENTS

Indies Will Meet AFM

CBS's NEW RATE CARD; CHANGES IN FLA. GROUP

New CBS rate card, No. 24, is now on the press and will be distributed late this week. With the exception of the Florida group, no other rate changes have been made. Rate card, dated Apr. 1, contains all the additions of 113 stations which are now affiliated with the network.

Network has increased the rate of WQAM, Miami, and WDAE, Tampa, to \$150 each. WJNO, West Palm Beach, has been added to the Florida group as a bonus station. Entire group of five stations, instead of four as heretofore, is carded at \$550 per evening hour.

New rate for WWL, New Orleans, (Continued on Page 6)

Ethridge Talks to Nets On Definite NAB Budget

Mark Ethridge, temporary chairman of the executive committee of the National Association of Broadcasters, yesterday went into a huddle with both NBC and CBS in an effort to work out a permanent budget for the NAB. Ethridge, who returned to Washington last night, paid a short visit to the Independents who were in session at the New Yorker, but did not address them.

Ward Wheelock Looks At "Hollywood Hotel" Setup

West Coast Bureau, RADIO DAILY
Hollywood—L. Ward Wheelock, Jr., president of his own agency, unexpectedly planned in from Phila. over the week-end. Reports are current that he will appoint a new producer for the CBS "Hollywood Hotel" program. (Continued on Page 6)

Bend Down Mister

Albany—Announcer Bert Madden of WABY resumes his spot as "Tall Man" of the station when he gets back upon his stilts in his Man-in-the-Street broadcasts. He is heard daily in his stiltwalker quizz, sponsored by Nu Enamel Stores.

U. S. PROGRAMS "CREAM" OF SHOWS, CBC ADMITS

Montreal—Elimination of commercial programs is the ultimate policy of Canadian Broadcasting Corporation, L. W. Brockington, chairman of the board of governors, reiterated, before the parliamentary broadcasting committee. The corporation was faced with the paradox of having to enter the field of radio advertising in order to obtain revenues and resources that would ultimately make it independent of such revenues, he said but such revenue would be (Continued on Page 5)

WIL Case Denied Review By U. S. Supreme Court

Washington Bureau, RADIO DAILY
Washington—The petition of the Missouri Broadcasting Corporation, operators of station WIL in St. Louis, for review of their case against the FCC was denied today by the Supreme Court.

The High Justices upheld the decision. (Continued on Page 6)

Pearce From Coast June 7

Al Pearce will move his "Watch the Fun Go By" program to Hollywood for origination at KNX for a minimum of eight weeks, starting June 7.

NAB Will Hire Paid President IF "Go-Ahead" Is On The Line

"Fibber" McGee Renewal

S. C. Johnson & Son, through Needham, Louis & Brorby, on Apr. 12 will renew "Fibber" McGee & Molly" for another 52-week run on about 60 NBC-Red network stations, Tuesdays, 9:30-10 p.m. The repeat show on Apr. 26 will be shifted to the 12:30-1 a.m. spot.

Committee Selected After Stormy Session Will Seek Best Terms Possible; ET Firms Find Selves "In The Middle"

CIO UNION LOSES OUT ON ITS WABC PETITION

National Labor Relations Board has dismissed the American Communication Assn's petition for investigation and certification filed by the CIO union some months ago.

Union claimed it should be the sole bargaining agent for WABC, while the network contended it did not represent the majority of the CBS employees in the nine stations run by the network.

NLRB ruling makes the Associated Broadcast Technicians the sole bar- (Continued on Page 7)

Carter and Warren Win Met. Opera Co. Contracts

John Carter and Leonard Warren on Sunday were declared the winners of the "Metropolitan Auditions of the Air" and awarded contracts by the Metropolitan Opera Assn. A cash award of \$1,000 each and silver pla- (Continued on Page 5)

Nixes Casting Agency

Chicago—The local chapter of the American Federation of Radio Artistes upheld the directors' action in forbidding registering with the Radio Central Casting Agency at an open meeting held Sunday. There are 550 members, or about 95 per cent of Chicago actors and talent, in AFRA. Casting bureau has gone into audition business for aspiring amateurs.

The Independent Broadcasters of the NAB yesterday completed plans and a method of procedure in dealing with the demands presented to the broadcasting industry by the American Federation of Musicians. Voting unanimously, the body, representing 45 stations, plus proxies, elected the present committee of 5, with four additional members to bring the total to 9, as its representatives to contact and bargain with the AFM.

The new committee will be given unofficial power to discuss terms with the AFM for the non-network broadcasters, but will not be able to sign (Continued on Page 6)

WCAU SPEAKER DRAWS OVER 20,000 REPLIES

Phila.—Acting on a suggestion by one of his listeners that he get up a petition to Congress to pass a law prohibiting commentators et al from preaching foreign government political doctrines where a consideration is involved. Mac Parker WCAU commentator passed it on to his audience. (Continued on Page 7)

Stock Fraud Indictments

Washington Bureau, RADIO DAILY
Washington—Five individuals were indicted by the Department of Justice and the SEC for fraudulent sale of stock in the Television and Electric Corp. of America and the Television and Projection Corp. Elias T. Stone, alias, Elias T. Silverstein, Harold F. Stone, Sam G. Kennedy, John Anderson and E. T. Shaw, alias S. Tate were indicted.

Needed Ice

Nashville—For one week hundreds of performers and visitors to WSM, here, passed a display of 17 bottles of pop in the station's reception room. After a week all but one bottle was returned to its sponsor and station claimed recognition for what it terms "unequaled honesty."

All 'Round Man

St. Louis—KWK almost lost announcer Foster Brooks by its novelty airing of a singing coyote from a local theater. Brooks was such a "howling" success in his imitation of the critter who is accompanied on the banjo by its owner that the latter tried to sign him up.

(Continued on Page 6)



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FINANCIAL (Monday, Mar. 28)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., Crosley Radio, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio, NEW YORK STOCK EXCHANGE, Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, Stromberg Carlson.

Dr. Pepper Dixie Network Will Be Revised April 3

Dallas—The Dr. Pepper Dixie network of 24 stations will be revised on Apr. 3. Program, featuring the "Pepper Uppers," will celebrate its third anniversary on Sunday and will have Ran Wilde, Jimmie Gunn, the "Four Bachelors," the "Tune Tumblers" and Ivan Wayne and Milla Dominguez as vocalists.

Network now consists of stations in New Orleans, Winston-Salem, Charlotte, Chattanooga, Knoxville, Raleigh, Columbia, S. C., Louisville, Asheville, Greenville, S. C., Atlanta, Birmingham, Nashville, Memphis, Jackson, St. Louis, Little Rock, Dallas, Tulsa, Shreveport, Oklahoma City, San Antonio, Houston and Fort Worth. Tracy-Locke-Dawson, Inc., has the account.

Monroe Set for Earle

Lucy Monroe will open a week's engagement at the Earle Theater on April 1.

GWQR logo: BETTER BROADCASTS for BETTER BUYERS INTERSTATE BROADCASTING CO. 730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 26 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. Includes Tipitin (Leo Feist Inc.), There's A Goldmine In The Sky (Irving Berlin Inc.), How'd Ja Like To Love Me (Famous Music Corp.), You're An Education (Remick Music Corp.), Thanks For The Memory (Paramount Music Corp.), In My Little Red Book (E. B. Marks Music Co.), Please Be Kind (Harms Inc.), Whistle While You Work (Irving Berlin Inc.), Always and Always (Leo Feist Inc.), Love Walked In (Chappell and Co.), Heigh Ho (Irving Berlin Inc.), Let's Sail To Dreamland (Larry Spier Inc.), On The Sentimental Side (Select Music Corp.), Sunday in the Park (Mills Music Inc.), Sweet As A Song (Robbins Music Corp.), At A Perfume Counter (Donaldson, Douglas and Gumble), I Can Dream, Can't I? (Marlo Music Co.), Two Bouquets (Shapiro-Bernstein Inc.), Dipsy Doodle (Lincoln Music Corp.), I See Your Face Before Me (Crawford Music Corp.), More Than Ever (Miller Music Corp.).

Sto-Kol Campaign July 1

Spot campaign for Sto-Kol, automatic stoker, will get under way after July 1. Midwest, south and north central territory are expected to be covered in the campaign which is handled by the Frank Presbrey agency. Leroy Kling is account exec.

G. M. Canadian Program

Montreal—Beverly Baxter, M.P., noted journalist, will be heard each Tue. night at 10 o'clock EST in a series of 15-minute broadcasts from London over Canadian Broadcasting Corporation's network of twenty-nine stations. The programme entitled "From the Heart of the Empire" is sponsored by General Motors of Canada.

Selling Keystone State

Pittsburgh—The Pennsylvania State Commission (CBS show), tonight will use Governor Earle as well as a line-up of network talent to sell the Keystone state to the nation. The Governor will speak from WHP, Harrisburg, at the half-way point in a musical program that features Eloise Drake, soprano, Edward Roeker, baritone, and the Pennsylvania Pioneers Orchestra under the batonship of Robert Golden, staff musical director of WCAU. Program is dedicated to the Swedes and Finns who settled Pennsylvania in 1638.

Sears Renews in Philly

Philadelphia—Nathan Fleisher, WDAS foreign language commentator will be renewed for another 26 weeks by Sears, Roebuck Co. This will make the only program which Sears is sponsoring at the present time in Phila.

Dale Carnegie, Inc.

Albany—Dale Carnegie, heard over NBC-Red web, has filed papers of incorporation here for two companies: one, to edit his publishings regarding human relations, public speaking, etc.; the other to conduct courses in public speaking, business efficiency, and similar subjects.

COMING and GOING

JEANETTE MacDONALD, film star, is en route to New York from Hollywood.

DICK HEATH, commercial manager of KTAR, Phoenix, is back at his desk after a visit to NBC-Hollywood offices.

SIDNEY FULLER, KGB manager, is conferring in Hollywood with Lewis Allen Weiss, general manager of Don Lee net.

JACKIE HELLER, formerly with Abe Lyman's orchestra and Ted Hammerstein's Music Hall program, is vacationing in Hollywood.

RICHARD L. MEYER, general manager of International Broadcasting Co. of London, is among today's arrivals on the Normandie.

KAY BARR, KDKA publicity director, has left on a two-week Florida vacation.

ED MEADOWS, beauty consultant on WHB, Kansas City, is back after a New York trip.

SAM BENNETT, KTAT general manager, is back in Fort Worth, Texas after a business trip to Kansas City.

LOREN STONE, assistant general manager of KIRO, Seattle, has returned to his desk after a ten-day vacation.

ROBERT STEPHAN, radio editor of the "Cleveland Plain Dealer", is in town.

AL GOODMAN, band leader, is en route east from Hollywood. He was conductor of the Warner Bros.-Lucky Strike show which folded last week.

EARL GAMMONS, general manager of WCCO, Minneapolis, is in town. He plans to leave for home late today.

L. WARD WHELOCK, JR., head of his own agency, planed to Hollywood over the week-end.

If You Lived in Kalamazoo

... where there's only one Radio station in the city... chances are you'd listen to that station (WKZO) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one-station" exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

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

MICHIGAN RADIO NETWORK WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative



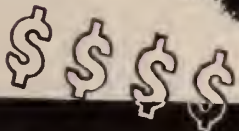
SALES ECHO

PROGRESSIVE Advertisers realize that to be "Keyed To Sales" to our rich "Friendly Family" of 2,500,000 Italo-Americans there is only one way —

The Italian way!

ALSO do they know that with Italo-Americans, who constantly spend over a Billion Dollars annually, all kinds of American products of merit can be quickly popularized so as to become a permanent part of our "Friendly Family" that lives with us every day of the year!

BY outstanding results in the Italo-American Market does the Sales Echo of our many Successful Sponsors spread and grow louder and louder. To profit, tune in and tie up with *this* Sales Echo!



WQV

NEW YORK • 1000 WATTS

WPEN

PHILADELPHIA • 1000 WATTS

WBIL

NEW YORK • 5000 WATTS



THE INTERNATIONAL BROADCASTING CORPORATION

NEW YORK CITY

Los Angeles

FRANK RUSSELL, KFI-KECA announcer, reeled off 470 words a minute on Jimmy Vandiveer's "fast talking" contest over KFI last week, but when dialer's votes are counted, station execs. believe that Chet Huntley, with 449, will be the winner, because of his verbiage being more intelligible.

After being off the air for seven weeks, due to illness, Rheba Crawford, militant evangelist, returns to KMTR this week and will be heard Mondays at 8 p.m. "Your Romance," temporarily muted, resumes this week also, and "Gloomy Gus and Sunny Jim," blackface comics, inaugurate a new series. All are Monday night shows.

"Those We Love," Pond's NBC serial featuring Nan Grey and Richard Cromwell, switches from its Tuesday spot to a new time at 5:30 Mondays, effective April 4.

Jack Benny's broadcast from New York Sunday was the first in 3½ years on which Don Wilson missed making his "six delicious flavors" sales talk.

Lawrence Grant will review current pictures over KHJ-Don Lee Thursdays at 11 a.m., pre-squaring any possible future squawks about critical critiques by labeling the program "I Pay For My Seat."

John Ridgeley and Carole Landis will appear in a tabloid radio version of "Special Agent" on the Warner's "Academy of Acting" program over KFVB on Wednesday night. Sid Hickox, first cameraman, will guest in the producer's role, and Wayne Morris also will make an appearance.

A new A Capella choir, under the direction of Reed Cox, will make its radio debut over KECA on Wednesday evening at 8. Cox, conductor and arranger, is on the music staff at both Loyola University and Venice High School.

Knox Manning's "Headlines on Parade" over KNX and CBS Pacific Coast shifts from Tuesday airing to Wednesdays at 5:45 to 6 p.m., fifteen minutes later than formerly.

Helen Brown becomes a member of the "Charlie Chan" cast with the episode airing April 1 on KNX, and will be included in most future scripts of the transcribed serial.

Luther Whiteman and Samuel L. Lewis, co-authors of "Glory Roads," will be interviewed on KMPC's "Meet the Author" program Wednesday at 3:45 p.m. Margaret Wilson conducts this series from the Beverly Hills Public Library.

DOROTHY DRESLIN

Lyric Soprano

MAGIC MELODIES

Tuesday WJZ 7:45 P.M.

Also heard

Tues., Thurs., Sat. WJZ 8:15 A.M.

Management NBC Artists Service

MAIN STREET

WITH OL' SCOOPS DAILY

● ● ● From Our Little Red Book!...Renewed interest in airing X-Mayor James J. Walker as a daily newscaster on MBS, was discussed yesterday between WORtists' bureau (who handle Walker) and an agency. ... "Hobby Lobby" folds tomorrow but Hudson have taken an option for the summer. However, a cosmetic account may mooch in on the show within a few days!...George Jessel will do a shot for Jack Benny.... Chester Lauck, one of the leads of Lum & Abner, has been ailing but did his show....Bob Ripley's show will be renewed for 26 weeks on April 26. ...Nothing to the rumor that Fred Waring will work for Sun Oil.... "Let's Visit" may be sold coast-to-coast this week.... "Lamplighter", WOR's show for Grossman shoes picked up two sponsors on MBS as a co-op production last week.... Sterling Agency have set up a subsidiary to handle co-op features.... Herman Paley of the WOR sales force, who was out for five weeks, returned to collect his back pay envelopes yesterday.... Bart McHugh, formerly prexy of WIP, Philly, has joined the radio dept. of MCA.... Lucky Strike is auditioning a morning show again.

● ● ● Sunday nite at the Casa Manana, after other topflight performers did a turn, Jack Benny was called upon. From the moment he rose to answer the applause—till the second he left the stage, Benny showed the assemblage why he was great. In discussing Paul Whiteman, who was celebrating his birthday there, Jack pointed to Billy Rose sitting in a box—and said: "That's the 90 lbs. Whiteman lost!"... Val and Jim Foster, 16 and 17 respectively, sons of Gen. Mgr. A. S. Foster of WEW, St. Louis, are learning the radio game from the ground up, under the watchful eye of pop.... After school each day they relieve at the telephone switchboard, run errands and lick stamps—the latter act being heartily approved by the elder Foster, who says it ruins their appetites and keeps them from eating so much dinner at home.... Betty Underwood's father, (she's the singer with Samuel Benavie's orchestra on WJR, Detroit) won \$2,300 on the Irish Sweepstakes, and turned over that sum to her to further her operatic ambitions. After her initial show the other nite, WJR program men predicted a great future for the young lady.

● ● ● Wm. Morris office have been asked to submit a figure for the air services of Sir Harry Lauder on a fall commercial.... Nothing will replace Kay Kyser for Lucky Strike on the WOR series, since operation went to NBC.... "Fifi" remains with the Eddie Cantor show.... "Your Family and Mine" which starts on NBC April 25th is written by Lillian Lauferty—who does the CBS Big Sister show.... John Conte has been renewed for 13 weeks to wordsling the Burns & Allen periods.... Vapex quits MBS' "Let's Play Games" Friday—but the show will continue sustaining.... Audrey Marsh and Lois Elliman have been signed by CBS.... Sylvia Froos plays Wash. next month.... Nat Abramson and his wife go to Europe April 26th to scout foreign air talent.... Bill Goodwin nixed an offer to announce the Benny Goodman Camel series to work on a Lord & Thomas' 26 week transcribed series.

● ● ● A gala anniversary program is being planned for Dow's Dawn Patrol, heard daily on WKRC, Cincinnati, Ohio, when it celebrates its first year on the air April 23. Al Bland, genial gentleman of the south, has been the show's pilot since it began.... Edward Wallis, dramatic supervisor at WIP, Philly, was casting the new dramatic serial, "The Trailer Family". Everything went along nicely until he came to the part of "Junior", a young scamp. Person after person was tried; all were found wanting. Finally, in desperation, Ed tried Alma MacKenzie who plays nurse-maid to a friend's baby on Tuesdays and Thursdays, and she said she would take the role if some sort of care could be taken of the child!

Chicago

GRACE BOK, formerly publicist for Clara, Lu and Em and for Virginia Payne, has associated herself with the Chicago Earle Ferris office, now headed by George Livingstone, formerly with CBS. Ed Reynolds is the other member of the local staff. Bernie Milligan of Hollywood staff has returned from New York and was due to plane back to west coast this week-end.

Virginia Clark, who plays lead in "Romance of Helen Trent", and Dorothy Shideler, free lance actress, have bought adjacent homes in suburban Glen View and motor into town together each day.

Arch Oboler, author of "Lights Out", is using musical themes as inspiration for several of the scripts he is writing for Boris Karloff. Next week's opus is based on Sibelius' "Valse Triste". Another one he is working on owes its inspiration to "The Night on Bald Mountain".

Ken Fry, director of NBC special events department, addressed the Oak Park Rotary Club on "Building Special Events for Radio."

What with all the controversy over swinging "Loch Lomond", no one has to date mentioned fact that for years it has been theme of Alexander McQueen, the "Nothing But the Truth Man", whose broadcasts are currently aired over WCFL. Alex does not go for a swing version.

Anne Seymour of "Mary Marlin" is hostess to Margaret Sangster, of "Arnold Grimm's Daughter," General Mills serial, who is here from New York conferring with sponsor, and also to her uncle E. L. D. Seymour, horticultural editor of a national magazine.

Bill Bouchey, leading man of the "Romance of Helen Trent", has joined cast of "Stepmother" as Peter Barton, romantic menace.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

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

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

ORCHESTRAS MUSIC

By TED LLOYD

INA RAY HUTTON, the blonde bombshell of rhythm, and her Melodears, today signed management contracts with Chas. E. Green, president of Consolidated Radio Artists, Inc.... Under terms of the contract CRA has exclusive management of Ina Ray Hutton for all location and tour bookings for a five-year period.... Due to a previous contract, however, the Hutton theater bookings will not come under Consolidated until Feb. 10, 1939.... Happy Felton goes into the Arcadia in Philly, April 15. He was slated to open before—but because of another bandleader's illness, Felton took over the contractual obligations. Johnny Long's crew subs.... Mickey Alpert and his band open at Mickey and Mario's Mayfair Farms (on the road to Philly) April 16. Alpert is part-owner and will use broadcasting wires for advertising.

Pat Ballard, radio writer, has written a musical comedy called "When the Cat's Away," which Eddie Dowling has bought for fall production. Opening is planned for Labor Day. James Hanley is writing the music.

RECORD REVIEWS: Ted Weems and band on Decca's 1704, playing "What Are You Doing The Rest of Your Life?" with Parker Gibbs vocalizing, is in the usual Weems' groove. Backed with Percy Como's singing of "Goodnight Sweet Dreams, Goodnight", the wax is worth the price asked.... Decca's 1715 features Ruby Newman's crew doing "Bewildered" and "Girl of the Golden West". Ray Morton pipes both sides.... First tune is catchy—second just so-so.... Brunwich's 8092 has Horace Heidt's versatile band playing "Bewildered" and "A Gypsy Told Me". Larry Cotton handles the vocal on the first—Charles Goodwin the second.... Wax is typical Heidt delivery—which is oke for our money.... Bluebird's 7406 features Freddy Martin's band doing "Yes, There Ain't No Moonlite"—a favorite of ours—with the trio and "A Little Love Will Go A Long, Long Way" which has Elmer Feldkamp singing.

Shep Fields was floored by appendicitis and had to cancel several theater dates.... Rudy Vallee will appear at the Paradise Restaurant in April, prior to his opening at the Astor Roof.... Richard Humber will be the first band leader to broadcast from Manhattan Beach with a Mutual wire this summer.... Larry Clinton will be heard from the Meadowbrook in New Jersey with a CBS wire.

WROK IS THE

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

NEW PROGRAMS—IDEAS

CKY's Educational

CKY, Winnipeg, will air "Geography Begins At Home", a broadcast which will show how a regional survey can be made in a rural district for the study of home geography. Program is designed not only to teach children a community sense but also interest parents in the work of local schools in addition to making the study of distant lands more vivid. Instructions to teachers will be supplied prior to the broadcast which is sponsored by the Department of Education.

Revives Stock Co.

WFBC, Greenville, S. C., has assembled a group of semi-professional players led by Capt. Michael Seymour in what may be a revival of the theatrical stock company. Group, calling themselves The Arcadians, tour surrounding communities in a trailer, besides doing a half-hour script serial over the air once a week. Advance dates in various towns are announced during their scheduled airing. Using good psychology, they choose a play in which the city slicker is outsmarted by the honest worker in industrial centers; and in farming sections a farm boy is usually the hero.

Carter and Warren Win Met. Opera Co. Contracts

(Continued from Page 1)

ques were presented to the winners by the sponsors of the NBC program, Sherwin-Williams Paint Co.

Philip Duey and Kathleen Kersting were given honorable mentions and have an excellent chance to join the "Met" soon. A total of 707 contestants were heard in the auditions which ran over a period of 26 weeks.

Fact that Carter had won was announced on the Chase & Sanborn Hour Sunday night. Carter is substituting on the program for Nelson Eddy and was given time off to come east for the auditions.

Warren is heard on several spots weekly on WOR.

Dyer Licenses Erpi

Frank L. Dyer, Inc., yesterday announced that Electrical Research Products, Inc., for itself and in behalf of Western Electric Co. acquired a license under his patents. Decca Records, Inc., relative to long playing recordings, has also acquired a license, and the suit instituted by Dyer against Decca has been discontinued. Dyer patents are handled by the Frank L. Dyer, Inc. Negotiations with other manufacturers are now under way it was announced.

Mutual Airing Bowie Races

Baltimore—Bowie races, April 1 to 14, will be broadcast over the Mutual web by John Wilbourn of WBAL. Nag chatter will be a daily feature at 4:15-4:30 p.m.

New Baseball Slant

WCKY, Cincinnati, is going to give its listeners the grandstand perspective on the opening of the baseball season as a relief from the usual spring interviews with baseball players and managers. Each evening Rex Davis, sportscaster, will interview a dyed-in-the-wool fan on what he thinks of the Cincinnati Reds' team. Fans have been lined up for the week.

More Vox Pop

"Public Opinion", a Vox Pop show heard on KTAT, Fort Worth, uses the psychology that a man is lonely and open to conversation after he has finished dinner, smoked a cigar and read the evening paper. Program is aired by program director Spencer Allen who interviews guests at the Hotel Texas on headlines of the day and news issues.

Character Reading

WCFL, Chicago, is presenting a new series of educational broadcasts whose purpose is to teach the radio audience to read their own character from their handwriting. Program, called Know Yourself, is conducted by Bill Cavanagh, graphologist.

Will Drop Commercials; Reiterates CBC Chairman

(Continued from Page 1)

limited to \$500,000 a year. The commercial programs now brought in by the corporation from the United States constituted the "cream" of radio entertainment, it was admitted. They were undoubtedly listened to by those with efficient receiving sets in any event, and by putting them on the Canadian chain the corporation made them available to many who otherwise could not hear them.

WSMB Signs with AFM

New Orleans—WSMB, one of the IRNA holdouts, and the American Federation of Musicians have reached an agreement whereby the station agrees to hire extra musicians to the limit of its music budget for the next two years. Union wanted the agreement to be retroactive to Jan. 17, but this was dropped. Contract does not call for a closed shop. Musicians, however, have a gentleman's agreement with the station that no non-union men will be used for commercial programs.

REEVES SOUND STUDIOS, Inc.

Complete Transcription
and Film Service

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

GUEST-ING

ROCHELLE HUDSON, on Kate Smith Hour, March 31 (CBS, 8:00 p.m.)

WEBER and FIELDS and ED. ARNOLD, on "Thirty Minutes in Hollywood" program, April 2 (MBS, 6:00 p.m.).

JOSEF HOFMANN on American Banks program, April 4 (NBC-Blue, 9 p.m.)

KITTY CARLISLE on "Schaefer Revue," Thursday (WEAF, 7:30 p.m.)

CHARLES CLAPP, on Vivian Shirley program, tomorrow (WNEW, 2:30 p.m.)

WALTER LANTZ, movie-producer, on "Headlines on Parade" program, today (KFWB, 5:30 p.m. PST)

JOSEPH ROBERTS, on "Calling All Stamp Collectors" program, April 2 (NBC-Red, 1:00 p.m. PST)

EDWARD and GERTRUDE OWENS and GEORGE ANDREWS, a great-grandson of Hyam Solomon, on "We The People" program, March 31 (CBS, 7:30 p.m.)

MARION CLAIRE, soprano, WARREN WILLIAM and ANNA MAY WONG, film stars, on Kraft Music Hall program, March 31 (NBC-Red, 10:00 p.m.)

GROMBACH PRODUCTIONS INC.

113 West 57th St., New York

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

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

Agency ideas developed by studio experimentation to production of audition.

Permanent staff—private studios—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone Circle 6-6540

Exclusive Representatives for outstanding free-lance writers and directors.

INDIE COMMITTEE WILL CONFER WITH AFM EXECS.

(Continued from Page 1)

any commitments. It is hoped that a yardstick can be set up whereby the Indies will be able to dicker with their own locals in solving the AFM situation through the meetings between the committee and the AFM.

Entire day was taken up with the problems that now confront the 384 Independent stations in regard to their connections with the AFM, electrical transcription manufacturers and recording companies.

Morning session was devoted to a resume of the ultimatum given the ET companies by the AFM as explained by Mark Woods, NBC. Woods stated that the ET manufacturers have refused to sign the license offered them by the AFM and containing the "Secondary Boycott" clause against all stations that do not agree to the AFM demands. Lloyd Thomas, chairman, reviewed events preceding the calling of the present meeting, and Stanley Schultz read a letter that was sent to 384 Independent stations by the committee asking support for yesterday's meeting. Of the 384 letters submitted, it was learned that 127 had been answered asking the committee to represent them as they would be unable to attend the meeting.

Involved in the detailed explanation and discussion were Gordon P. Brown, WSAY, who brought up an ancient discussion between phonograph record manufacturers which had been anti-radio at the NRA hearings; Pat S. Stanton, who expressed the fear that other organizations, resembling NAPA, would crop up in all parts of the country if phonograph companies can enforce rule handed down by Pennsylvania Supreme Court whereby phonograph records are made for home use only; Chet Thomas, KFRU; Howard S. Frazier, WSNJ; Gilbert Freeman, WTAL, fiery speaker from Florida who took over the floor and in no uncertain terms demanded action from the assemblage; Ben Gimbel, WIP; Stuart Sprague, attorney, who brought up the point that unless the Indies reached a settlement, or bargained with the AFM, their entire transcribed spot business would be wiped out; Gregory Gentling, KROC; Phil Loucks, NAB and Elliot Sanger, WQXR.

Afternoon Session

Afternoon session picked up at 2 p.m. after an hour and a half recess with a clear picture of the entire situation presented by Laurence Morris, counsel for RCA. Morris, following the lead set by Mark Woods, Sprague and Loucks advocated a session with the AFM in ironing out the trouble. After short questioning and discussions by members, Harold Lafount proposed a committee to present problems to the AFM despite the fact that the Independents as yet have not been officially approached by the AFM. However, with the ET manufacturers

RADIO PERSONALITIES

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

A. B. CHAMBERLAIN

RESPONSIBLE for reception to CBS' radio stations throughout the country, A. B. Chamberlain, chief engineer of the Columbia Broadcasting System, makes good use now of a complete and varied electrical and technical education. Following his graduation from the U. S. Naval Radio School in 1921, he acted as instructor there. In 1923 he engaged in electrical radio construction and operation with the 8th Submarine Division. From 1923 to 1927 he was broadcast engineer at WGY, Schenectady; in 1927 became chief engineer at WHAM, Rochester, and general manager in 1928. In 1929 went to the Buffalo Broadcasting Corp. to become director of technical operations, supervising WKBW, WGR, WMAK and WKEN, and in 1930 was vice-president of the Buffalo corporation.

In 1931 he became chief engineer of the Columbia Broadcasting System. Chamberlain is a member of the Institute of Radio Engineers, a director of the Radio Club of America and a lieutenant, C-V (S) of the U. S. Naval Reserve. Hobby (if any) was not divulged, but probably operates a short-wave set from the privacy of his study.



Feeds CBS' Web

now placed in the embarrassing situation of either refusing to sign a contract with the AFM, or stop sales to the stations and be liable to litigation by contracted stations, Lafount stated that it was imperative that the Independents act quickly. Motion, which recognized the problem, and called for the immediate appointment of a committee to negotiate with the AFM, was passed with only two dissenting votes. Rest of the session was taken up with individual station problems that were to be included in the committee's folio when it meets with the AFM.

Also carried was a motion asking the NAB to give its financial, active and legal assistance to the Independents.

An open meeting for those members remaining in town until today was held last night at which time Lloyd Thomas and his committee

WIL Case Denied Review By U. S. Supreme Court

(Continued from Page 1)

sion of the FCC in granting the application of the Star Times Publishing Company of St. Louis and denying the petitioners application to secure for their station an improved status.

Basis for the Missouri Broadcasting appeal was the action of the Commission in rendering its decision without any statement of facts until one day after the effective date of the decision. The United States Court of Appeals upheld the FCC which was affirmed by the Supreme Court today without a written opinion.

Betty Goodwin Resigns

Miss Betty Goodwin on Apr. 1 will resign as NBC fashion editor. She will be succeeded by her assistant Miss Amelia Umnitz. Miss Goodwin, however, plans to continue her television activities.

drafted preliminary plans for its AFM sessions. It is doubtful, however, whether the committee will be able to meet the AFM Executive Board for at least another month or two. It is expected that the preliminaries, if not everything, will be cleaned up before the AFM convention in June.

The committee, headed by Lloyd Thomas, WROK, and composed of Henry McNaughton, WTBO, Gregory Gentling, KROC and Stanley Schultz, WLAW, will be augmented by Harold Lafount, New York and Washington, vice-chairman, Frank R. Smith, WWSW; C. Alden Baker, WRNL, Edgar Shutz, WIL, and Jack R. Howard, WCPO.

Howard Loeb, WFDF, fifth member of the original committee, resigned his position late last night via a wire sent to Thomas at the New Yorker. Loeb is at present on vacation.

Ward Wheelock Looks At "Hollywood Hotel" Setup

(Continued from Page 1)

Fred Ibbett now has the assignment, but is expected to step out on May 15. Brewster Morgan, of CBS, Bill Bacher and Paul Munroe, of Lord & Thomas, are all being mentioned as Ibbett's successor.

Bosco Renews on WOR

Bosco Company has renewed its WOR shows for a 13-week run, effective April 4. Don Ross, Paul Barron and Sammy Liner are on the show, which is produced by Tyler Davis of Kenyon & Eckhardt agency.

Muller account, also handled by Kenyon & Eckhardt, will probably sign off in June for the summer months. Plans for Knox spot announcements for the summer months are not yet definite, but there is a probability that a few of them will run through, while the remainder will fold during the hot weather.

NAB MEETS TOMORROW TO PICK PAID PRESIDENT

(Continued from Page 1)

ing them to read it and make up their minds immediately in order to "save money and trouble". What the board wants to know now is, does the industry really need the representation that has been proposed. As though answering the latter in advance, Ethridge pointed out 14 points pertaining to problems of the entire industry. Whether the member in question wants to "go along" with the plan or not, today is the deadline for his answer.

Points and problems confronting the industry as outlined by Ethridge are as follows: The FCC has ordered an investigation; Senate Committee on Interstate Commerce has reported favorably on the resolution of Senator White of Maine, providing for a sweeping investigation of the radio industry; The Duffy Copyright Bill is now being pressed by its author; Ascapi licenses expire in Dec. 1940; Musicians situation now affecting the independent stations; McAdoo-Chavez Bill, providing for construction of a \$3,000,000 government station in Cal.; President signed the Wheeler-Lea bill broadening FTC powers in radio advertising; question of record companies or artists or both, or neither having right to license stations for use; Havana treaty status; FCC stand on newspaper owned stations, long-term licenses, yardstick for measuring station's value for resale, etc.; State regulations, bills proposed and pending; tax questions in Congress; international broadcast policy of the government and other items.

Letter further seeks the backing at once of the industry before taking the leap and naming a highly paid president who will at first want to know where he stands, probably before accepting the proposition.

Unofficial sources now believe that Phil Loucks would not be the choice whether through his own desire or otherwise, is not known. Ethridge, however closed his letter with the remark that the committee could not go ahead until financial and moral backing was forthcoming from the industry, large and small broadcasters.

Florida Group Changes In CBS's New Rate Card

(Continued from Page 1)

which becomes a 50 kw. station on or about July 1 will be \$375. This increase has been previously announced by the CBS sales department.

Complete CBS network of 112 cities for an evening hour is \$22,170, gross. Old rate listed 104 cities for \$21,770.

ANA's Closed Meeting

Assn. of National Advertisers will hold a "members only" meeting at the Westchester Country Club, Rye, N. Y., May 4-6. Arthur E. Tatham, of Bauer & Black, Chicago, is chairman of the program committee.

PROGRAM REVIEWS

"CAMEL CARAVAN"

R. J. Reynolds Tobacco Co.
WABC-CBS, Mon. 7:30-8 p.m.
Wm. Esty Co.

CANTOR'S INITIAL SHOW FAST BUT SOUNDS LIKE A "QUICKIE".

Leaving Texaco last Wed., Eddie Cantor and Co., moved right onto the Camel cigarette payroll, with the first show being somewhat of a disappointment. Material generally, was poor, but the laughs did not diminish insofar as the studio audience was concerned. Walter Woolf King, stage and screen baritone, announced in place of Jimmy Wallington but had first-night stage fright apparently. At least it seemed so at the finish. Gladys Swarthout, mezzo soprano from the Metropolitan and heard on various programs did a good job as usual, while Deanna Durbin also came in for a moderate swing version of Loch Lomond. Edgar Fairchild orchestra, did not have much opportunity to show its wares, but Bert Gordon, "The Mad Russian" contributed a few laughs. Harlem Negress, winner of a grand prize in the Irish Hospital Sweepstakes, jazzed up the proceedings considerably, if not exactly with dignity. Benny Goodman will hold down the Tues., spot for Camels on this same network. But Cantor, good or bad, Camels didn't hurt itself any dropping its recent Hollywood show.

Family Life

The domestic problems that assail every normal Canadian household are brought to light in a series of modern comedies presented to CBC listeners Fri., 8:45 to 9:00 p.m., EST. Introducing the family of Fusbies—Sam, the head of the house (who sometimes doubts this distinction), Martha, his devoted wife and Cynthia, his niece, the program is unaffected in title and content, is simply called "The Fusbies."

Produced in the CBC studios at Toronto, these miniature studies of everyday life are designed by Wis McQuillan, who plays the role of the patient bread-winner, and whose fame as an entertainer preceded him from the west, where he gained a reputation as a radio actor and master of ceremonies.

Voice of Experience

The self-righteous sounding "Voice of Experience" is now hawking Lydia Pinkham's remedy. He's about the same as ever—sugary for those who like honey in their coffee, but nauseatingly sweet for others. His spiels are, as usual, slanted for the sentimental ladies. He brings in plugs for various charities and in so doing, does a rounded job of building himself up as a philanthropist. At least that's the impression gained from listening to the session. He also accepts gold and gold certificates and sends cash for the full value. If you're any further interested, he'll sell you a batch of pamphlets on courtship.

☆ **PROMOTION** ☆

Modern Train Campaign

In a program designed to show the need of modern streamlined trains between northern points and Miami, prominent business men are interviewed by Warren Smith, "Daily News" reporter over WIOD, Fla. Smith has been handling the campaign to obtain this transportation.

WIS Booklet

WIS, Columbia, S. C., has issued a new booklet entitled "WIS Sells Itself". A 32-page publication with blue and white cover, it tells the story of promotional and publicity activities of the station and will be distributed to advertising agencies.

800,000 Ears

"Happy New Ears! 800,000 more..." is bannered on the front page of a WIP brochure. The Philadelphia outlet has issued an announcement of its new antenna and transmitter which it declares have added 400,000 listeners to its signals. Included is a two-color map showing the results of a signal intensity survey and pertinent facts on WIP's improvements.

WSIX School Stuff

WSIX, Nashville has had so much success with the weekly airing of school programs in which all the talent is furnished by the school that station not only contracted for an additional 13-week period but also is making negotiations with the higher institutions of learning, such as Vanderbilt, State A. and I. College, Peabody College and Ward Belmont College.

KGKO Newspaper Campaign

KGKO, Fort Worth, is running an extensive newspaper campaign to announce its opening on May 1. Business Manager D. A. Kahn has placed ads in twenty-five dailies and weeklies throughout western and northern Texas as well as southern Oklahoma in addition to a special supplement in the Sunday Fort Worth Star-Telegram on the first day of the new station's airing.

NLRB Denies ACA Plea To Lead WABC Employees

(Continued from Page 1)

gaining agent for all CBS owned and operated stations, with the exception of KMOX, St. Louis, which is affiliated with the IBEW.

The ABT grew out of the defunct organization known as the Associated Columbia Broadcast Technicians. Union recently expanded beyond the CBS set-up. WLS, Chicago; WWAE, WHIP, Hammond, Ind.; Chicago Broadcasting Council; KFAB; KFOR; KOIL and WFBM are also signed with the union.

Fred Langa, WEEL, Boston, is president of the ABT, and J. F. Novy, WBBM, Chicago, is secretary and treasurer.

Battery Campaign

RCA Victor, through Advertising Manager Thomas F. Joyce, has announced an advertising campaign in farm publications to push the sale of low-priced battery receiving sets. Campaign emphasizes the new improvements such as current cutter and a distance booster, with the new low prices. For farms receiving electric power service a 5-tube AC operated table model is featured.

WKRC's "Schmaltz"

"schmaltz," with credit to Deems Taylor, is the title of a 24 page 6 x 12 inch booklet sent out over the week-end by WKRC. Promotion piece tells the success story of Kitchen Klenzer which is now selling a case of its product in Cincinnati for every can it sold before it went on the station.

Program that did the job was a women's show, "Meet the Missus." A letter, signed by John McCormick, general manager of WKRC, stated that "local advertisers buy 50 per cent more time on WKRC than on all other local stations combined!"

Local Service Plugged

The record of WQAM's service to its community is contained in a green covered booklet which the Miami station has just issued. Service features of CBS are not included in the brochure which stresses local WQAM programs. The station's news commentator, time signal service, weather, frost and storm resorts, religious, educational, safety education, municipal, chamber of commerce and other organizational and similar programs are described in the booklet.

"Lone Ranger" Merchandising

An elaborate merchandising campaign has been planned on the "Lone Ranger" airings over KFEL, Denver. Sponsor is offering over 200 free tickets weekly to "Lone Ranger" club members for the motion picture serial of the same name. The added attraction of seeing as well as hearing the popular cowboy-hero has added many members to the listeners club.

WCAU Speaker Draws Over 20,000 Replies

(Continued from Page 1)

As a result of three broadcasts the past week, station claims 20,000 petitions have been signed and sent in, and there is no "turning back". Dr. Leon Levy, head of the station is issuing a statement sometime today.

Medical Society on Air

New York State Medical Society will sponsor a series of 26 transcriptions over 10 stations in the near future it was learned yesterday. Stations set to carry the disks are: WBNF, WIBX, WFAS, WMFF, WKVM, WMBQ, WSVS, WSAY, WWRL and WSYR. Commercial Recording Studios, Inc., cut the transcriptions under the direction of Dwight Anderson.

NEW BUSINESS

Signed by Stations

WOR, Newark: Maiden Form Brasiere Co., Console and Keyboard program; General Food Corp. (Diamond Crystal salt), Martha Deane program through Benton & Bowles; Manhattan Soap Co., Thomas Conrad Sawyer ET, through Milton Weinberg Advertising Co.; Olson Rug Co., Oddities in the News ETs renewal, through Presba, Fellers & Presba; Penick & Ford, Ltd. (My-T-Fine Pudding), Uncle Don renewal, through BBD&O.

WFAS, White Plains: Gardner Nursery Co. (seeds), ETs, through Northwest Advertising Co.; Suburban Laundry Co., All-Request Club participating program and announcements; Prospect Supply Co. (Liberty Foods), Liberty Melody Winners programs ETs; Rockefeller Nash Co. and associated dealers, announcements.

WHIP, Hammond, Ind.: Publishers' Service (Woman's World Magazine), announcement renewal, through Albert Kircher Co.; Gardner Nursery Co. (seeds), ETs, through Northwest Radio Advertising Co.; Koenig's Nervine, musical program and announcements, through C. Wendel Muench & Co.; Musikhaus, announcements, through United Broadcasting Co.

WEAN, Providence: Citizens Savings Bank, Captains of Industry ETs, through Arthur Braitsch agency.

WNEW, New York: I. J. Fox Co., Mirror Man About Town and announcements, through Peck Advertising Agency.

WNAC, Boston: Krueger Brewing Co. (Ale), 15-minute programs, through Young & Rubicam (also 7 other Yankee Network Stations); Gardner Nursery Co. (seeds), ETs, through Northwest Advertising Co.; American Tobacco Co., ET announcements, through Lord & Thomas (also WEAN); Zonite Products Corp., announcements, through McCann-Erickson; Royal Lace Paper Works, Inc., announcements, through Lawrence C. Gumbinner Advertising Agency; Chamberlain & Co., announcements, through Callaway Associates; Richards Bros. Co., announcements, through McCann-Erickson; George E. Warren Corp., announcements, through Harry M. Frost, Inc.

DO YOU KNOW

In Montevideo, Uruguay, a city of one tenth the size of New York, as many as twenty-five stations are operating simultaneously.

PHILADELPHIA

The Knickerbockers newest stars to be heard over WCAU, are scheduled to go on the air with Dan Kelly, tenor, every week.

O. B. Hanson, NBC vice-president in charge of engineering, is making periodic visits to town to inspect KYW's new studios.

Marie and Burton Piersol, formerly of the Phila. Grand Opera are now being heard with the WDAS Ensemble.

Vernon Crawford and Fred Weber are now conducting WFIL's fastest program the "Ole Time Spelling Bee".

James Tinsdale of the WIP engineering staff is enjoying a Florida vacation and is due back in April.

Tommy Smith is now conducting WPEN's Royal Court of Children.

Bill Dyer, WCAU sports commentator is back at the mike after a two week trip through the south where he visited the training camps of the American and National League Clubs.

Edythe Rodaye and Jane King are now being heard in their sketches over WHAT and KYW.

Flo Donato, WDAS's director of Italian programs is celebrating his first anniversary with the station.

B. S. Mass who conducts the "Ad-Lib" program over WIP in the role of "Dr. Socrates" is a local high school history prof.

The Three Marshalls, a new vocal trio will be featured Tuesday over WCAU with Bob Golden's band.

After an absence of three months the "Meistersinger" returns to the airwaves over KYW.

The Malloys, vocal and instrumental group heard over WDAS, celebrate their third year of continuous broadcasting over the station.

Maxine Bauer and Joe Jenkins make their bow over WIP in a weekly airing of "Moon Indigo Revue".

Charles P. Shoffner, who broadcasts "Topics in Season" weekly over WCAU, will celebrate his 15th anniversary on the air.

Allan Scott's suggestion to City Council on his broadcast over WCAU that they print and use stamps to collect the sales tax has been proposed by one of its members.

Mills Spooner, WFIL organist is now on the "Dawn Patrol" with an early morning broadcast for a commercial series.

Spring Gets 'Em

Charles Hotchkiss of the NBC-Chicago sales department will be married to Miss Carol Jaquith, of Los Angeles, on Saturday.

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

Greetings from Radio Daily

March 29

Joe Cook
William H. Ensign
Harry Von Tilzer

★ Coast-to-Coast ★

KMBC, Kansas City, has inaugurated a new series for the Missouri State Library Association, airing the first of four Friday afternoon quarter-hour sessions in which prominent local persons will speak on books and related subjects in an effort to stimulate interest in local libraries.

Jack and Margaret Orrison, "Adam and Eve" of the KDKA boy and girl script act, are scheduled definitely for three weekly airings. Title, which was changed to "The Newlyweds" due to the recent Mae West fracas, has reverted to its original title.

The KOIN Klock program, with Ivan Jones, Walter Stewart and Frankie Trevor has entered its seventh year. Fan mail is reported as exceeding 300 letters weekly.

Russell C. Comer, president of the agency bearing his name, has announced the sale of the Jimmie Allen transcription series to the Debus Corp., a baking firm in Hastings, Nebr. Series will be heard over KMMJ, Clay Center, Nebr.

KXBY, Kansas City, has set their spring schedule to open at 5:30 a.m. with a program directed at rural listeners. The early morning session, conducted by Jack Wood, will feature a farm bulletin devoted to rural news of 4-H clubs, farm activities, county fairs and similar events and will be interspersed with rural music.

KCMO, Kansas City, will launch a "Buy Now" campaign on March 30. The plan, prepared by Larry Sherwood, general manager, with the cooperation of various civic and service organizations, is an effort to use free station time to a useful end. Dramatic spots throughout the day will be used.

KTMS, Santa Barbara, will air, for the first time, the oldest invitational track meet on the Pacific Coast. Meet, which is held in Carpinteria, Calif., will be entered by fifty teams. Station plans to sell program.

KIRO, CBS affiliate in Seattle, has announced the appointment of Tommy Thomas as program director. Thomas, formerly an orchestra leader, has been in Seattle for the past five years.

Robert M. Wallace, chief engineer of WSPA, Spartanburg, S. C., has resigned to join WOLS in Florence, S.C., in the same capacity.... Vernon Bushong is a recent addition to the WOLS announcing staff.

Three theaters in Muncie, Ind., are sponsoring a program, "Music for the Family," over WLBC to promote theater traffic. Program, which is de-

vised so as to include all members of the family, also airs theater and picture gossip of the current and ensuing week.

WRNL, Richmond, will air the finals in the eighteenth intercountry spelling bee, sponsored by the Richmond News-Leader. From the 130 contestants picked from the schools of eighteen counties, a winner will be chosen to represent Virginia in the national contest to be held in Washington in May.

Having conditioned himself at the local YMCA, Alan Hale, WISN sportscaster, left for the Milwaukee ball club's spring training camp where he will get a slant on the team's 1938 chances. Hale will follow the team on their way north stopping in Chicago for the baseball announcers conclave and returns to Milwaukee on April 16 to announce the opening game. Neil Searles, production manager, will pinch-hit for Hale, on the latter's daily Sports Parade and News Flashes.

Arden Byers is the latest addition to the continuity department of KALE, Portland, Ore.

BOSTON

Marjorie Spriggs, WORL press agent, made her radio debut Thursday morning on Elizabeth Hart's program "Women of Tomorrow." The debut was a pretty quiet affair as far as Marjorie was concerned as she was a model for a beautician who applied a beauty mask, the process of which Elizabeth Hart described over the air.

WCOP's Orchestra Hall will be resumed after a brief absence from the airlines. First broadcast will be Monday at 2 o'clock. In the new series WCOP will conduct a contest. The station will offer a cash prize for the best letter commenting on the program, which is an hour's broadcast of concert and symphonic music. The judges will be Arthur Fiedler, conductor of the Boston Pops concerts; Dr. Wallace Goodrich, director of the New England Conservatory of Music, and Joseph Wagner, supervisor of Music for the Boston public schools.

The Alumni Dinner of the University of Maine during which Arthur A. Hauck, president of the University, will be the principal speaker, will be aired over Colonial network on Wednesday, Mar. 30, at 8:30 p.m. Broadcast will originate from the Boston City Club.

Bob Freeman, WEEI production man who has taken his orchestra on a West Indies cruise, will be the guest soloist on the Edison Tea Party broadcast on today, at 4:45 p.m. Bob returns to Boston this week-end.

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. Gregory Williamson
Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.

My dear Mr. Williamson:

According to NBC's figures, of the 19,400 programs broadcast during 1937, 11,476 were musical. The reason for bringing these figures to your attention is merely to impress upon you the importance of perfect recording of the musical portion of your programs.

International Production Studios, geared and equipped to turn out recordings to match those of any studio in the east, is anxious to prove to you the excellence of their work. The only way we can do it is to have you listen to a sample. May we send you one?

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh