



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 63

NEW YORK, N. Y., THURSDAY, MARCH 31, 1938

FIVE CENTS

Ethridge Drafted By NAB

PLANNING U. S. PROGRAM TO COMBAT PROPAGANDA

A Pro-American campaign, designed to combat all the foreign publicity that is being distributed in this country through short-wave International stations and printed matter, will shortly begin on practically every station in the U. S. Backed by U. S. leaders in political, educational, news and cultural circles, program data extolling the merits of Democracy will be prepared and distributed free to stations.

Although plans for the gigantic (Continued on Page 6)

Levy's Lighten Holdings Of CBS Says SEC Report

Washington Bureau, RADIO DAILY Washington—Isaac D. Levy, Director of Columbia Broadcasting System, Inc., gave away 767 shares of his holdings it was learned yesterday when the SEC released its official summary of security transactions and holdings. Seven hundred and two of the shares (Continued on Page 5)

"Half and Half" Account To Young & Rubicam

American Tobacco Co. has appointed Young & Rubicam Inc., to handle its "Half and Half" smoking tobacco account. This is the first piece of business agency has handled for the manufacturer. No radio is involved.

WABC Mystery Message Sounds Like G-Man Stuff

Immediately following the CBS-Grace Moore program last night, at 9:30 p.m. WABC broadcast the following (Continued on Page 2)

To The Rescue

Detroit — WMBC tied in with local police Tuesday in a desperate attempt to locate a resident whose mother was dying in Chicago. Station aired an appeal at request of the police, and within a half-hour resident was located and in touch with his mother by phone.

Relaxation

Washington—Entire membership of the NAB board, after a strenuous session at the Willard Hotel, adjourned in a body last night to the National Press Club. Purpose —was to attend a local preview of the film "Chicago".

WTMJ CHANGES PLANS ON FACSIMILE TESTS

Washington Bureau, RADIO DAILY Washington—"Milwaukee Journal" has withdrawn its pending application for television and facsimile licenses after a study which caused the daily which owns WTMJ to re-examine its entire experimental program. "Journal", however, declared that the withdrawal indicates in no way "that we are abandoning our (Continued on Page 6)

Socony Baseball Plans Set By Getchell Agency

Socony-Vacuum Oil Co., through J. Stirling Getchell, Inc., has set its 1938 baseball schedule for radio. Games will be aired play-by-play on a co-sponsorship basis with General Mills and the Kellogg Co.

Oil company is sharing the Detroit Tigers and the Boston Bees and Red Sox games with Kellogg. Three American League teams, Chicago, St. (Continued on Page 2)

Major Leagues In Bitter Row Over N. Y. Play-By-Play Pacts

Ethridge Appointment Has Industry Approval

Selection of Mark Ethridge of WHAS, as president pro-tem of the NAB has the whole-hearted support of network officials who, while they did not wish to be quoted, gave evidence that they regarded him and his background with the utmost respect. The non-network broadcasters and others in the industry have already acknowledged their faith in his ability and integrity.

Will Serve Sans Salary Pending Search For Permanent Paid Head; Board Okays Important Reorganization Biz

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Board of Directors of the National Association of Broadcasters last night announced the election of Mark Ethridge as President until such time as his successor is chosen.

In accepting the post, Ethridge issued a statement in which he said: "I will serve with the understanding that the position will be non-salaried and that the board will continue its active search for a prominent head of the industry". Ethridge further (Continued on Page 5)

NBC SETS BIG SPORTS SCHEDULE FOR SEASON

NBC's sport schedule for the next year will include 20 boxing bouts, 24 horse races, nine track meets, seven tennis matches, five golf matches, five crew and boat races. Highlights of the year, both here and in Europe, will include the Joe Louis-Schmeling fight on June 22, the running of the Preakness; Wimbledon, Eng., tennis matches.

Also the Indianapolis Auto Races (Continued on Page 5)

Election Jacks Up Biz For Kansas City Outlets

Kansas City, Mo.—A bitter election fight here enriched local radio to the extent of a little better than 30 hours of time bought by the Democratic (Continued on Page 2)

H. K. Stroud, Agency Prez

Herbert K. Stroud succeeds Howard E. Spaulding as president of Mackay-Spaulding Co., ad agency. James Mackay is vice-president, Eugene Spaulding, secretary, and C. H. Fallas is treasurer.

FARNSWORTH REVEALS NEW TELE PROJECTOR

Phila.—A new type of television film projector, the Farnsworth company's newest development, was demonstrated here before a group which found pictures possessing contrast and definition. The Farnsworth innovation is a film projector of the continuous type rather than intermittent, which is in general use. (Continued on Page 3)

N. Y. Milk Bill Signed; \$310,000 Ad Campaign

Gov. Lehman has signed the New York State Milk Advertising bill which appropriates \$310,000 for use up until Apr. 1, 1939.

H. V. Noyes, commissioner of agriculture, will have the final say (Continued on Page 2)

No Call Letters?

Indianapolis — Ben Wilbur, WFBM spieler, finds his face before him everytime he picks up a magazine. Wilbur was selected by Wm. Esty agency (Camels) to pose with mike for an interview with Wilbur Shaw, winner of 1937 500 mile race at Speedway. Shot now being used in national art spreads.

(Continued on Page 3)



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M. H. SHAPIRO : : : Associate Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, Mar. 30)

Table with columns: NEW YORK STOCK EXCHANGE, Bid, Asked. Lists various stocks like Am. Tel. & Tel., CBS A, Crosley Radio, etc.

Election Jacks Up Biz For Kansas City Outlets

(Continued from Page 1) party and the Coalitionists. With the Democratic party conducting a large part of their campaign over the air, they bought time for nearly a hundred speeches, placing the bulk of the business with KMBC and WDAF which carried, besides daily talks, a full hour broadcast of a Saturday night rally.

CBC Will Make CJLS Basic

Montreal—Announcement that CBC will correct the lack of coverage at Yarmouth, Nova Scotia by including CJLS as a basic station of the system has been received with appreciation in the Atlantic seaboard province. Adding of the local station to the CBC chain is a goal which has been pressed since Canadian Radio Commission days. Laurie L. Smith, is owner and operator of CJLS.

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

Phillip Morris Testing Chain Shows On WNEW

The new Phillip Morris series, "Johnnie Presents What's My Name" first underwent "special" airings over WNEW before going network it was learned yesterday. Sponsor also has resorted to the WNEW facilities to test changes made in the show following the Mutual debut. Program is heard at 8-8:30 p.m. The Biow Co. has the account.

Socony Baseball Time Readied In 30 Markets

(Continued from Page 1) Louis and Philadelphia; all the American Association games and a few other games in various leagues will be shared with General Mills. About 30 cities in all will be covered. Schedule is about as large as last season.

N. Y. Milk Bill Signed; \$310,000 Ad Campaign

(Continued from Page 1) as to whom the account is awarded. He is also seeking an agency for the Syracuse State Fair appropriation of \$21,200 which will be used to promote the fair.

Tampa Brewery Account Sponsors Baseball Scores

Tampa—For the fourth consecutive year La Tropical Brewery of Tampa will sponsor sportscast of National, American and local baseball leagues scores on WFLA. Five minutes daily, including Sunday, will be assigned sportscaster Don Bell. Interlarded between scores will be color yarns on players, dramatic incidents, etc.

NBC Coast Staff Changes

Los Angeles—NBC yesterday announced staff changes in Hollywood and San Francisco headquarters effective April 1. In Hollywood, M. S. Adams joins that office from the San Francisco studios as studio engineer; Norman Noyes becomes supervisor of pages and Seward Spencer has been named his assistant. In San Francisco, William Holmes joins the production department and L. Ray Rhodes becomes Junior Salesman.

WWVA, WALR Form Line

Wheeling, W. Va.—Permanent lines have been established between WWVA and WALR. Zanesville, Ohio, to form a local network. George W. Smith, of WWVA and Ronald B. Woodyard of WALR, plan to exchange programs on a full-time basis.

Acme White Lead Switch

Acme White Lead & Color Works, sponsor of Smilin' Ed McConnell, will switch to 3:30-3:45 p.m. spot effective with the broadcast of April 3. Program will be heard over an NBC-Blue network of 26 stations.

WABC Mystery Message Sounds Like G-Man Stuff

(Continued from Page 1) lowing mystery message: "B23L. We are ready to follow your instructions but we have to proceed via automobile because of weather conditions." Preceding the message itself was the usual, "We have been requested to make the following announcement." CBS refused to make any comment on the announcement. Staff had been given strict orders not to divulge any information. At a late hour last night, press associations were still trying to run down the story. No other large metropolitan station received any such request. One guess was that it had something to do with the Levine kidnapping in New Rochelle. Levine, incidentally, is scheduled to appear on "We, The People" over CBS tonight.

Three Requests Filed For Oklahoma Stations

Stillwater, Okla.—An application to construct a 1000-watt station is being prepared and will be filed with the FCC within three weeks. Wilson Brown, recently appointed as an assistant in the information department of the state WPA may become business manager of the station. Howard Suesz, former business manager for KVOO (Tulsa), may be program director.

Tulsa, Okla.—Plans, pending FCC approval, are being made for two new stations here. The Tulsa Daily World is seeking a 1000-5000-watt spot on 940 kilocycles and Harry Schwartz is seeking a 250-watter on 1310 daytime only.

WHN "Amateurs" 5 Years Old; Switching Air Time

The WHN "Amateur Hour" is celebrating the beginning of its fifth year on the air. Program goes into new spot tomorrow night, 8-9 p.m., and also has a new emcee, Jack Waldron, formerly emcee for the Hollywood Restaurant.

Ray Cannon Joins KPLT As Commercial Manager

Dallas—Ray Cannon, for the last year and a half connected with the commercial department of WFAA, Dallas, will go to KPLT, Paris, Texas, April 1 as commercial manager. Previous to his WFAA connection, Cannon was with the Dallas office of Tracy-Locke-Dawson, Inc., for eight years, and with the Commonwealth-Edison Company, Chicago, for one year.

COMING and GOING

GEORGE W. TRENDLE, president of the King-Trendle Broadcasting Corp., is back at his desk in Detroit, from a four-week Florida vacation. I. R. LOUNSBERRY, executive vice-president of WGR and WKBW, Buffalo, is in town. FRANK SMITH, commercial manager of WWSW, Pittsburgh, is in New York. B. J. PALMER and J. O. MALAND, president and vice-president respectively of WHO, Des Moines, in town on business. BILL BACHER, expected in town from the Coast today. LESTER A. BENSON, president, and CLAUDE ROCK, salesman of WIL, were visitors in Charlotte, N. C. EGMONT SONDERLING of Chicago, in St. Louis to study UBC Germania show which is aired over WEW. MERLE OBERON, returns from Europe today aboard the "Conte Di Savoia." LES QAILEY, of N. W. Ayer & Son agency, in Albany today on Atlantic Refining sports biz. ALFRED WALLENSTEIN, WOR musical director, on short vacation trip; back Monday. JOHN CARTER, tenor, due back in Hollywood today from New York.

New Dr. Pepper Lineup

Dallas—New line-up of the Dr. Pepper-Dixie Network of 24 stations starting Apr. 3, will include the following cities: Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Shreveport, Little Rock, St. Louis, Jackson, Memphis, Nashville, Birmingham, Atlanta, Greenville, S. C., Asheville, Charlotte, Louisville, Columbia, S. C., Chattanooga, Knoxville, Raleigh, Winston-Salem and New Orleans.

Still in the BRIGHT SPOT. Federal Reserve Bank report on department store sales for the tenth district for the week ending March 19, 1938, shows Oklahoma City the only city in the district ahead of the same period in 1937. WKY covers more of the nation's brightest sales spot than any other station. WKY Oklahoma City REPRESENTATIVE—THE KATZ AGENCY, Inc.

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

MAJOR LEAGUE CLUBS BATTLE OVER CONTRACT

(Continued from Page 1)

exception to the agreement is a World Series, National vs. American league game or the opening day description. Agreement, which does not expire until the close of the 1939 season, has to date been rigidly adhered to, but in 1937 first rumblings of discontentment were heard when General Mills dangled a heavy fee in front of the Brooklyn team.

With the start of the 1938 season almost due, there has been an open break by the Dodgers in a move to terminate the five-year agreement immediately so that the club can take advantage of one of the bids placed with them by prospective sponsors. Again, as last year, General Mills seems to be in the driver's seat, and the bid this year has been jacked up considerably.

The Yankees, owned by Jake Ruppert, and the Giants, owned by Horace Stoneham, are both in much better financial condition, and are vigorously opposed to breaking the agreement at present, preferring to have it run out before any action is taken on commercial broadcasting from the parks. However the possibility that all broadcasting will be cut off may alter the situation before April 19, official opening date.

NBC, CBS and Mutual to date have been unable to make any arrangements or close any negotiations with the clubs to air the opening game which will be played between the Giants and Brooklyn at New York. There is also a strong possibility that if any of the New York clubs are involved in the World Series a movement may be made to prohibit the airing of those games played in New York.

CIO Union Distributes Handbills At Stations

ACA has been distributing handbills to all CBS employees. Sheets told employees that "stations throughout the country have cut payrolls drastically. The last few weeks witnessed sudden reductions in the number of employees even here in New York." Union pointed out that WBBC, Brooklyn, just signed an ACA agreement for the engineers which calls for a five-day, 40-hour week with scale increased to \$37-\$45 weekly.

**GIVES INTELLIGENT
MERCHANDISING SERVICE**

WBIG IN GREENSBORO N. C.
George P. Hollingbery Co., Nat'l Reps



☆ PROMOTION ☆

Picture Tie-In

For showing of "The Big Broadcast of 1938" at a local theater Hal Scher of WKY, Oklahoma City arranged a lobby display of a large colored board showing stills of various studio and transmitter scenes of WKY programs and a shelf in the foreground upon which were placed various types of microphones, five in number, as used from 1928 to the present day. Backboard of the display said, "The Big Broadcasts of 1938 will be heard on WKY."

"Search Party" Grows

KCKN's Saturday night "Search Party" program has grown in less than a month to the extent that this week's treasure hunt attracted 32 parties numbering nearly 200 participants. With the final judging aired from the stage of the Electric Theater, the weekly stunt is aired under the sponsorship of eight local merchants, who foot the bill for over \$40 worth of prizes.

Tampa Jamboree

Every available inch of spectator space was filled the other night from 12 midnight to 3:30 a.m. at the Southern Brewing Company's Jamboree in Tampa's Tampa Terrace Hotel. Purpose of the Jamboree was to entertain radio entertainers. General tone of the broadcast was civic boosting.

Staff Cooperation

Members of the WXYZ dramatic staff are getting big publicity through a tie-up with a special promotional feature of the Detroit Times. The newspaper is currently printing "Shameless Sarah", a novel of Detroit in the Gay Nineties and written by a Detroit society woman. In addition to a few old-time original photographs, the newspaper is also printing several specially posed photographs in each day's installment. Members of the WXYZ staff are doing the posing, with full credit lines beneath each shot.

Philco Issues Diagram Book and Auto Manual

Philadelphia—A two volume edition of Philco's Wiring Diagram book replaces the one volume edition. Wiring diagrams, parts layouts, parts list, alignment and adjusting data are included for all Philco sets.

A manual for auto radios has also been issued. This includes descriptions of aeriels, sets and accessories and also details advertising and promotion stunts suitable for dealers. These include metal signs for license plates, window stickers, film slides and postcards.

Salesman-Emcee

Marion Beatty, one of WIBW's advertising salesmen and a representative to the Kansas State Legislature, served as master of ceremonies at the recent Democratic Victory Dinner staged by the Kansas democrats and which featured Gov. Walter A. Huxman as speaker. One hundred and fifteen dinners were held over the state of Kansas during this annual event and all dining halls were equipped with radios and loud speakers tuned to WIBW—the only outlet.

Air Service Tieup

WTMJ, Milwaukee, has made arrangements with a local flying service which enables advertisers to tie-in their programs with air-stunting. Plane "distributes" coupons, and even samples of some products, during the broadcasts in which the movements of the plane are mentioned. Signs and skywriting are also available.

"Program Policy"

WBIG, Greensboro, N. C., which stresses that program policy and not wattage determine the size of a station's audience, has issued an invitation to visit its studios. Along with the invitation is a map of the territory WBIG serves and statistics about the spending power of the natives.

FARNSWORTH BRINGS OUT HIS NEW TELE PROJECTOR

(Continued from Page 1)

Harry S. Bamford of the Farnsworth laboratory developed the projector.

Film travels at a constant speed through the new projector and the picture itself is focused on the cathode area of a dissector tube. Company execs link the projector with the high fidelity dissector tube and describe them as contributions "making it possible to reproduce film with a higher degree of excellence than is usually obtained."

The projector employs 2 lens disks to secure continuous projection. Each disk carries a total of 24 lenses and rotate in opposite directions. At any instant, however, two lenses are "active in conjunction with each other" due to overlapping.

FCC Again Extends Rule On Experimental Monitor

Washington—The Federal Communications Commission has further extended the working date of Rule 981 until Sept. 15, 1938. Ruling requires all relay, international, television, high frequency, facsimile and experimental broadcast stations to have a frequency monitor in operation. Monitors used do not have to be approved by the FCC but must have an accuracy of at least one-half the tolerance allowed for the class of stations with which used.

If You Lived in Grand Rapids

WOOD-WASH
the only station in
Grand Rapids
Primary pop. . . . 571,340
Radio families,
(primary) 74,969
Annual Retail Sales,
(Grand Rpts only) \$45,401,000

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

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION

DETROIT
MICHIGAN



The Paul H. Raymer Co., Representative



SPENCER BENTLEY has joined the company of Edgar Guest's "It Can Be Done".

Ken Ellington, WBBM roving reporter, took WBBM trailer studio to Notre Dame and waxed a bridge session of Coach Elmer Layden, wife and friends which will be aired on WBBM's Salute to South Bend next Monday evening.

Bill Crouch, movie scribe, drew a lucky number at Chicago Theater for Kay Kyser's Kollege of Musical Knowledge at Chicago Theater the other evening. His musical knowledge drew him two passes to the house. (And he has an annual pass!)

Hal Totten putting on a group of broadcasts over NBC in connection with the American Bowling Congress.

Marcelle Mitchell, secretary in NBC sales department, vacationing for fortnight in New York.

George Biggar, promotional director of WLS, back from several weeks on west coast and at Phoenix, Ariz., where he visited KOY.

Guy Colby, square dance caller of the WLS National Barn Dance off on his first vacation in four years. He went to Eunice, La., to visit mother.

Ennio Bolognini, director of the Gypsy orchestra at Yar restaurant, heard over Mutual, arrived for work in hunting togs including hip boots the other evening. Car got stuck in mud on way in and farmer had to pull him out. Then he was pinched for speeding.

Fritz Blocki, production director of the "Skelly Court of Missing Heirs," aired on Sundays over CBS, taking a one-week motor trip to Asheville, N. C. to visit sister. Expects to be back in time for next Sunday's show.

U. S. Sets in Gibraltar More Than 75% of Total

More than 75 per cent of sets sold in Gibraltar are of American manufacture, according to a recent survey, which also revealed that the number of sets has doubled since the Spanish war started. Because of the difficulty in securing accurate and late printed accounts of battles, radio has gained in popularity.

Excessive summer heat necessitates special cabinets which do not warp. Transformers, too, must be protected from Gibraltar's fog. Pitch is used to protect them from dampness.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

● ● ● A Reporter With A Conscience!... Word from the coast would arrive at this desk from time to time heralding the fact Jackie Cooper, kid star, was being considered to emcee a variety show, sing, dance or any other thing you might expect from a kid. Every release had some angle to it—that is, everything but to deliver real entertainment for the listener!... The other day we encountered the kid star, now taller than we. He was east on a p.a. tour. His mother related the difficulty they've had getting the proper show set for the boy. Seems that all the writers on the coast (and there are plenty!) had submitted ideas. One was to have him be a G-Man, another a private detective, etc!... As usual, we had to stick our two-cents into the quandary, and suggested that they have the kid play the part of one of the "Rover Boys" or "Dick Merriwell," all characters known to young and old—and loved by them.

● ● ● Rather amusing is the news from WREC, Memphis, Tenn., where Jim Sanders, producer-actor, who in his "Jewel Cowboys" show, discovered that the ad-libbing in Chinese of his Chinaman character (Tang Pan Po) is an effort to communicate with brethren over yonder in the Shanghai sector... The actor playing the Chinaman runs a chop suey joint there, can't understand that the broadcast doesn't reach his native country... Discovery came when Sanders asked the Chinaman to cease his Chinese versions of the lines given him... Bob Hawk, who does a show called "Red Hot and Low Down" via WAAF, Chicago, has changed the name of one of his mythical femme characters because it was hard to say... Known for years as "Barbara Feedelphutz" Bob obliged by changing the monicker to "Barbara Gaheebagahaban"—which he believes is much easier to say!

● ● ● Harry Von Zell has been wordslinging the Fred Allen shows for a long time but has persisted in reading the Sal Hepatica commercials thusly: "Take two teaspoonsful" which an English prof. pointed out was incorrect!... Witnessing the Ferde Grofe concert at Carnegie Hall the other week, we couldn't keep our eyes off the drummer-boy. At any second, we thought his drumsticks would go flying into the air a la Gene Krupa with Goodman's debut at the Hall—which was the last time we were here... The place may have been sold out from a financial standpoint but for every person standing during the Goodman siege, there were four empty seats!... When Grofe conducted there wasn't any swaying of bodies, contorted faces or shaking of heads. Everyone acted civil and applauded generously at the conclusion of selections—which is the way it should be... Music publishers and musicians made up the majority of the assemblage, however!... Art Van Harvey, who is "Vic" with "Sade" suffered serious injuries in Newcastle, Ind., when he fell... Somebody writes our boss that there are only Six Dwarfs with Snow White—"Dopey" is now writing "Main Street"... Vedly funny.

● ● ● Grace and Scotty have been invited to guest at the annual rhododendron festival held in June by the Asheville (N. C.) Chamber of Commerce. Invitation was extended by F. L. Weede because he heard them render their own song, "When the Rhododendrons Bloom Again" via NBC... Winchell has heard many singers do "I Wanna Be In Winchell's Column"—and nothing ever happened... "Spy Stories" heard for the past year on WINS as a WPA radio unit, has aroused more interest than ever recently because of the crisis abroad... Sunday, Lew White, CBS organist, will marry Helen Schultz and listed amongst the guests are Jan Peerce, Rubinoff, Yasha Bunchuck, Irving (Lazy Dan) Kaufman, Malcolm La Prade and Dale Carnegie, who knows "How To Win Friends and Influence People"—which won't apply to White's ceremonies.

HAL BURDICK, NBC night editor in San Francisco, has left for home after a lecture tour here where he explained radio to students in local high schools and junior colleges.

The Professor Puzzlewit program, heard on the Pacific Coast NBC-Red net, will celebrate its first anniversary broadcast on Sunday. Airing, in which over 300 amateurs took part during the past year, will be heard from San Francisco at regular time.

Members of the Junior Chamber of Commerce will present a dramatic program emphasizing the need for caution on streets and highways. Program is part of the national safety campaign and will be heard on a coast-to-coast hookup.

Archie Loveland and his orchestra will have a Pacific Coast NBC-Red wire from the Olympic Hotel in Seattle starting today.

Tune Types, new NBC program will co-star Emory Darcy and Jeane Cowan.

Marion Talley will be assisted by Josef Koestner's orchestra, the Paul Taylor Chorus and a girl trio in her spring and summer network series.

Laurance L. Cross has added a South American macaw to his bird choir heard on "Musical Clock" program.

French-Canadian Prefer English Radio Versions

Montreal — Popularity of Hollywood screen stars on the radio is at least as great in Quebec province as in the United States. A census taken of listeners to the Lux Radio Theater on a Monday night showed that 30 per cent of French-Canadian listeners tuned in—exactly the same proportion as throughout the United States, although Lux Radio Theater has another program in French broadcast at the same hour on the same evening over another Montreal station.

Hanford Writes Book

Mrs. Mabel P. Hanford, trade paper space buyer for BBD&O, through Harper Bros., has written a book on "Advertising and Selling." Book will be out Apr. 6.

GET A BIGGER AUDIENCE—FREE

Audience assured—thousands in your vicinity—profit to you—but no cost—a truly great sustaining program

WINGS OVER THE WORLD. A series of thirteen R.C.A. electrically transcribed dramatizations... Enactments of the adventures of Father Paul Schulte, the Flying Priest, beloved world-known figure... True Stories, full of drama and appeal to hold listeners of all ages. It's working for many stations right now. Yours with no cost or obligation. Write to Robert Vincent, 9 Rockefeller Plaza, New York, N. Y.

**ORCHESTRAS
MUSIC**

By TED LLOYD

WOR-MUTUAL IS REPORTED to have more than 30 remote spots, waiting in line for cleared time on the network!...All spots seeking MBS wire, have name-bands and sometimes another network tie-up... Seems that there's the desire to use MBS because of more than an even chance of having the remoter piped from east to west, whereas CBS and NBC can't give such an assurance to the bands because of their many commercial obligations to air late repeat shows west of the Mississippi—which is just about the time bands are anxious to be aired, catering to the eastern populace...MBS, not having many repeat or commercials late in the evening, swap air time with the west and east equally. Thus, via WOR you'll hear more coast bands than on other nets and the bands coming from here, report that mail arrives from the coast, assuring them of representation there!

REVIEWS OF THE REMOTES: We've been listening to Joe Reichman's band coming from Frisco via MBS and have noticed that we failed to recommend his aggregation very highly. The other nite, doing "Jezebel", "I Was Doing Alright"? "Toy Trumpet", etc., he sounded elegant. Joe has with his crew the finest vocalist of any band—Larry Stewart—who treats us with some smooth vocalization every so often... Following Reichman's show that nite we thought we were listening to Lombardo—but it turned out to be Jan Garber coming from the coast too. Russ Brown did the vocals. Someone should tell Garber not to speak during the show. 'Nuff that the wordslinger chews the rag—Jan, who hasn't a particularly good air voice, said too much!

Leon Goldman, conductor of Symphonic Strings over CBS, does a swell rendition of "Lita," a tango by Maud Miller Stevenson...Chick Webb, ace colored bandleader and "King of The Drums," went under the knife at the Hudson View Hospital Tuesday and is now resting comfortably. Webb's band will continue for the next two weeks with "Scrappy" at the Drums...The fourth annual Professional Music Men's Benefit will be held at the Alvin Theater Sunday evening, April 24. This affair, which has been so successful in the past, is staged to assist members of the music profession who are in distress.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

**Ethridge Serves NAB
Pending Final Selection**

(Continued from Page 1)

declared that he would give all the time necessary from his activities as general manager of the Louisville "Courier-Journal" and "Times" to carry out the plans for reorganization adopted by the NAB at its Feb. convention. "Courier-Journal" owns station WHAS.

Philip G. Loucks, will continue to act as special counsel until the appointment of a permanent head for the organization. It is expected that a secretary and treasurer, also a paid position, will be made today, when the board resumes its meeting.

The Board of Directors also approved a proposal of the executive committee which will immediately put into operation a functioning trade association representative of the industry, by establishing committees authorized to deal with immediate problems.

A legislative committee, composed of John Kennedy, Clarksburg, W. Va.; Edwin W. Craig, WSM, Nashville; Luther Hill, Des Moines; William Dolph, WOL, Washington, D. C.; E. B. Craney, KGIR, Butte; Frank M. Russell, NBC, Washington, D. C.; Harry Butcher, CBS, Washington, D. C.; Theodore C. Streibert, WOR-Mutual, N. Y. C.; and John Elmer, Baltimore, was instructed to make a study of pending legislation as it affects the industry and propose policies for consideration of the board.

Acting upon the report of Lloyd Thomas, WROK, Rockford, Ill., chairman of the committee of independent stations, the board voted to recognize the demand made upon independent stations by the American Federation of Musicians as an industry problem and to underwrite the expenses of the committee and counsel fees for those stations which desired to undertake consultations and negotiations with the National Board of the Musicians' Union.

The board also adopted a resolution reaffirming the action of the broadcasters convention in urging the Department of Justice not to drop the anti-trust suit against the American Society of Composers, Authors and Publishers.

The executive committee was instructed to begin at once exploratory consideration of the whole question of music copyrights with particular reference to the expiration of the industry's contracts with Ascapi in 1940.

Chairman Frank R. McNinch of the Federal Communications Commission was the guest of the board at a luncheon at noon today. Cooperation between broadcasters and the regulatory body in the solution of the problems which confront both the industry and the government was invited by Chairman McNinch in an informal talk.

Committees Appointed

Other committees appointed were: Phil Loucks, John F. Royal, (NBC) and Fred. Willis (CBS) to be the representatives on the Federal Radio Education Committee, created by the

**NBC Sets Sport Schedule
For The Coming Season**

(Continued from Page 1)

on Decoration Day, the National Air Races from Cleveland on Sept. 5, and the "Carnival of Champions" bouts which begin in Sept. The Harvard-Yale crew race on June 24 will also be covered as will the Poughkeepsie Regatta on the Hudson three days later.

Year will close with football broadcasts of Pasadena "Rose Bowl" and the New Orleans "Sugar Bowl" games.

FCC to study the problem of educational broadcasting.

John Elmer, John J. Gillin and Harold Hough, were chosen as a committee to consider the report of the NAB Bureau of Copyrights and report back to the board within 30 days.

An engineering committee was chosen, as well as one to handle accounts and to deal and work with the Joint Committee of American Association of Advertising Agencies. In approving the request for aid by the Independent Broadcasters, the AFM demands were recognized officially by the NAB and according to Lloyd C. Thomas, chairman of the Independents' committee, more questionnaires are being received from non-network outlets reporting on their financial status and other points upon information that is necessary.

Ethridge through his WHAS and newspaper connections apart from being regarded a good choice politically, is expected to swing considerable newspaper-owned station support to the NAB problems. He said in a closing statement last night that there should be no conflict of interest between radio and the public it serves.

☆ **F. C. C.** ☆
ACTIVITIES

HEARINGS SCHEDULED

Apr. 28: Young People's Assn. for the Propagation of the Gospel, Philadelphia, Pa. CP for new station. 1220 kc., 1 KW., unlimited.

APPLICATIONS RECEIVED
Apr. 29: State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

May 2: Louis M. Blum, Columbus, Ohio. CP for new low frequency station. 2726, 3190 kc., 500 watts, unlimited in emergency.

May 3: Nathan Frank, New Bern, N. C. CP for new station. 1500 kc., 100 watts, unlimited.

W. C. Ewing & Harry Layman, Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

KMLB, Monroe, La. CP to change frequency and power to 620 kc., 500 watts, unlimited.

WHBF, Rock Island, Ill. CP to change frequency and power to 1240 kc., 1 KW., unlimited.

Chester Howarth & Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

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

**Levys Lighten Holdings
Of CBS Says SEC Report**

(Continued from Page 1)

were Class A CBS securities and sixty-five Class B. After the gift he still held 64,200 Class A and 23,465 Class B.

Leon Levy, also a Director of CBS reported disposition of 250 Class A securities, leaving him 37,850 and 44,900 Class B securities.

The Most Unusual and Most Appreciated Midnight Program on the Air

12 WHN'S "MUSIC TO READ BY"



One hour of uninterrupted classical music... every night of the week at 12.

DIAL 1010
1540 Broadway, N.Y.C.

A unique opportunity for an advertiser with vision to reach a broad cultured market...

OKLAHOMA

Newest WKY program hitting a high spot is "Melodies Out of the Sky", a Fri. p.m. presentation which features the staff orch., and Ken Wright at the organ. Show opens and closes with an original unnamed composition by Wright and features arrangements of Allan Clark, orch. leader and Joe O'Neil, assistant leader with Hal Scher as emcee.

Joe O'Neil, free-lance of Chicago, has been signed to WKY contract as assistant staff orchestra leader and assistant arranger.

John Schaffer, formerly of KVOR, Lincoln, has arrived at WKY to take over special events and sports broadcasts.

Henderson Leake conducting "Your Music" on WNAD, an educational program for high school music classes.

Harold "Sparky" Sparks now doing sports for KFXR.

Dobbs Truss Company sponsoring quarter-hour new show on KTOK, "The Dobbs Quartet".

Terry O'Sullivan, formerly of Joplin, now on the announcing staff of WKY (Oklahoma City) doing newscasting.

Dixieland Jamboree Broadcast being featured by KTUL (Tulsa) and its artists before a live audience in Tulsa.

Walter Cronkite, WKY newscaster and sports commentator has resigned to begin exploitation and publicity work for Braniff Airways in their Dallas office.

Bob Willis and "His Texas Playboys" now in full hour spot on KVOO (Tulsa). Unit is oldest and one of most popular of type dance bands in southwest.

New a.m. program for KTUL (Tulsa) is called "The Morning Watch"—with clockwatchers Waldo and Eddie.

A singing convention of 1,000 singers was aired March 29th by KVSQ (Ardmore) under direction of composer J. B. Pennington.

New WKY program sponsored by Borden Milk Co. for Mon.-Wed.-Fri. named "Your Family Tree" features two names each day with giveaways of coats of arms.

Ted Andrews, formerly of KWKH, in Oklahoma City to take over sports duties with KTOK and now handling daily "Rambling Around the Sports Dial". On April 13th will take over General Mills sponsored Texas League baseball games. Has been traveling with ball club in spring training for past two weeks.

First of new series "Chats with a Public Health Nurse" have begun over KVOO (Tulsa) under auspices of Tulsa Public Health Association and set for all of April.

D'ARTEGA AND HIS ORCHESTRA

Now Buffalo Theatre for limited engagement

Exclusive Management

JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

NEW PROGRAMS—IDEAS

Loud-Speaker Corner

One of the most ambitious transcribed programs in WFBC's history is being sponsored by the Coca Cola Bottling Company of Greenville, South Carolina. The program runs seven quarter hours per week and is built from a transcription library. It is worked on an "artist series" idea. Each Saturday night the Ranch Boys are presented; Sunday night the Dreamers; Monday, Xavier Cugat and his Orchestra; Tuesday, The Revelers; Wednesday, Harry Reeser; Thursday, The Master Singers; Friday, The Rhythmakers. A special guest star is presented on each program.

Easter Special

Taking advantage of the season, WMCA will present a solid week of Easter programs immediately preceding Easter Sunday. Shows, running one-half hour, will tell the entire story of Easter in 6 installments, and will be featured by the top dramatic talent of the station. Each dramatization will be a separate story in itself, and will be designed to interest not only the adult but the younger listeners.

Making Local History

Utilizing the "March of Time" idea, WFBC, Greenville, S. C., is presenting a new idea with marked local success. Station is presenting a program consisting of dramatized daily events of importance in the station's listening area, South Carolina, Western North Carolina, Georgia and Eastern Tennessee. Show is titled "History Is Made" and is handled by Mason Dixon, announcer and producer. Seiberling Tires, foots the bill, and is now putting the show on disks with the idea of presenting them in other sections of the territory.

Planning U. S. Campaigns To Offset Foreign News

(Continued from Page 1)

propaganda campaign are only in the formative stages, reliable sources intimate that scripts will be much more thorough than any like programs now on the air, and will not be handled through any governmental office or branch. Undertaking is of a purely private nature, and is being handled by the leaders of the movement in the face of serious conditions now existing abroad.

Exact starting date is not as yet set, nor have stations, except in a few cases, been contacted as yet. Immediate events in foreign countries are now being analyzed as are the programs being aired from Germany, Austria, Spain and other foreign countries directed to the United States. Results of the studies will determine the exact content for the radio series.

Once-over is also being given to cases of alleged propaganda on the air by the Institute for Propaganda Analysis.

Twist for Old Show

Lee Mortimer, the Mirror Man, has inaugurated a new style in an old program on his nightly stints via WNEW. Aided by Stan Shaw, Lee presents famous personages from the stage, screen and radio that he has picked up at various night spots in his evening wanderings. Each guest is asked to perform, and is usually accompanied by a recording of his own. Informality is featured on the airings, and a cup of the sponsor's coffee is on hand for all guests who do their bit for the night owls tuned to the show.

Home Finance

Acme Loan Service will give a new twist to the old-fashioned home service format in its new series over KDYL which is set to begin April 3. Sponsor will incorporate helpful home-budgeting tips, giveaway budget booklets and informal discussions on home finance. Interspersed with the talks will be concert music and ballads dubbed in via the disk route.

New Amateur Hour

WHO, Des Moines, has incorporated an Amateur Hour along with its 2½ hour Opry House show which is heard every Saturday at 8 p.m. Contest is open to all types of entertainers, the only proviso being that they have never before appeared on WHO. With Dick Anderson in charge, amateurs are auditioned day before the broadcast by a group of judges who select four acts for the actual airing. Prizes offered are \$10, \$5 and \$2.50. New insertion in the Opry House in no way affects the regular group of performers heard regularly on the show.

CBS Will Treat The Fans With A Pre-Season Break

CBS will present a sneak prevue of the 1938 baseball season April 18 when special pick-ups will be made from 8 cities housing big league teams. Cities to be visited are: Philadelphia, Cincinnati, Pittsburgh, New York, National League; Chicago, Cleveland, Boston, Chicago, American League. Announcers handling the shows in their order will be Bill Dyer, Walter Van Winkle, France Laux, Mel Allen, Pat Flanagan, Franklin Lewis and Arch MacDonald. Time as yet undecided, but will probably be spotted in early afternoon.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

PHILADELPHIA

Glenn Parker, former WIP announcer, has joined the announcing staff of WHO, Des Moines.

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

Allen Franklin, who formerly conducted "The Old Salt" and "Cozy Corner" programs over WFIL, is now sports announcer for WLW, Cincinnati.

Sam Serota, has now taken over one of the oldest WHAT's programs called "Anything Can Happen."

Bill Dyer, WCAU sports commentator, returns to the mike after a two-week trip through the South, when he visited the training camps of the American and National League Baseball Clubs.

Adele London of the piano team of Carlisle and London, heard over KYW, sails next month for a trip to England; in her absence Marie Carlisle will carry on with a new partner.

Bud Sparks is now conducting the newest of WIP's program called "The High School Reporter".

Pat Stanton, WDAS vice-president, has a movie called "Dawn Over Ireland" showing at a local house.

Withdraws FCC Request For Facsimile License

(Continued from Page 1)

activities in the television and facsimile fields."

"Journal" also declared that it believed that in the next few months it can make greater progress by concentrating its efforts in fields other than those covered by the applications which it has withdrawn. Newspaper spokesmen also stated that it was believed that further study will permit the "Journal" to "work out an improved program of experimentation in these fields. It already appears likely that our future plans, especially as to facsimile, will involve substantial modifications of the proposals we originally submitted to the Commission."

Jesse H. Jones On KUOA

Siloam Springs, Ark.—Plans are in the works for a coast-to-coast hookup for the Jesse H. Jones speech from KUOA, May 12. Jones, a member of the board of John Brown University, owner of KUOA, will be the principal speaker.

GEORGE GRIFFIN

Lyric Baritone

THURSDAY

12:15 P.M. EST. WJZ-NBC Blue



MAGIC MELODIES

Tuesday 7:45 P.M., EST. WJZ-NBC Blue

Management NBC Artists Service

GUEST-ING

JOAN BLONDELL, on "Hollywood Playhouse" program, April 3 (NBC-Blue, 9:00 p.m.)

BENAY VENUTA on Consolidated Edison program April 8 (WEAF, 7:30 p.m.).

LAURITZ MELCHIOR on the "Lucky Strike Hit Parade" April 9 (CBS, 10 p.m.).

WALTER CASSEL on the Andre Kostelanetz show with Grace Moore April 6 (CBS, 9 p.m.).

PHYLLIS KENNEDY and CHESTER MORRIS, film stars, on Feg Murray program April 3 (NBC-Blue, 7:30 p.m.)

HENRY MAJOR, caricaturist, on the Cartoon Club of the Air, April 3 (WNEW, 6:45 p.m.)

BENNY GOODMAN and DALE CARNEGIE, on Eddie Cantor program, April 4 (CBS, 7:30 p.m.)

EDDIE CANTOR, on Benny Goodman Swing School program, April 5 (CBS, 9:30 p.m.)

LEIF ERICKSON, stage star, interviewed by Radie Harris, today (MBS, 6:45 p.m.)

MARIE WALLMAN, soprano, on "Good Morning Tonite" program, April 5 (NBC-Red, Pacific, 9:30 p.m. PST)

MRS. H. KIERSTED E HUDSON, on WPA "Lives of Great Composers" program, April 3 (WINS, 2:30 p.m.)

FREDERICK LEICESTER and BETTY PHILSON, interviewed by Bide Dudley, tomorrow (MBS, 10:45 a.m.)

GENE KRUPA, swing band leader, on Steinie Bottle Boys Swing Club program, tonight (NBC-Blue, 7:45 p.m.)

GEORGE JESSEL, on Jack Benny program, April 3 (NBC-Red, 7:00 p.m.)

PROFESSOR MAURICE M. LEVITT, on the College of Paterson program, April 3 (WNEW, 7:00 p.m.)

NEW BUSINESS

WEEL, Boston: N.Y. N.H. H. R.R. Co., Herald Traveler Sports Page of Air program, through Dowd & Ostreicher.

WFAA, Dallas and Texas Quality Network: Associated Funeral Directors Burial Insurance Co., 15-minute musical programs.

KNX, Los Angeles: The Knudsen Creamery Co., Housewives' Protective League and Sunrise Salute, through Heintz, Pickering Co.

WHN, New York: Morton Salt Co., 15-minute program, through Blackett-Sample-Hummert Inc.

KIRO, Seattle: Euclid Candy Co., Headlines on Parade.

KVI, Tacoma: Puget Sound Council of Methodist Churches, Romance of Methodism; National Association of Modern Music, Popular Piano School of the Air.

WPEN, Philadelphia: The McCarter Bottling Co. (Batter Up and Ritz Cola), announcements.

WMCA, New York: Maxon's the Original Model Fashion Shop, Anice Ives' Every Woman's Hour.

KMPC, Beverly Hills: Amer-Spa Corp., World Wide News renewal; Dr. Joe Jeffers, The March Ahead of Time renewal; Lunde Beauty Salon, announcements; Federal Savings and Loan Co., announcements; Crescent Upholstering Studio, announcements.

WPTF, Raleigh, N. C.: H. B. Davis Paint Co., True Life Dramas.

WRC, Washington: Axton-Fisher Tobacco Co. (20 Grand Cigarettes), Let's Celebrate ETs.

WEW, St. Louis: Old Vienna Products, Clarke Harris program renewal.

WGY, Schenectady: Baker Extract Co., Market Basket participation program, through William B. Remington; Burtiss Motor Sales Co., announcements; DeWitt Clinton Hotel, announcement, through De Rouville Agency; Rubine, announcements, through Lawrence M. O'Connell; Madonna Tomato Paste, Market Basket participation program; Saltesea Packing Co., temperature reports, through Livermore & Knight; Troy Savings Bank, dramatic monologues, through De Rouville Agency; Upstate Personal Loan Corp., announcements, through De Rouville Agency; Utica Mutual Life Insurance Co., announcements, through Devereaux, Inc.; Walker Remedy for Chicks, announcements, through Weston Barnett; Prescott Oxol, announcements.

WIP, Philadelphia: The Royal Lace Paper Works, Inc. (Royledge Shelf Paper), WIP Homemakers' Club, through Lawrence Gumbinner Advertising Agency; Gardner Nursery (seeds), 5-minute programs, through Northwest Advertising Co.; Lee Tire & Rubber Co., announcements, through Eshleman Advertising Co.; Gottfried Co. (Marie Dressler dresses), announcements; Shell Union Oil Corp. (gasoline), Curiosity Court renewal; P. J. LeRoy (piano instructions), 15-minute programs.

WQXR, New York: The American Tobacco Co. (Herbert Tareyton Cigarettes), Treasury of Music renewal, through L. H. Hartman Co.; American Art Association—Anderson Galleries, Talk to Collectors renewal.

WHN, New York: National Transportation Co. (Parmelee taxis), news program, through World Wide Advertising Corp.; I. J. Fox Fur Co., announcements, through Hym an Levy Advertising Agency.

PROGRAMS—REVIEWS

GRACE MOORE

Liggett & Meyers Tobacco Co. WABC-CBS, Wednesdays, 9-9:30 p.m. Newell-Emmett Inc.

GRACE MOORE RETURNS TO THE AIR WAVES IN AN INFORMAL BUT GOOD MUSICAL PROGRAM.

Grace Moore returned to the airwaves last night and gave an excellent account of herself. Deems Taylor, Andre Kostelanetz and his orchestra continue to be heard on the program.

Using a chatty style of conversation, program moved smoothly and without any dull moments. Miss Moore sang two numbers from her most recent picture, "I'll Take Romance," and the title song from "One Night of Love." All were excellent. Miss Moore's attempt to find "at-

tractive, good looking men for the screen with good singing voices" got off with Glenn Darwin as her first candidate. Singing a pop tune, "Rosalie," he gave a good performance.

Kostelantz's version of "I See Your Face Before Me" was good. Paul Douglas continues to read the commercials.

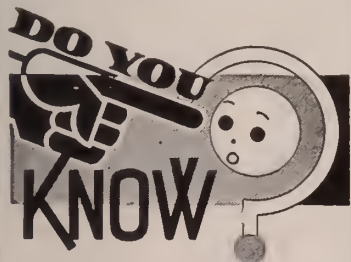
Kay Kyser

Kay Kyser's "Musical Klass and Dance" jumped over the NBC-Red network, 10-11 p.m., last night, taking the place of the Lucky Strike-Warner Bros. show which folded last week. Kyser has been running on Mutual for the same sponsor.

Program continues along the same pattern which was perfected while show was being tested on MBS.



Radio Annual has taken the radio industry by storm . . . If you have seen a copy you will realize it is an expensive volume to publish . . . The first edition is limited and Radio Annual can only be obtained through a yearly subscription to Radio Daily. A \$5.00 subscription will bring you Radio Annual by return mail.



The 718 ft. KDKA antenna at Saxonburg, Pa. is the highest welded structure in the world.

KANSAS CITY

Cooperating with the Kansas City, Kan., Women's Chamber of Commerce in the publicizing of a spring party for little girls, "The Enchanted Land Party," Ellis Atteberry, general manager of KCKN worked out a series of broadcasts that sold the first time out when offered as a commercial package. Featuring a contest to select the prettiest Pink Princess and her court as a means of promoting the C. of C. party, Apr. 9. Atteberry offered the contest and a series of quarter-hour programs promoting the event, to a list of local advertisers, mailing a presentation on Saturday night to 150 merchants. The first mail delivery Monday morning brought two offers and by noon one of them had been accepted and the continuity department was turning out copy for the afternoon broadcasts. In addition to the daily airing, KCKN is putting a float in the parade set for April 1, in which the princess and her young ladies in waiting will be presented to the city.

KMBC spotted Dorothy Evans, winner of the recent amateur contest the KMBC Artist's Bureau conducted at the International Food Fair, on their Saturday night Brush Creek Follies.

KXBY has returned to the air with its Late Sunday night chiller, "Tales of the Supernatural," in response to requests received following its fading two weeks ago.

Announcement has been made here of the engagement of Miss Ruth Warrick to Mr. Eric Rolf, NBC announcer of New York. Miss Warrick, following her selection last fall as Miss Jubilesta, handled air commercials for a local department store besides appearing in several dramatic programs. The wedding will take place April 15.

Margaret Hillias, KXBY program director, is producing and starring in a new thrice weekly dramatic show, "Drums on the Congo." The serial is written by Norman Inman of the KXBY continuity staff and brings the station's weekly total of dramatic offerings to ten with the air time devoted to such fare in excess of seven hours per week.

R. & R. Sponsors "Revelers"

Richardson & Robbins, through Charles H. Hoyt, on Apr. 18, 6:15-6:25 p.m., will start the "Revelers Quartet" on six NBC-Blue stations, (WJZ, WBZ-WBZA, WBAL, WRC, WGY), Mondays, Wednesdays and Fridays.

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Greetings from Radio Daily

March 31

Dave Driscoll
Eddie Duchin
Earl Ferris
Arthur King

★ Coast-to-Coast ★

CAROL BRUCE, soloist at the New Yorker who has just been renewed at that spot for a long term, has completed a short for the films, and is being tested by Metro. Singing dates at New Yorker set by Rockwell-O'Keefe.

Lenox R. Lohr, NBC proxy, set to speak before the Advertising Club April 7, will be heard over WMCA. Lohr, who will talk on the "Social Significance of Radio," will be heard at 1:15-2 p.m.

Gordon Hittenmark, conductor of the WRC early morning "Your Timekeeper" series, is now instituting a drive to raise \$5,000 for a new camp recreation building for the youthful members of the Boys' Club of Metropolitan Police.

WROK, Rockford, is at present broadcasting from a specially built studio on the ground floor of the Better Homes Exposition with a series of regular WROK programs being originated from the exposition. Large glass walls allow visitors to view the entire period of broadcasting.

Radio Dot & Smokey, formerly heard on WWVA, have switched to WIBW, Topeka and are at present being heard on a regular broadcasting schedule weekly. Team, in its first week at the new station, have received hundreds of requests for their specialty numbers.

The secretarial staff of WHO yesterday honored a former cohort who recently married, Mrs. D. J. Nolan, with a luncheon at the Orchard Inn. Marriage of Mrs. Nolan was kept secret until last week.

Forrest Willis, WOKJ announcer, is taking his first vacation in two years. Sherb Herrick is pinch-hitting for Willis on the Montgomery Ward Musical Clock program.

Bill Brown, WHO sports editor, Bobbie Griffen and Ray Cox, sound effects men, are making the rounds of Des Moines in a series of personal appearances to better acquaint the fans with WHO. Appearances have been set for the Cosmopolitan Club and Bloomfield Business Men's Organization.

Harry Heilmann, Michigan Radio Network baseball broadcaster, returns well tanned from the Detroit Tigers training camp at Lakeland, Florida, on April 17. He went South with the Tigers at the opening of the training season. He will broadcast all at-home and abroad games of the Tigers starting with the opener in Chicago on the 19th.

WBT, Charlotte, N. C. has scheduled the description of the Carolina

Cup Race at Camden, S. C. April 2. Race is one of the South's top turf events. WBT last year carried the event, the first time it was aired, and has another exclusive on it this time.

Clyde Burke, tenor, heard regularly over WMCA, has been set for a series of guest shots on CBS by Mike Spector. First appearance will be this morning with the Instrumentalists at 11 a.m.

Allen Prescott's "Wifesaver" transcribed series for Procter & Gamble now being heard over 29 stations weekly. Recent station additions now allow program to be aired in Canada as well as the U. S. Live show continues five times weekly over WOR locally at 1:30 p.m.

Gene Baker, "The Wanderer", has a fifteen minute spot for Evans Fur Company on WBBM on Sundays.

Ripley On Tue. Night

Robert Ripley, sponsored by General Foods Corp., will switch from Saturday to Tuesday nights effective April 26. New period will combine both the repeat and original airings, and will be heard over an NBC-Red network of 65 stations at 10-10:30 p.m.

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

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

and
Hundreds of Others

NEW ORLEANS

Bill Elliott, former WDSU announcer has switched to WSMB, replacing Don Louis who is reported as going into the newspaper business. Elmer Feldheim is filling Elliott's spot at WDSU.

After several years, Standback headache powders has dropped Audrey Charles, replacing her with Lou and Bill (Luther Guldner and Bill Lyons), guitar and song combo for its quarter hour daily periods. Miss Charles remains on the Louisiana Power & Light Company period.

J. Studebaker Lucas, Ascap watchdog in this territory, has been lecturing on copyright law at Louisiana State University.

KONO, San Antonio

The Nite Owls, Brunswick recording orchestra, which has been heard on the station, has gone to the West Coast on a barnstorming tour. Now playing dates in California.

Ted Mayes' Jam Band, colored artists, held a jam session the other night at the Avalon Grill. It lasted until the wee small hours. The ork is broadcasting regularly over the Mission Broadcasting Company.

Staff Organist Ted Brown (Jack Teel) is also the manager of Cascade Caverns here. He is doing a six-times weekly remote from the giant Municipal Auditorium organ.

WCCO Moves Studios

WCCO, Minneapolis, on Apr. 10 will change its studio address to 625 Second Ave. S.

NED WAYBURN'S DANCING, SINGING and DRAMATIC SCHOOL

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

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

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

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

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

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

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

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