VOL. 3, NO. 33

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 16, 1938

FIVE CENTS

Stronger NAB is Seen

McNINCH TO ASK PROBE Second Day's Session is Mild—Delay

Washington Bureau, RADIO DAILY

Washington-An FCC probe to determine if there is a trend toward monopoly in broadcasting is being considered by Chairman Frank R. McNinch, he told the NAB gathering yesterday. McNinch said he had in mind suggesting to the Commission that it proceed soon to investigate the existence of monopoly and if there is any undue or anti-social centralization of power and control. This would also mean a probe of broadcasting chains, management contracts, actual practices of net-(Continued on Page 6)

Allis Chalmers Show Set Back to March 12

Chicago — Because of the added Toscanini concert, Allis Chalmers program on NBC has set back its starting date to March 12. Show will air from here for eight midwest blue and 16 Mountain and Pacific Red stations. Joe Dumond (Josh Hig-gins), Jack Baker, Annette King, studio orchestra and weekly guests will make up talent. Bert Gittins, Milwaukee, is the agency. Show replaces "Land of Memories" on WLS.

Gruen Watch Disk Series Scheduled for 20 Stations

Gruen Watch Co. will shortly start a series of half-hour disks on about 20 stations affiliated with Trans-american Broadcasting & Television Corp. Program will be a musical show using Warner Bros. talent. Frank Smith, ex-WLW, is advertising manager for Gruen. McCann-Erickson Inc. has the account.

Ontario for Benny

Toronto - Jack Benny's Jell-O program has a strong following in Ontario. Independent survey conducted for Northern Broadcasting Co. stations CKGB in Timmins, CJKL in Kirkland Lake and CFCH in North Bay showed that 94, 95 and 97 per cent, respectively, of the persons queried were listening to the Benny show over the local stations.

Squawking Healthy

Said Commissioner T. A. M. Craven in his address before the NAB convention in Washington yesterday:

"The habit of complaining about our public institutions is a typical American characteristic. We all of us criticize policies of government and we have the best government in the world. Criticism of radio from many sources is no novelty and we have the best radio system in the world. Such criticism of government, of radio and of all our public institutions is a wholesome thing. It tends to prevent stagnation."

TWO RADIO MEASURES INTRODUCED AT ALBANY

Albany-Two bills affecting radio were introduced in the state senate yesterday. One, presented by John T. McCall of New York, would make broadcasting stations a public utility, regulated in the same manner as telephone companies, with gross re-(Continued on Page 2)

Katz Is Appointed Rep For KOIL-KFAB-KFOR

E. Katz Special Advertising Agency on March 1 takes over national representation of Central States Broad-System's three stations— Omaha, and KFAB and casting KOIL, and KFOR. Lincoln.

Expected in Finding Right Man for Presidential Post

WMCA BECOMES LINK IN WLW LINE HOOKUP

WMCA and WLW have completed plans whereby WMCA will be added as a New York outlet for the WLW Line in an interchange of programs to become effective immediately. Included in the WMCA-WLW wire will be KQV, Pittsburgh, and WSAI, Cincinnati, which will provide an auxiliary link in the line from New Announcement of the deal was made jointly by Donald Flamm, president of WMCA, and John Clark, (Continued on Page 3)

Three-Man Review Board Proposed by Sen. Herring

Washington Bureau, RADIO DAILY
Washington — The radio bill on
which Senator Clyde L. Herring of
Iowa has been working, and which he plans to introduce as an amendment to the Federal Communica-tions Act, will call for a three-man board of review to pass upon scripts voluntarily submitted by broad-(Continued on Page 2)

Eight Additional Stations Are Taken Into NAB Fold

Washington - Eight new member stations were taken into the NAB fold at the convention. Among the latest additions are WINS, New York Hearst station, and KFJZ, Fort Worth.

By M. H. SHAPIRO Associate Editor, RADIO DAILY

Washington - Second day of the most important convention in the sixteen years of the NAB history passed with comparatively little excitement beyond the election of the six additional directors to complete the new governing board of 23. Speech by FCC chairman Frank R. McNinch was roundly applauded, but at the same time carried threats of investigation, as well as advice on liquor advertising.

An adjournment was taken which officially put the old setup of the NAB out of the picture as per reorganization vote of Monday.

Remaining business for the board of directors of 23 is to appoint a secretary-treasurer, which is a position, and also a paid president. It is possible that the former spot may be set today, but there is every indication that the presidential job may be deferred for a month or even six months. In that event, a temporary man may be assigned to the position. Tentative salary range is a wide one—from \$20,000 to \$40,000. Apart from the McNinch speech, the gathering was addressed by Commissioner T. A. M. Craven, whose attitude and ideas are quite different than those of Chairman McNinch.

found elsewhere in this issue. The usual resolutions were posed and passed by the outgoing board of directors, and these in-cluded resolutions thanking President Roosevelt for his message as delivered Monday by McNinch, a thank-you to McNinch himself, one

Highlights of both speeches will be

(Continued on Page 3)

Craven Eschews "Reforms"; **Upholds Private Operation**

By GEORGE W. MEHRTENS Washington Bureau, RADIO DAILY

Washington—Declaring that he has no desire to be a "reformer," that the best progress in broadcasting must be the result of voluntary action by the industry itself, Commissioner T. A.

M. Craven of the FCC told NAB convention delegates at their second day's session yesterday that "it is when it renders good service to the public."

In an address reflecting knowledge and experience acquired by 25 years (Continued on Page 6)

proper that radio broadcasting in this country be operated by private industry and it is equally proper and necessary that this industry be by the when it renders good service to the public." encouraged to earn reasonable profits

Stand-Off

Olympia, Wash. — "Women vs. Men in Radio" was put to a test by KGY the other day when all commercial and station announcements were done by women announcers. Even the "man-on-the-street" became a "girl-on-the-avenue". Innovation brought loads of letters from listeners. Some liked it, some didn't. But it was a good stunt.



Wed., Feb. 16, 1938 Vol 3 No 33

IOHN W. ALICOATE : : Publisher

DON CARLE GILLETTE MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York. N. Y., by Radio Daily Corp. J. W. Alicoate. President and Publisher; Donald M. Merser eau. Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate. Secretary; M. H. Shapiro, Associate Editor Terms (Post free) United States outside of Greater New York, one year, \$5; foreign. year. \$10. Suhscriber should remit with order Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wlsconsin 7-6336, 7-6337, 7-6338 Cable address: Filmday, New York, Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd Phone Granite 6607.

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FINANCIAL

(Tuesday, Feb. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	C	'nσ
Am Tel. & Tel					
CBS A	191/2	193%	193%	_	1/8
Coslev Radio	937	91/5	91/2	_	1/4
Gen. Electric					
RCA Common	678	65/8	65%	_	1/8
PCA First Ptd	50	49	491/2	+	1
Stewart Warner	9	9	9 ~	+	1/8
Westinghouse	971/4	93 1/8	941/4	_	13/4
Zenith Radio	131/2	131/4	131/4		1/4
NEW YORK	CURB	EXCH/	ANGE		
Hareltine Corp.					
Majestic	11%	1	1	_	1/8
OVER THE COUNTER					
0.11		011121	B:a		L.d

Andrews Sisters to Disk

Stromberg Carlson

55%

The Andrews Sisters, currently heard on Wrigley's "Double Everyshow over CBS. fly to New York from Chicago on Monday to make six sides for Decca.

"Wife-Saver" in New Series

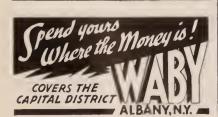
Allen Prescott ('The Wife-Saver") starts a new series this month for Procter & Gamble over WOR-Mutual.



Greetings from Radio Daily

February 16

Mildred Bailey Bert Kalmar Joe Lombardo Larry H. Pheiffer Leah Ray Dell Sharbutt Joe Smith



Try This on Your Announcers

Greensboro, N. C. — Dr. E. R. Moses of the English Department of Woman's College of the University of North Carolina, who has been instructing the production staff of WBIG, in Greensboro, N. C., in a class of correct English, handed the announcers the following choice bit of continuity: "Theophilus Thistle, the successful thistle sifter, in sifting a sieve full of unsifted thistles, thrust three thousand thistles through thick of his thumb; now, if Theophilus Thistle, the successful thistle sifter, in sifting a sieve full of unsifted thistles, thrust three thousand thistles through the thick of his thumb, see that thou, in sifting a sieve full of unsifted thistles, thrust not three thousand thistles through the thick of thy thumb. Success to the successful thistle sifter!"

Three-Man Review Board Proposed by Sen. Herring

(Continued from Page 1)

casters, the Senator revealed yesterday. Board should include at least one woman, Herring says. An FCC attorney, he disclosed, has been working with him on the measure. It will not be introduced before another month, due to new developments, he said.

Senator Burton K. Wheeler, who addressed the NAB convention Monday, is opposed to the Herring bill on the grounds that it would lead to censorship. Broadcasters also feel that the submitting of scripts for review is not practicable.

Rural Radio Magazine

"Rural Radio," new monthly mag catering to rural listeners, has made its appearance, published in Nashville by Rural Radio Inc., with E. M. Allen Jr. as publisher and E. M. Kirby editing. Kirby is educational director of WSM, Nashville.

Publication blends farm and fan

appeal in attractive format, bounteously illustrated. Price is 10 cents a copy, \$1 a year.

Prison Interview on Web

Nashville-WLAC's "State Penitentiary Interview", with F. C. Sowell Jr., v.p. of station, interviewing inmates of state pen here, will be heard over WREC, Memphis, on future Saturdays. WROL, Knoxville, and WAPO, Chattanooga, both have transcriptions of the show and are seeking a sponsor. A state web may result.

Saparoff in Series

Winston-Salem, N. C.-Albert Saparoff, violinist and cousin of Rubinoff, is presenting a Sunday afternoon concert series over WSJS. He is accompanied by Ruth Walser.

PREST

RECORDING **EQUIPMENT**

ON DEMONSTRATION DAY and EVENING

Room 940 THE WILLARD

DURING N. A. B. CONVENTION

Two Radio Measures Introduced at Albany

(Continued from Page 1)

ceipts of radio corporations subject to 3 per cent emergency tax imposed on utility firms.

Other measure, introduced by Julius S. Berg of the Bronx, pro-vides that slanderous words when broadcast shall constitute libel.

Buys ET Playlets

Maryland State Optometry Ass'n has bought the transcribed dramatic playlets produced by National Transcription Features, which is now re-cording a series of straight organ music for station libraries. National has taken additional space at 2 East 45th St. George H. Field, sales manager, is back from a trip through the

Party for Igor Gorin

Igor Gorin, radio and concert baritone, who is now on his first coastto-coast concert tour, will be host at a cocktail party tomorrow afternoon in the Essex House.

KFXD in New Building

Nampa, Ida.-KFXD has moved into its new building, which has been under construction for the past six months. Frank E. Hurt is owner and operator.



ve Already Advertised Over WH . . Those People Are Waiting for the Fire Sale to Open"

WHB • • Kansas City's Dominant Daytime
Station affiliated with Mutual, has the
Audience, but no national representatives.

-For time clearance, schedules, information,
data, telephone Harrison 1161, collect, or wire collect to data, telephone Harrison 1161, collect, or wire collect to— DON DAVIS, President, KANSAS CITY, MISSOURI

COMING and GOI

CLEM McCARTHY goes to Santa Anita to air the Derby on Feb. 22 for NBC.

GEORGE COUPER JR. of the sales staff of KXBY, Kansas City, stopped off in St. Louis, Philadelphia and New York on his way to the NAB meet, and will make Detroit, Cincinnati and Chicago on his return trip.

EARL HARPER. WNEW sports commentator, is due up from Florida today to announce the dinner to new manager of Newark Baseball team, Johnnie Neun. Harper returns to Florida after the broadcast over WNEW.

MARY FICKFORD is expected in Chicago to-ay for Buddy Rogers' closing at the College

CENE BUCK, president of Ascap, and JACK MAJOR, the CBS entertainer, are back from a week-end in Washington.

C. L. BERRY, head man of CFGP, Grande Prairie, Alberta, the most northerly broadcasting station, is on a trip to New York for a visit at CBS and NBC studios.

KATE SMITH, TED COLLINS, TED STRAETER and DICK McDONOUGH are in Washington for the NAB convention.

DONALD FLAMM, president of WMCA, with WILLIAM WEISMAN, vice-president, and BERT-RAM LEBHAR, general manager, returned to New York yesterday from the NAB convention.

Butterfield Back to Acting

Chicago-Because he did so well when showing another actor how to "put more feeling" in the part, Herb Butterfield, director of "Margot of Castlewood", was prevailed upon by Basil Loughrane, Lord & Thomas radio chief, to play the part himself.



Stronger Organization Is Predicted for NAB

(Continued from Page 1)

to Craven, one to the FCC for its attendance and cooperation, one to the local committee on the convention for its efforts, one to the mem-bership urging that they contribute the amounts they subscribed for to-ward the \$83,000 to be donated to the Federal Radio Education Committee over a period of two years and the usual resolve that broadcasters ask for three-year licenses instead of six months. Also, the tenth and final resolution thanked the NAB reorganization committee for its untiring efforts, considered unprecedented in NAB history.

Newly elected setup of board of directors will have a session today and upon their decision will hang all future direction of the NAB. Closing feature yesterday was the annual banquet, the entertainment being headed by Kate Smith, with others present from various branches

of the entertainment field. General feeling among the broad-casters is that the NAB is on the road to a bigger and better status as a factor in the broadcasting industry. Directors who have been elected are optimistic on the eventual outcome from all angles.

KDYL, Salt Lake City

George Provol, salesman, on sick

Harriet Page, featured on "Friends O'Mine," having wonderful time in Hawaii.

Allen Gunderson, chief technician, putting the finishing touches on new studio and control room.

George Snell, production manager, judge of "Announcers' Court".

W. E. Wagstaff, commercial mgr., buying new home.

Douglas Gourlay, continuity aide, compiling looseleaf book of copy

Albert Priddy named assistant news

Elwyn Quinn, announcer, assigned to thrice-weekly "Hello Ladies" local audience show.

In response to requests from agencies and time-buyers, the heavy mail-puller, "Announcers' Court", has been disked.

Rosser Fowlkes Jr. to WAIR

Danville, Va.-Rosser Fowlkes Jr. announcer, who has been on WBTM staff since 1933, is moving to WAIR, in making up data about the station. Winston-Salem, N. C.

Contest will run for one month.

NEW PROGRAMS-IDEAS

Saturday Fashion Matinee

Jelesnik and His Continentals, currently engaged at Hotel Utah in Salt Lake City, KSL scores a Saturday radio scoop in airing the jointly KSL - Hotel Utah - sponsored fashion reviews. Program will be broad-cast each Saturday at 1:30 p.m. Russel Stewart will announce and produce the air feature. Show will have lady commentator and stylist. Luncheon reservation tie-in for hotel and fashions by a leading stylist provide the merchandise idea. Jeles-nik has scored highly in his Salt Lake engagement. Period originates as remote control feature from Hotel Utah.

KLZ's Plantation Show

undertaken by any Denver station for several seasons received its baptism at KLZ this week.

Civil War period. The musical portions, presented by Denver's leading Negro A Capella choir, are skillfully injected between sermons delivered by a traveling parson.

about the Blake veranda, are up-Featuring the melodies of Eugene braided for their "sins" by the parson; then, in turn, make amends by singing spirituals and folk music. As "Colonel Blake", KLZ's Brian Elliott keeps the program moving, and does future.

"Thoughts for Today"

New idea in poetry programs is KDYL's "Thoughts for Today," authored and aired by Jack Gregson. With organ background, Gregson introduces each poem with an appropriate thought for morning, afternoon and evening. Poems read are available to listeners upon written application. Feature has proven to Designed to attract listeners who appreciate typical American folk music, one of the most novel programs a.m. MST.

Montana Art Series

The show, titled "Sunday Morning at Colonel Blake's", portrays life on a Southern plantation prior to the Montana artists will be featured in a new series of programs over KGVO. Missoula, Mont., under direction of C. B. Bartholomew, Director of Fine Arts, Missoula County High School. y a traveling parson.

Show is logged "Montana Art and Artists."

WMCA Becomes Link In WLW Line Hookup

(Continued from Page 1)

head of Transamerican Broadcasting & Television, representing WLW.

WHN is now under contract for several commercials which are aired over the wire, and indications are that wire between the two stations will not be severed in the immediate

Under new arrangement WMCA will pick up "Life of Mary Sothern", sponsored by Hind's Honey and Almond Cream, and "Mad Hatters", sponsored by Lions Brands. grams to be fed to wire include "Good Will Hour", "Five Star Final" and "Gangplank Interviews."

"Talk About Stars" Celebrates

"Let's Talk About Stars", WAAT program, celebrates its first year Sun-Commentators on the show, which has built up a big following, are Bob Stokes, Ray Freifelder and Jerry Cotter, with Jack Mitchell as emcee and interviewer. The commentators also conduct a weekly col-umn in the Madison Eagle.

School Band Bill Defeated

Albany - Union backed legislation introduced by Democratic member F. J. McCaffrey of New York and intended to prevent school bands from playing music for commercial engagements met defeat in the education and civil service assembly committees, the sponsor revealed.

KGY Invites Criticism

KGY, Olympia, Wash., is conducting a \$500 prize contest wherein they are asking for letters of constructive criticism about local or network programs, announcers, or any methods of broadcasting procedure engaged in by the station. If the listeners have any usable suggestions to offer on how to improve programs, they, too, are welcome.

W. R. Taft, manager of the station, is well pleased with the hundreds of letters that have already come in. It is giving KGY an excellent opportunity to know just what the listeners think of the station, and at the same time, affords a good mail check that can be used

MICHIGAN

TEST ANY WORTH WHILE PRODUCT

@# One Low Cost



8 Stations 8 Major Cities 1 Complete Network

MICHIGAN
WXYZ (KEY STATION) DETROIT
RADIO NETWORK

INTERNATIONAL NEWS SERVICE

N.A.B. CONVENTION HEADQUARTERS

Mr. Moss

SUITE 627-628-629 WILLARD HOTEL

Mr. Ely Mr. Van Cronkhite

Mr. Stewart



JACKIE HELLER and Ruth Greeley have advanced their wedding date to tomorrow. Harry Kirsh will give the bride away, and Al Sabath will be best man.

Both Vance McCune Sr. and Vance Jr. are now playing in Aunt Jemima's "Cabin at the Crossroads." Forrest Lewis of this show is on vacation.

Vivian della Chiesa did a concert

in Mason City, Ia., yesterday.
Chicago Cubs, owned by Phil
Wrigley, have bought two programs
on WJJD and WIND as curtain raisers for the play-by-play broadcasts
from Wrigley Field. On WJJD the
Cubs will have Music and Banter by
Ben Kanter; on WIND, Tommy Ott
at the electric organ. Account handled by Neisser-Meyerhoff.

Brown & Williamson has renewed daily "Sports Edition" on WJJD. Warren Brown, editor, has left for California vacation and then will cover the White Sox and Cubs in training there. Russ Hodges pinchhitting.

Kellogg will start its broadcasts on WJJD from Yuma, Ariz., April 1, with John Harrington at mike. Harrington now vacationing in California for two weeks at expense of sponsor.

Malcolm Claire, Uncle Mal of the airways, took over the 5:15 spot on WENR yesterday.

Finney Briggs has joined the cast of Pillsbury's "Woman in White."

Arthur Stringer, formerly head of sales promotion of WLW and WSAI, planning to move family back to Chicago this week.

WBBM has launched a daily farm news roundup at 6:45 a.m., using INS and UP bulletins handled by John Gray, formerly of WSUI, Iowa City, under direction of J. Oren Weaver, news editor.

Burridge Butler, president of WLS, has gone to Phoenix, Ariz., to spend rest of winter looking after his interests at KOY.

Dr. John Holland, religious director of WLS, has gone to Phoenix to spend a few weeks.

It's a girl at Virginia Seeds, (Mrs. Jack Redding), formerly press chief for WLS.



Microphone Division
UNIVERSAL MICROPHONE CO. LTD.

424 WARREN LANE INGLEWOOD, CALIF., U. S. A.



- Washington, Feb. 15: CBS threw an extra-special cocktail party yesterday-and it might just as well have been run at the Polo Groundsthere were that many people on hand....A black cat rushed thru the room with a tag on its tail-"NBC"....Bill Dolph's wife came in with some of the pretty FCC stenos....Later we meet Bill with Art Brown and Tony Wakeman of WOL, watching Bill Weisman and Bert Lebhar BREAK (out of service—but no jack-pots) three slot machines....T. W. Symons Ir. of KXL-KFPY is another onlooker....Carter Barron, district manager of Loew's in Washington, extends an invitation to all NAB members to visit any Loew house in D.C. FREE-your convention badge will admit you....Reggie Martin, formerly of the Central States System, is also there.Major G. Powell of WRUF, U. of Florida station, inspects our sun-tan and says we were gypped!....Ron Woodyard of WALR, stops to chat with Herb Akerberg....Jimmy Shouse of WLW glad-hands a couple CBS boys....Ralph Atlass of WIND, Chicago, seems to be having a swell time....Chuck Meyers of KOIL keeps waving to people....Colonel Lambdin Kay of WSB, Atlanta, collects a crowd of N.Y. hillbillies who want to hear him talk....Edgar L. Bill of WMBD, Peoria, seems to be getting a kick out of the proceedings.
- Ralph C. Powell of Presto Recordings is entertaining the boys with recordings of their own voices—taken unawares—while they are talking about various things. Some would really create a panic if aired...R. H. Lasche of Fairchild Aerial Camera is around showing the proctor-portable recorder...Reggie Schuebel, Milton Biow's Girl Friday, is being overwhelmed with luncheon and dinner invitations...The fellow stopping traffic in Washington is A. B. Sambrook, who is station relations manager for World Broadcasting System. Local girls think A. B. is Earle Carroll, the beautifier—though you'll never spot a better "carbon"...Bill (West Point) Hoppes back with Erpi—and happy over it...M. H. Shapiro, associate editor of RADIO DAILY, keeps a flashlight under his pillow.
- ● George A. Hazlewood, president and g.m. of WJNO, West Palm Beach—who incidentally celebrated a birthday on Sunday—tells about Palm Beach being all in a dither last week. It seems that Ray Cameron, announcer who handles Palm Beach's exclusive clubs for WJNO, laid high society low. The scene: nothing less than The Everglades.... one of the world's most exclusive clubs....from which Emile Petti's orchestra airs nightly. Emile wished to dedicate his program one evening to a leading Palm Beach socialite, so Ray, in his best Palm Beach manner announced: "Emile Petti dedicates his program tonight to that charming personality, Mrs. - - · · ". Then—too late to change the first number on Emile's program—Emile swung out and Tommy Low sang out: "The Lady Is A Tramp".
- Bill Roux of Hearst Radio had made reservations for a room before coming late Sunday nite. He stepped into the dark bathroom and a howl emanated from the place. Someone had planted a pig there. A phone call comes in for Ann Gillis of WJSV, stating that a man just arrived at the station who has memorized the name, call letters and cities of all the people registered at the convention—and he'd like to go on the air with them...Ted Church stops in to line up newspapermen for a party at the Carlton Hotel given by Ted Collins and Kate Smith, who will represent CBS talent...Adrian Flanter reports that 22 stations are using his promotion material...Hugh Cowham of CBS looks over the RCA facsimile and Finch's outfit with J. R. Poppele of WOR...We become so air-minded after that flight from Miami to Washington, that we board Eastern's Great Silver Fleet and fly back to N.Y. with WMCA's Bill Weisman and Bert Lebhar.



HARRISON HOLLIWAY, KFI-KECA general manager, who also has been doing a bit of commenting on the radio passing parade via his "Listener - Inner" program on KFI, has muted the Tuesday night commentary due to pressure of twinstation business and an impending trip East.

Lazar Samoiloff, internationally-known voice coach, is being presented by KFWB in a series on voice development each Tuesday night. He is teacher of Nelson Eddy, Claire Dux, Olga Dane and others. Constance Piper will assist Samoiloff on the program, and some of his more advanced pupils will appear from time to time.

James Saphier's new local offices are not in the Taft Building, but in the Guaranty Building, a difference of one block.

Harriet Alexander has been signed as a permanent member of the cast of KMTR's Sunday night "British Players."

Jean Rogers has been added to the cast of "Those We Love" by Robert Brewster, producer of the Pond's dramatic program for the J. Walter Thompson agency.

The Los Angeles Central Labor Council is sponsoring a three-times-weekly 15 - minute program over KFWB on which labor problems will be discussed pro and con. Series will run a minimum of 13 weeks, Monday, Wednesday and Friday nights at 8:00-8:15.

The "Marco Juvenile Revue" has been renewed on KNX for another year. Half hour variety show at 7:45 to 8:15 on Saturday nights boasts an all-juvenile cast including Ray Erlenborn, emcee; Leonard Sues, hot trumpet; Frances Fave, Jeanne DeVaughn, Dolly Colleen and Jackie Morrow.

"As the Jewish Market Goes— So Goes New York"

Listen in over Station

WMCA

To the following programs:

ZION VARIETY SHOW Mondays at 7:30 P. M.

LET'S SING TOGETHER THE SONGS OF ISRAEL

Wednesdays at 7:30 P. M.

MOLLY PICON in "I Give You My Life" Fridays at 7:30 P. M.

Judge for yourself
ADVERTISERS BROADCASTING CO.
205 East 42nd Street, New York, N. Y.
MUrray Hill 4-1364

AGENCIES

ADV. Scheck agency jointly are preparing a campaign to advertise the Port of Newark, N. J.

McCANN-ERICKSON Chicago ofwill handle Maytag account starting March 31.

EDWIN B. SELF, formerly manager of Milwaukee office of Roche, Williams and Cunnyngham agency, has joined Schlitz Brewing Co. as advertising manager, succeeding Ray Weber

STANLEY PFLAUM ASSOCIATES, Chicago, have landed the Crown Chemical Co. account.

RUSSELL T. GRAY INC., Chicago, has been named advertising counselor for Faber Laboratories Inc.

YOUNG & RUBICAM will handle radio end of \$1,000,000 joint used car drive which automotive industry is sponsoring during National Used Car Week March 5-12.

FREITAG AGENCY has closed its Chicago office. Agency handled Pure Oil account, which firm is absorbing some of personnel.

"Swing Session" as Short

Leith Stevens, Edith Dick, Bobby Hackett, and Chauncey Morehouse, comprising the regular cast of CBS "Saturday Night Swing Session," begin work Friday on a motion-picture short for Warner Bros. at the Brooklyn Vitaphone studios. Job is titled "Swing Session", and deal was arranged by Columbia Artists.

WSNJ News Bureau Active

Bridgeton, N. J.-Local news service started two weeks ago by WSNJ, headed by Fred Wood, has had plenty of activity and has scooped local papers on many important stories. News is picked up from surrounding com-munities and aired on regular broadcasts along with INS wire service. Listener interest is strong and station is now working on civic angle.

> First in local accounts in Chicago

> > WGES

(In the heart of Chicago)



ORCHESTRAS-MUSIC

Theater, Philadelphia, week of March 25. Other CRA deals include: Carl "Deacon" Moore for Lake Breese pier, Buckeye Lake, O., for a month starting June 11; Lou Breese, Hotel Nicollet, Minneapolis, starting Feb. 21; Reggie Childs, Playland Casino, Rye Beach, N. Y., starting May 15; Joe Haymes, New Penn Club, Pittsburgh, starting March 10, with NBC wire; Lang Thompson, Blackstone Hotel, Fort Worth, starting Feb. 18; Harry Candullo, succeeding Thompson at Commodore Perry Hotel, Toledo.

On Grace and Scotty's WJZ - NBC program, is a tuneful piece that ought to go well for Mother's Day as well as in the Valentine season.

Victor Arden is preparing a folio of original piano compositions which he has written during the past fifteen years but never thought of publishing before.

Mark Warnow's "Magazine of the Air" orchestra has five puppils of the late. Leonold Aver in the violing season.

tine," recently published by Whitney ray Kelner.

DON BESTOR and ork have been booked by CRA for the Earle Theater, Philadelphia, week of March Blake, is getting a good play on the air. The number, heard yesterday on Grace and Scotty's WJZ - NBC

orchestra has five pupils of the late Leopold Auer in the violin sec-"Make Your Mom Your Valen- tion—Jack Vayde, Curt Dieterle, Max Pollikoff, Victor Selinsky and Mur-

GUEST-ING

CROSBY, on "Showcase," Feb. 17 (WINS, 11:30 a.m.).

ERNO VALASEK, violinist, on 'Rising Musical Stars', Feb. 20 (NBC-Red, 10 p.m.).

ART GENTRY and CLAIRE SHER-Victor Arden is preparing a folio MAN, on "Ray Block Varieties", Feb. 17 (CBS, 3 p.m.).

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
FIRST AGAIN!

Your Writing Reveals" A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered. HAVE YOU SEEN THE SALES BROCHURE?

Thank You, Mr. Roy Durstine!

"One day back in 1931, when radio was a good deal younger, an NBC engineer named ED STRONG, who was working with me on one of our productions, suggested the idea of recording programs off the air for the purposes of checking and study. I'm afraid I wasn't very enthusiastic, because the only available records at that time were pretty useless when it came to proving anything about the show as it came over the air.

TODAY, every program that is taken off the air for Batten, Barton, Durstine & Osborn is recorded by ED STRONG. We have found these recordings invaluable in perfecting details of our production and in giving us a clear morning-after view of each radio performance."

Roy S. Durstine

President-Batten, Barton, Durstine & Osborn

Thanks again, Mr. Durstine, and to you other people who use recordings: phone us at NEwtown 9-3232 for a sample transcription of your show. It will cost you nothing to prove to yourself you can now buy the finest recording available for no more than you may be paying for inferior quality.

EDWIN STRONG, INC., 3448 75th Street, Jackson Heights, N. Y.

CRAVEN NO "REFORMER"; FOR PRIVATE OPERATION

(Continued from Page 1) of experience in radio, Craven said he considered the American system of broadcasting the best for the country. He urged, however, that broadcasters realize the public trust placed in their hands through the medium of a license and that they cooperate with the government for the best

common good.

Speaking of improvements in the industry, Craven declared that "improvements must be evolutionary, and both the government and the various elements of the industry should avoid radical panaceas or other curealls. At least all should have sufficient facts to enable farsighted vision as to the economic and social results of any changes which at first may appear to be desirable."

Opposed to Censorship expressed opposition to any form of censorship, but suggested that broadcasters have their public relations departments study public reactions and develop a constructive program of improvement, particularly with reference to advertising con-

tinuity.

Impartiality in granting facilities to both sides on controversial questions of public interest also was urged by Craven, and he spoke of the new moves, including allocation of channels, to continue the development of radio as an educational medium.

He also suggested establishing new phases of the industry to help take up the slack in employment caused by various technological trends.

Disagrees with Baldwin
James W. Bald-Commenting on James win's report in which the recent Havana treaty was denounced, Craven stated: "The least I can say about his report is that I am surprised at the apparent lack of understanding of the treaty, and I feel that the in-dustry should be seriously concerned with some of the recommendations made in his report with respect to reservations to be placed in the treaty by the Senate of the U.S. In my opinion it is most unwise to cause the sacrifice of the fine opportunity now presented for a sound settlement of a most difficult international problem by injecting purely domestic conflicts which properly should be resolved by complete hearing and consideration under the accepted administrative procedure . . . It is only

LANG-WORTH

Largest Tax-Free Musical Library In The World

On Demonstration Now Hotel Willard-930-31

Six NAB Board Members Chosen

Washington-The six members of the NAB board of directors at large who were chosen from 12 candidates proposed by the 17 regular directors representing the NAB membership are: Harold V. Hough, WBAP, and Lambdin Kay, WSB, who won out over J. O. Maland and Earl Glade, respectively, to represent the clear channel stations: Frank M. Russell, WRC, and Elliott Roosevelt, Hearst Radio, to represent the regional or medium size stations, winning out over Kenneth Berkeley and Samuel R. Rosenbaum, respectively; John Elmer, outgoing NAB president, and Edward A. Allen, to represent or small outlets, winning out over Lester A. Benson and James F. Hopkins, respectively.

Roosevelt's choice came as somewhat of a surprise and marked the first office-holding of the Roosevelt clan in NAB or broadcasting affairs.

The 17 district directors are: (1) John Shepard III, Yankee-Colonial net-

works; (2) Harry C. Wilder, WSYR, Syracuse; (3) Clair McCullough, WGAL, Lancaster, Pa.; (4) John Kennedy, WPAR, Parkersburg, W. Va.; (5) W. Walter Tison, WFLA, Tampa; (6) Edward W. Craig, WSM, Nashville; (7) Mark Ethridge, WHAS, Louisville; (8) John Fetzer, WKZO, Kalamazoo; (9) Walter J. Damm, WTMJ, Milwaukee; (10) John J. Gillin, WOW, Omaha; (11) Farl H. Gammons, WCCO, Minneapolis; (12) Herb Hollister, KANS, Wichita, Kan.; (13) O. L. Taylor, KGNC, Amarillo, Tex.; (14) Gene O'Fallon, KFEL, Denver; (15) Ralph R. Brunton, KJBS, San Francisco; (16) Donald W. Thornburgh, KNX, Los Angeles; (17) C. W. Myers, KGW, Portland, Ore.

SAN ANTONIO

Carl Cazell, 36, one time pianist and vocalist at WOAI, passed away in

Marfa, Tex., recently.

George W. Johnson, KTSA manager, back from a Houston trip.

Evelyn Honeycutt, 17-year old vocalist, now featured with Eddie Fitzpatrick's ork at the Saint Anthony. Spot has a WOAI wire.

Steve Wilhelm doing daily noon news comments over KTSA for local bakery.

Percy Barbat, radio character actor, also working regular with the Antonio Community Players.

Phil Alexander's "Texas on Parade" goes on KTSA as a weekly feature starting Feb. 19.

fair to state that nothing in the treaty prevents all the 32 disputed clear channels reserved for prior use in the U.S. from having power limitations placed upon them by our government. There is nothing in the treaty which prevents a complete reallocation of the 32 channels among various licensees if, after proper hearing, the FCC so desires; or making all of them Class 1-B clear channels, or all regional or all local chan-



LOUISVILLE

Jack Robertson, WGRC sports announcer, recently passed his state bar examination, having completed his law course at the University of Louisville.

Local concert appearance of Rubinoff, and Fray and Braggiotti, piano team, was cancelled.

Both WHAS and WAVE auditioning shows for local beer sponsor.

KSO, Des Moines

Bill Spargrove, veteran Iowa Network announcer, has left to join NBC in New York.

Another weekly show, "Jam and Jive," is being fed to Mutual network on Saturdays at 5:30. It includes Lloyd Hundling's swing band from Hotel Fort Des Moines, with Aileen Grennel as vocalist and Ken

Brown announcing, Two-day proceedings of National Farm Institute, Feb. 18-19, also will be fed to Mutual.

covers the nation's richest market effectively and economically. More and more advertisers are finding out that fact to their advantage.

McNINCH TO ASK PROBE OF MONOPOLY TENDENCY

(Continued from Page 1)

works in dealing with affiliated stations and other matters.

"The time is here when we must deal with these problems," declared McNinch. "I do not believe that any industry requiring regulation may safely be entrusted the job of regulation." lating itself.

"The railroads and the power industry paid the price of public con-demnation for their own folly in permitting these industries to come under the domination of a few powerful, greedy men. Do not flatter yourself that this could not happen to the radio industry."

McNinch said he believed that both wets and drys would favor elimination of radio advertising aimed at increasing consumption of liquors.

WABY, Albany

"Kitchen of the Air." directed by Mrs. Jennie Parkinson, is a new series sponsored by N. Y. Power & Light.

THE SONGBIRD OF THE SOUTH

KATE **SMITH**

THE KATE SMITH HOUR THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



METRO-GOLDWYN-MAYER.

3. The vast talents of the WHN ARTISTS BUREAU.

KANSAS CITY

Virginia Jones, pianist on the KCMO staff, on a temporary leave of absence due to illness.

Harry Kaufmann, WDAF program director, confined to his home with a bad cold.

Al Stine, WHB promotion man, has scheduled a free movie and stage show for youngsters, at the Main-street Theater on Saturday as a build-up for the juvenile transcription series, "Magic Island," which goes on the air late in February from WHB for Robin Hood Shoes.

KMBC's popular newscaster, Erle Smith, was among speakers featured by Kansas State College last Friday in connection with annual Farm and Home Week activities.

John Wahlstedt, veteran WHB vocalist, has been laid up for a week with a severe cold. His daily pro-grams are being handled by Oscar Hederstrom.

FCC ACTIVITIES

HEARINGS SCHEDULED

Mar. 8: KMAC, San Antonio. Vol. assignment of license from W. W. McAllister to Walmac Co. 1370 kc., 100 watts, 250 watts LS., unlimited.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited. Mar. 15: WNEW, New York. Mod. of license. 1250 kc., 1 KW., 5 KW. LS., share

WGNY, Newburgh, N. Y. CP to increase power, change frequency and hours of operation to 1220 kc., 250 watts, daytime.

Roberts-McNab Co., Livingston, Mont, CP for new station, 1310 kc., 100 watts, 250 watts I suplimited. for new station. 13: watts LS., unlimited.

Apr. 11: KFQD, Anchorage, Alaska. Transfer control of corp. from J. P. Hannon to R. E. McDonald. 780 kc., 250 watts, specified.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

The Great Western Broadcasting Co., Omaha, Neb. CP for new station. 1500 kc., 100 watts, unlimited time.

APPLICATIONS RECEIVED

Columbia Broadcasting System, Inc., New York, N. Y. CP for new low frequency relay station. 1646, 2090. 2190, 2830 kc., 100

Radio Air Service Corp., Cleveland, Ohio. License to utilize equipment of high frequency station WAXNT as a facsimile station. 31600, 35600, 38600, 41000 kc., 50

KAND, Corsicanna, Tex. CP to increase ower to 250 watts.

WHAS, Louisville. Involuntary transfer of control of corp. from Robert Bingham to Barry Bingham, Executor of the will of Robert Bingham.

BUSINESS

WMCA, New York: Madison Personal Loan Co.. Bob Carter, news commentator, through Klinger Advertising Agency; Shortwave Diathermy Laboratories, health talks, through Frank Kiernan & Co.

WOR, New York: Refrigeration & Air Conditioning Institute, "The Camera Speaks", ETs, through James R. Lunke & Associates; Gardner Nursery Co., "Musical Interlude", ETs, through Northwest Radio Advertising

WHN, New York: Chrysler New York Co., station breaks, through Ruthrauff & Ryan.

WIND, Chicago: Sante Fe R. R., spots, through Stack-Goble.

WLBC, Muncie, Ind.—Shatto Hatcheries of Dunkirk, programs; Click Magazine, 'Ideas That Click,'' programs.

WIP, Philadelphia: Carter Medicine Co. (Carter's Little Liver Pills), spots; Modern Living Health Institute, health talks; Ironized Yeast Co., "Good Will Hour"; Sendol Laboratories (Kelpamalt Tablets).

KSL, Salt Lake City: Vocational Industry, ETs, through Albers Agency; Intermountain Knit Co., spots, through W. E. Featherstone; Hammerstein Music Hall, CBS, re-

WBZA, Springfield, Mass.—Glass Container Ass'n, through U. S. Advertising Corp.

KCMO, Kansas City: McKesson-Robbins; DeMaria & Janssen (Bubble Up and Cleo Cola), spots.

NEW HAVEN

Murray L. Grossman, WBRY business manager, off for two-week vacation in Florida.

Marian Bergeron, former Miss America, now starring with the WELI Players.

"Connecticut Hall of Fame," Ralph Della Selva's weekly WBRY program, has been moved to Saturdays at 6 p.m.

KTUL, Tulsa

Bernice Ash, continuity writer, is on a two-week vacation, visiting stations and friends in New York and

Rubinoff and Fray and Braggiotti are being brought here for a one-time appearance March 7 at Convention Hall.

WDAF, Kansas City: Kroger Grocery, "The Editor's Daughter", ETs.

KCMO, Kansas City: Phillip Morris (Bond reet Tobacco), news.

KFRU, Columbia, Mo.: Smith Chickeries, through Shaeffer-Brennan; American Life & Accident Insurance Co., announcements, through Kelly & Stuhlman; Allis-Chalmers Implement Co., announcements, through Bert S. Gittens; Famous Poultry Farms; announcements, through Buchanan & Thomas; Chicago Engineering Works, through James R. Lunke Associates.

KYW, Philadelphia: RCA, ETs; United Drug, through Street & Finney, Inc.

KFBK, Sacramento: Johnson's Wax, "Fibber McGee", programs.

WFAA, Dallas: Armstrong Cork Co. (rugs), "Heart of Julia Blake", ETs, through BBD & O.

KTSM, El Paso: Kellogg's, "Howie Wing," ETs.

NEW ORLEANS

With Managers Harold Wheelahan of WSMB, Joe Uhalt of WDSU and Vince Callahan of WWL all at the NAB convention, three of this city's five radio stations were without their head executives this week.

With the expected return of Norman L. Carter, assistant to E. V. Richards of the Saenger Theaters Corp., from Jackson, Miss., where he has been watching the legislature, negotiations to straighten out the WSMB - musicians' union deadlock may begin. Carter watches the Saenger interest in the station.

Chez Paree, local night club with WDSU wire, may drop name bands after Carnival, returning to local

LUCILLE & LANNY LINWOOD

"2 voices and a pianny" Now appearing with Fred Allen TOWN HALL TONIGHT Arrangements by Lanny Grey Management NBC Artists Service



FINCH FACSIMILE Gears RADIO to the Picture Age



NATIONAL REPRESENTATION INTERNATIONAL RADIO SALES

AN ADVANCED REPRESENTATION SERVICE FOR STATIONS NEW YORK . CHICAGO . DETROIT . LOS ANGELES

Coast-to-Coast

GHL, Billings, Mont., added another chapter to its public service record in field of hi-speed news coverage on Saturday when Floyd Aaker, weather flier from Billings, became lost on a flight for the Dept. of Commerce weather bureau at 1:30 a.m. KGHL began a radio searching party at 7 a.m., and at 10:40 Aaker phoned the station that he had landed safely and walked 18 miles in sub-zero weather.

KTSM, El Paso, on its sponsored "Sports Briefs" last Saturday, had four prominent professional tennis stars—Fred Perry. Ellsworth Vines, Berkeley Bell and Walter Senior.

Millie Brunelle, Cooking Forums Director, and Art Bergstrom, of the announcing staff of WSPR, Springfield, Mass., said "I do" Saturday.

A busy man in radio today will be Frank Van Dyk, executive director of Associated Hospital Service of New York. He has three air talks to do tonight — over WOR at 4:55, WEVD at 8:15 and CBS at 10:45.

Friends of the late O. O. McIntyre will participate in a memorial broadcast over WMCA tonight at 9:30-10.
Rube Goldberg, Jack Lait, Louis
Sobol, John Chapman, Gene Buck
and Harry Hershfield will be heard,
with Joey Nash as vocalist.

Alan Hale, WISN sportscaster, will remember his last birthday, Feb. 10, because he received a hyacinth plant from one of his admirers. The gift was brought to the studio personally by the donor, a little old lady over 70 years old, who said she had wanted to meet Alan ever since she first heard him describe a baseball game. Hale says he's going to take her to the opening game this year and she's going to have all the popcorn, peanuts and hot dogs she wants as the guest of WISN and himself.

Jack Draughon, owner of WSIX, Nashville, and Steve Cisler, former manager of the station, motored to Washington for the NAB meeting.

PHILADELPHIA

Angelo Palange is having disks made of the winners of his "Amateur Hour" and some will be played for Eddie Cantor when he comes to town.

Vernon Crawford will handle the direction of WFIL's "Your Matinee."

Arthur Seymour will direct group of Choral Singers to be heard weekly over WIP.

Eleanor Starkey and her songs are now heard over WPEN with the studio band.

The Bessie Hicks Players are back on the air over WFIL.

The Charlie Smiths at WCAU will be three in June.

Sam Serota is now announcing on WIP, WCAM and WHAT for the same sponsor.

Powers Gouraud's newest song was introduced by Whispering Jack Smith on WCAU.

Leslie Joy, manager of KYW, will lead the discussion on the station's

"Question Box" program.

Bob Ridley, WPEN's "Mischa Rose," who won a Met audition contract, will refuse to sign if it calls for five-year period.

A new weekly feature over KYW is "Hunting and Fishing Club," under direction of Joe O'Byrne.

Peggy Madison and Dorothy King

are latest additions 'Thursday at Three.' WFIL's to

John Facenda, WIP night super-visor, in his search for his stolen golf clubs in a pawnshop, found one of his rowing medals that he lost three years ago

Ben Alley, WCAU tenor, off the air because of appendicitis, is recovering and is due home shortly. Dan Kelly continues as guest soloist.



KMM

"The Old Trusty Station"

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.

-One of the BIGGEST "Little" Stations in the Country

Now Broadcasting...

WE, THE PEOPLE, with Gabriel Heatter-Sanka

KATE SMITH HOUR, with Henny Youngman—Swans Down Cake Flour, Calumet Baking Powder.

MAJOR BOWES' Original Amateur Hour—Chrysler, De Soto, Dodge, Plymouth.

PAUL WHITEMAN, with Oliver Wakefield-Chesterfield Cigarettes.

SONG SHOP, with Frank Crumit—Coca Cola.

"PROFESSOR QUIZ"-Nash Motor Cars.

YOUR HIT PARADE—Lucky Strike Cigarettes.

HOLLYWOOD HOTEL Campbell's Soups, Beans, Tomato Juice.

SATURDAY NIGHT SEREN-ADE—Irradiated Pet Milk.

DOUBLE EVERYTHING—Wrigley's Gum.

PHIL BAKER-Gulf Motor Oil and Gas.

FORD SUNDAY EVENING HOUR—Ford, Lincoln, Lincoln Zephyr.

"ZENITH FOUNDATION"-Zenith Radios.

DR. CHRISTIAN OF RIVER'S END, with Jean Hersholt—"Vaseline" Preparations.

HEINZ MAGAZINE OF THE AIR, with Channing Pollock

—"57 Varieties" Pure Food Products.

'POETIC MELODIES''-Wrigley's Gum.

BOAKE CARTER-Philco Radios.

THE ROAD OF LIFE-Chipso.

MYRT AND MARGE-Super Suds.

CAROL KENNEDY'S RO-MANCE—"57 Varieties" Pure Food Products.

THE O'NEILLS—Ivory Soap. HILLTOP HOUSE-Palmolive Soap.

YOUR NEWS PARADE with Edwin C. Hill-Lucky Strike Cigarettes.

WATCH THE FUN GO BY, with Al Pearce and His Gang—Ford Motor Dealers.

CAMEL CARAVAN—Camel Cigarettes.

MARY LEE TAYLOR— Irradiated Pet Milk.

HOBBY LOBBY—Hudson, Hudson Terraplane.

EDDIE CANTOR in Texaco Town-Texaco Gasoline and

ANDRE KOSTELANETZ'S ORCHESTRA, with Lawrence Tibbett—Chesterfield Cigarettes.

HOLLYWOOD SCREEN-SCOOPS, with George McCall —Old Gold Cigarettes.

EMILY POST-"Florida" Grapefruit, Oranges, Tanger-

BEN BERNIE and all the Lads —U. S. Royal Masters Tires.

GANG BUSTERS—Palmolive Shave Cream, Palmolive Brushless Shave.

The only "clear-reception" station in this area

1200 KILOCYCLES

West Palm Beach, Florida

NATIONAL REPRESENTATIVE: WEED & COMPANY NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO