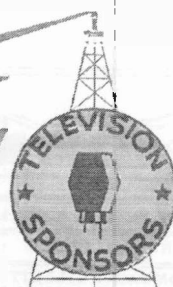


# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 41

NEW YORK, N. Y., TUESDAY, MARCH 1, 1938

FIVE CENTS

## WLW Hearing May 16

### Looking On ... AND LISTENING IN

**BLANK SCORE** The score of the Hollywood movie companies, in their efforts to double as producers of radio shows, thus far amounts to a goose-egg.

Out of three batters who have gone to the plate, one was quickly fanned, the second knocked out a single-bagger but couldn't get to second, while the third was hit by a ball and walked but will most likely die on base.

For the good of everybody concerned, including the movie industry, it is hoped that the picture studios have learned their lesson and will stick to screen entertainment.

Meanwhile, it is encouraging to see the predicted letdown in Hollywood originations gradually taking place, together with a slow but promising increase in network pickups from other large centers besides New York, Chicago and Los Angeles.

Boston, San Francisco, Detroit, Cleveland, Pittsburgh, St. Louis, Philadelphia, Kansas City, Buffalo and plenty of other cities have an ample amount of good shows that not only merit coast-to-coast airing but would give radio schedules some of the greater variety they need.

On top of this, they'd attract a lot of new public interest and prove excellent good-will gestures for the industry in general.

The same holds good for another previous suggestion—more personal appearance tours for popular radio units, with each weekly broadcast being made from a different city.

It is one way to meet the growing seriousness of studio audiences.

And for the stars who are willing to troupe, there's much gold in those hinterland box-offices. —D. C. G.

#### On the Spot

Salt Lake City—H. E. Gagos, UP radio editor visiting KSL, reports that at height of recent California flood a watchman on the Soledad Bridge was sitting in his shanty at radio, tuned to KSL. Announcer reading UP news put on a bulletin that flood had washed out the Soledad Bridge. Watchman grabbed a lantern, rushed out. Sure enough, bridge was floating away.

### NAB STARTS COLLECTING HIGHER DUES SCHEDULE

Washington—Active work on collection of the higher rate of dues has been begun by the NAB, the new membership dues being effective today. Communication from Mark Ethridge, temporary chairman of the board, assured members that as soon as the best man possible for the job of president had been selected and things talked over with him, the NAB would get prompt action on the matter. More members and financial help are imperative and a blank was enclosed for the stations to indicate their classification by letters.

(Continued on Page 3)

### Herring, Payne Confer On Censorship Measure

Washington Bureau, RADIO DAILY  
Washington—Following conferences with Commissioner George Henry Payne of the FCC, Senator Clyde Herring reports "very satisfactory" progress in preparation of his radio censorship bill. A few more details remain to be cleared up before measure is ready for introduction.

### WADC is Considering Studios in Cleveland

Akron—WADC, owned and operated by Allen T. Simmons, is considering possibilities of establishing studios and offices in Cleveland. No decision yet, but idea is understood to be favored as much of station's fan mail comes from Cleveland area, it is said.

### NAPA Suspends Drive On Phonograph Records

Philadelphia—Pending outcome of AFM issuance of licenses to electrical transcription and phonograph record manufacturers, the National Association of Performing Artists has temporarily halted its drive to license stations to play phonograph records made by its members. Her-

(Continued on Page 2)

### Pat Patterson at KABC

San Antonio—B. R. (Pat) Patterson, formerly with KFDM, Beaumont, as sales manager and at one time with KTHS, Hot Springs, joins the commercial department of KABC today.

### Parley Is Scheduled on Limitation of Power—FCC Rule May be Changed—Drafting Accounting Plan

### FLA. COMPLETES BRIEF IN ASCAP TEST ACTION

Tallahassee—The State of Florida has completed its brief in connection with the suit brought against it by Ascapi to test the constitutionality of the anti-Ascapi law recently enacted by the state. Suit will be heard March 3 in New Orleans before three Federal judges. State of Florida brief will principally question the matter of jurisdiction and removal of the case to New Orleans.

Contingent leaving for New Orleans for the State will include Andrew W. Bennett, formerly assistant U. S. attorney general, who appeared for the government in the Ascapi anti-

(Continued on Page 3)

### Dropping of Remotes Bad for Chi Business

Chicago—Business at leading hotel dine-dance rooms has been bad since they dropped radio lines when major stations began charging \$100 weekly for service. Empire Room of the Palmer House, however, has booked some big names, including Eddy Duchin, opening May 4; Veloz and Yolanda with a band, July 6; Guy Lombardo, Labor Day, and Wayne King, early in November. Duchin, Lom-

(Continued on Page 3)

### Okl. Network Getting Heavy Political Business

Oklahoma City—The Oklahoma Network is set to reap luscious takes from political broadcasts during the forthcoming campaign, with three candidates already having used the seven-station web to announce their candidacy and 11¼ hours full network time booked by others although campaign is not yet started.

### J. B. Williams Adds

The J. B. Williams show on Mutual has added two more stations effective March 7, and also goes coast-to-coast on that date. New outlets are KWK, St. Louis, and WFIL, Philadelphia.

By GEORGE W. MEIKTENS  
Washington Bureau, RADIO DAILY

Washington—Chairman Frank R. McNinch of the FCC has set May 16 for hearings on limitation of power for WLW and other stations.

The Commission's Rule 117 provides that the authorized power of a dominant clear channel station shall not be less than 5 kilowatts nor more than 50 kilowatts. The hearings will be held to determine whether the rule should be amended and in par-

(Continued on Page 3)

### SUPREME COURT DENIES WRIT IN BORDER ET CASE

By MILTON F. LUNCH  
Washington Bureau, RADIO DAILY

Washington—The Government again lost to Norman Baker and E. R. Rood yesterday when Supreme Court denied a petition for a writ of certiorari to the U. S. Circuit Court of Appeals to review the decision in favor of Baker and Rood, who were charged with violation of Section

(Continued on Page 3)

### Warner-G. M. Program Called in "Rumor" Stage

Neither Warner Bros. nor Transamerican would confirm the report that General Motors was considering a mammoth production to be heard simultaneously on two networks. Warners stated that they, as usual, had several radio deals in the fire, while Transamerican said that such a deal was still in the "rumor" stage.

### KOMA Dedication

Oklahoma City—Opening of KOMA studios on 24th floor of Biltmore Hotel was formally celebrated with an hour's program Sunday. Public officials and civic leaders did honors. New layout doubles former space and provides special business offices and headquarters for Neal Barrett, southwestern director and v.p. of Hearst Radio Inc.

**RADIO DAILY**

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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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**FINANCIAL**

(Monday, Feb. 28)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	138 3/4	135 1/4	137	- 2
CBS A	19	19	19	0
Gen. Electric	41 1/4	40	40 1/2	- 1/4
RCA Common	52 1/2	51 3/4	51 3/4	- 1/2
RCA First Pfd.	52 1/2	51 3/4	51 3/4	- 1/2
Stewart Warner	98	95 1/4	96 1/4	- 2
Westinghouse	16 3/4	15 3/4	16 1/4	+ 1 1/4
Zenith Radio	16 3/4	15 3/4	16 1/4	+ 1 1/4

**NEW YORK CURB EXCHANGE**

Majestic	1	1	1	0
Nat. Union Radio	3/4	3/4	3/4	+1-16

**OVER THE COUNTER**

Stromberg Carlson	5	5	5	6
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**FCC ACTIVITIES**

**APPLICATIONS RECEIVED**

KIT, Tacoma, Wash. CP to install new transmitter and increase power to 1 KW. L.S., 500 watts.  
KGHL, Billings, Mont. Auth. to transfer control of corp. from Northwestern Auto Supply Co., Inc. to Charles O. Campbell, 75 shares common stock.

**NEW BUSINESS**

KOMO, Kansas City: Tom Moore Cigars, news, through N. W. Ayer; Bathasweet, news.

WIP, Philadelphia: Longines Wittnauer (watches), time signals; Sunday School Times (Publication), through N. W. Ayer.

WPIL, Philadelphia: Tide Water Oil Co., news, through Lennen & Mitchell; Nehi Co., program, through James A. Greene Advertising Agency; Campana-Italian Balm, program.

WHN, New York: Garrett & Co. (Virginia Dare Wine), spot announcements, through U. S. Advertising Corp.

**WROK IS THE**

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

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending Feb. 26, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Sweet As A Song (Robbins Music Corp.)		32
I Double Dare You (Shapiro Bernstein Inc.)		28
Thanks For the Memory (Paramount Music Corp.)		28
Whistle While You Work (Irving Berlin Inc.)		24
I Can Dream, Can't I (Mario Music Co.)		20
More Than Ever (Miller Music Inc.)		20
Dipsy Doodle (Lincoln Music)		18
Goodnight Angel (Irving Berlin Inc.)		18
Outside of Paradise (Santly Bros. Joy Inc.)		18
The One I Love (Leo Feist Inc.)		18
Just A Simple Melody (Witmark and Son)		17
You're A Sweetheart (Robbins Music Corp.)		17
Bei Mir Bist Du Schon (Harms Inc.)		16
Goodnight, Sweet Dreams, Goodnight (Shapiro Bernstein Inc.)		16
Always and Always (Leo Feist Inc.)		15
It's Wonderful (Robbins Music Corp.)		15
Let's Sail to Dreamland (Spier Music Corp.)		15
Love Is Here To Stay (Chappell and Co.)		15
There's A Gold Mine in the Sky (Irving Berlin Inc.)		15
Somebody's Thinking of You Tonight (Schuster Miller Inc.)		15
Tipitina (Leo Feist Inc.)		15

**AFM Executive Board Goes in Session Today**

Executive Board of the AFM will go into session today to take up the matter of transcription and phonograph record licenses, following arrival of president Jos. N. Weber yesterday from Miami. AFM home offices were closed yesterday afternoon due to a strike of the Building Service union which shut off elevator service. Upon notice of the strike, the AFM officials and employees moved out en masse, not wanting to either walk down 41 flights of stairs nor ride with non-union help. If the strike continues, the Executive Board will probably meet elsewhere than the AFM offices.  
In sympathy with the elevator workers who went out in several buildings, 17 elevator mechanics in Rockefeller Center also refused to work, but service in Radio City was not interrupted.

**NAPA Suspends Drive On Phonograph Records**

(Continued from Page 1)  
bert Speiser, general counsel for NAPA, said that when negotiations are fully completed between AFM and disk companies, his organization would resume its drive. Locally, WIP, WPEN and WDAS are continuing to use records under an NAPA license but are avoiding those made by RCA Victor and Decca, which have warned stations that they are liable to court action if the disks are played. Victor and Decca claim all copyright and other vested rights in their product.

**New Broadcasting Firm**  
Albany — Kingston Broadcasting Corp., Kingston, has been incorporated by John R. McKenna, Norman B. Furman, Florence Wolin and Benjamin S. Colves. Cashin & Ewig, Brooklyn, are attorneys.

**Supreme Court Denies Writ in Border ET Case**

(Continued from Page 1)  
325 (B) of Communications Act. This violation pertained to the making of recorded programs in the U. S. and transported across the Mexican border for broadcast on powerful outlets so that they could be heard throughout this country. In the lower courts, Baker and Rood had been found guilty. Circuit Court of appeals reversed the decision.

**Expands Coverage Reports**

New Rochelle, N. Y.—Radio Coverage Reports Bulletin, heretofore issued only to subscribers to Radio Coverage Reports, will be expanded and made available to advertising agencies, broadcasting managements and advertising managers of companies using radio, for a nominal subscription fee, it is announced by Edgar Felix, who issues the services.

**COMING and GOING**

E. C. MILLS of Ascap, HERMAN FINKELSTEIN and LOUIS D. FROLICH of general counsel of the organization, are in New Orleans to attend the Ascap suit against the State of Florida being heard March 3 in Federal Court.

H. ALLEN CAMPBELL of WXYZ, Detroit, is in New York on business.

JOSEPH N. WEBER, president of the AFM, arrived back in town yesterday from Miami.

SONNY WERBLIN of MCA, is back in New York after a business trip to the west.

MRS. HENRY KING, wife of the orchestra leader, arrived in New York yesterday to await the birth of her child. Husband will come here from the west.

CHARLES CHATTERTON, business manager of KGW and KEX, Portland, Ore., was a visitor at the John Blair & Co. offices in Chicago last week.

LOUIS K. SIDNEY, chief of M-G-M radio activities, flew to New York from the Coast late last week on business connected with WHN. He is due back in Hollywood for Thursday's airing of "Good News of 1938", which he produces.

LOUIS WITTEN, v.p. of Buchanan Co., to New York from the Coast.

JULES STEIN, president of MCA, has returned from New York to home office, Chicago, and expects to go to Hollywood shortly where his family is spending the winter.

JANE PICKENS leaves for Ohio immediately following tomorrow's broadcast to spend four days with friends.

**"Grand Hotel" Off in Spring**

Chicago—Campana Corp. reported planning to take "Grand Hotel" off NBC after March 28 for the summer. Show features Jim Ameche.

**"HIGH FIDELITY" INSTANTANEOUS RECORDING**

Highest Quality Recording attained by

- ★ Most expensive modern instantaneous recording equipment.
- ★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines.

OFF THE AIR by special filtered antennae.

STUDIO—60' x 30' double ceiling broadcast studio. Dynamic microphones.

Instant Service

ADVERTISERS RECORDING SERVICE, INC.

113 WEST 57th ST., NEW YORK  
Phone Clr 7-6982 Established 1930

**Results COUNT MOST**

**WLAW**  
1000 WATTS  
LAWRENCE, MASSACHUSETTS  
Now Averaging More than 8,000 Letters Weekly

**WEED & COMPANY**

**RADIO STATION REPRESENTATIVES**  
NEW YORK - CHICAGO  
DETROIT - SAN FRANCISCO

**WLW Power Hearing Scheduled for May 16**

(Continued from Page 1)

ticular to determine what limit, if any, should be placed upon the power to be authorized for any such station.

At the hearing all pending applications for permits, modifications of renewals of licenses, experimental or regular which request power increases in excess of that permitted by existing rule will be held aside from WLW. Other applications for 500 kilowatt power authorizations are WHO, KFI, WGN, WSM, WSB, KDKA, KNX, KSL, WBZ, WGY, WHAS, WJR, WJZ, WOR and WOAL.

The Commission's present regulations provide for 40 clear channels, although under existing licenses there is duplication on about 12 of the 40 channels.

Observers express much interest in the question of whether or not Commissioner George Henry Payne will sit with the Commission when the WLW case comes up. It was believed by many that attorneys for Powell Crosley Jr. might ask for his withdrawal on the same grounds, prejudging the case, as was the case with Segal-Smith disbarment proceedings. According to authoritative sources, however, RADIO DAILY learned that Crosley legal representatives will take no such action against Payne.

Meanwhile the Commission has directed the chief accountant to prepare and submit for the Commission's consideration by March 9 a tentative draft of a uniform system of accounts for licensees of stations.

"Only through the adoption of such a system," McNinch stated, "can the communications industry or the public have any dependable and comparable financial data."

It is the purpose of the Commission to give all licensees an opportunity to make such criticism and suggestions of the proposed system as they desire before any final order is issued.

**Bob Redd Gets Berth**

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Redd, NBC producer, gets the production assignment on the Sunday night "Signal Carnival," perennial NBC Pacific Coast Red favorite.

**KSO Opera Feed to Mutual**

Des Moines—A special radio adaptation of the opera "Faust" presented by Drake University College of Fine Arts will be fed by KSO, Iowa Network station, to the Mutual Network on March 4.

**Pat Rossi Gets Title**

Pat Rossi, now singing on WOY daily at 11 o'clock, has obtained copyright on the title of "The Singing Waltz King," setting aside a day a week to doing nothing but waltzes.

**AFRA in Shreveport**

Shreveport—Announcers and artists of local radio stations here have formed a local of the American Federation of Radio Artists.

**NEW PROGRAMS—IDEAS**

**Asks for "Bribes"**

Even a sustainer should have commercial aspects, says Owen Balch, commercial manager of KCKN, Kansas City, Kan. He announced on his "Crack O' Dawn Patrol" that requests for song numbers would be met only if accompanied by "bribes." Arrived next morning: one stick of chewing gum, some old socks, one angel food cake, and hosts of other good-will offerings.

**Fla. Completes Brief In Ascop Test Action**

(Continued from Page 1)

trust trial two years ago and since resigned; Lucien H. Bogges, former law partner of A. Mitchel Palmer, and two attorneys general of the State of Florida, Cary D. Landis and Ty Norwood. Gilbert Freeman of WTAL, who is chairman of the Educational Committee of the Florida Ass'n of Broadcasters, and other radio men are expected to attend the hearing also.

Ascop attorneys Herman Finkelshtein and Louis D. Frolich of the law firm of Schwartz & Frolich, general counsel for Ascop, left several days ago for New Orleans. E. C. Mills, chairman of the Administrative Committee, left yesterday by plane. Understood that the Ascop arguments will be similar to those presented in Nebraska, where the society won a temporary injunction restraining the State enforcement officers from enforcing the anti-Ascop law. Similar Ascop suits against the states of Washington and Montana are still pending.

**WEW's Flower Broadcasts**

St. Louis—Recent response to a broadcast from Shaw's Garden orchid show was of such proportions that WEW will air daily from the flower show in St. Louis Municipal Auditorium, March 26-April 3. Manager A. S. Foster was responsible for the orchid show airing, having in mind that St. Louis is very garden-conscious.

**Ed Shutz Brings Back Biz**

St. Louis—Ed Shutz, commercial manager of WIL, returned from the NAB convention via stopovers in New York and Chicago, signing contracts in the former city for 195 quarter hours and 156 spot announcements and in the latter city for 195 five-minute programs. Shutz now favors monthly, instead of yearly, conventions for NAB.

**Club Women Kick**

Chicago—Parent-Teachers of Kendallville, Ind., has filed a protest with FCC against the "many undesirable children's programs which portray crime and horror." Protest also takes a swat at plugging of film stars on the air.

**"Double Feature"**

WIP (Philadelphia) Dramatic Group handles this one, presenting two complete dramatic sketches in half-hour weekly evening spot. Thought, according to Program Director James Allan, is to vary the dramatic tempos of the sketches on theory that single half-hour theme is too long for radio audience. Assistant program director Marx Loeb directs.

**Dropping of Remotes Bad for Chi Business**

(Continued from Page 1)

bardo and King are expected to insist on lines.

Best business in town is being done by Blackhawk, with Kay Kyser, and Chez Paree, with Henry Busse, using Mutual and NBC, respectively. Stevens is closing big Boulevard room and reopening smaller Continental room, with Sterling Young. College Inn, which has had Buddy Rogers, will rely on Lou Panico.

**Campus Newscast Sponsored**

Austin, Tex.—A five-minute newscast from campus of U. of Texas, with two student commentators appearing on alternate nights, began last week under Lucky Strike sponsorship.

**Government Considers Ascop Suit Dismissal**

Washington—In a letter to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, it was indicated by the U. S. Attorney General that the Department of Justice now has under consideration the "question of whether to further proceed" with the suit instituted by the U. S. Government against American Society of Composers, Authors & Publishers. The Attorney General pointed out that the trial of the case was started in the Southern District of New York in the spring of 1935 and was suspended about a week later upon suggestion of the trial judge that the parties get together and agree to stipulate facts so that progress would be facilitated. These efforts at stipulation proved fruitless, however.

At the recent NAB convention, Wheeler stated that there was need of copyright revision. The NAB itself reiterates its interest in the Ascop suit and will continue to seek a successful prosecution of the case.

Attitude of the Attorney General is taken to mean that there is a strong possibility of the government action being dismissed.

**Mutual Series on WDSU**

New Orleans—"Fortune's Follies," Mutual program, is getting on the air regularly here over WDSU, the NBC-Blue outlet. Show is rebroadcast from WSM.

**TEST IN MICHIGAN**

for a dependable "yard stick" for nation-wide sales... eight major markets... including America's great metropolitan center... smart, up-to-date manufacturing cities... ranking rural centers and farming districts... in all, completing a cross section of America's spending habits and potential market volume



The Paul H. Raymer Co., Representative

## AGENCIES

HARRY A. MAY has been appointed manager of the Indianapolis office of the Raymond Morgan Co., Hollywood advertising agency and producers of radio programs. Appointment will permit Ray Morgan, who has been East for months, to return to the home office.

LIONEL BRIDGE, formerly of Lord & Thomas agency on the coast, has been appointed manager of the New York publishing house of Sheed & Ward.

LOUIS A. WITTEN, vice-president of The Buchanan Co., Texaco agency, arrives in New York from the coast.

J. STIRLING GETCHELL is the father of a new boy.

## Kidnapping Plea on WNEW

A plea to kidnapers of Peter Levine, son of Murray Levine, prominent New York lawyer, was aired by WNEW at 5:15 p.m. yesterday. Richard Brooks, commentator, and a spokesman for the boy's father, made an appeal to the kidnapers, expressing the father's desire to negotiate with them, and asking newspapers and others to lay off.

WHN attempted to get the father on the air by running a line to his home in New Rochelle, but he was too broken up to talk.

## Mary Bitner Joins KGU

Honolulu—Mary Bitner, daughter of Irma Bitner, producer at KSL, Salt Lake City, has joined the KGU staff here. Recently married, Mary teams with spouse in dramatic shows, runs a woman's hour and sings and plays a bit. Originally came here for a month's rest.

## UP Processing KSL News

Salt Lake City—United Press, through its Los Angeles offices, announced that KSL is to get a special radio news processor on all UP service. The addition will enlarge the KSL News Bureau. Entire UP trunk will be re-edited especially for radio presentation, with service exclusively to KSL.

## Signed by Rockwell O'Keefe

Pat Barnes and his WOR "Barnstormers", Thornton Fisher, WNEW sports commentator, and Floyd Sherman have been placed under personal management of Rockwell O'Keefe. Frank Cooper handled deals.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

## Greetings from Radio Daily

March 1

George Frame Brown Jimmy Dorsey  
Kathryn Field Charles Lyon  
Charles Martin Herb Plambeck  
Jimmy Stevenson



• • • Transamerican is building an hour show called "Manhattan Serenade"... Jack Fulton bows off "Poetic Melodies" March 22 when the Andrews Sisters join up. Del Casino may replace Fulton—if he didn't sign that Paramount Picture contract yesterday... An audience participation show called "What Would You Have Done" auditioned yesterday to replace a top-notch comedy show during the summer... "The Shadow" winds up for Blue Coal within three weeks... "Lamplighter" debuts on WOR next Sunday for Grossman Shoes—signed for one year... Leo Reisman will fade from MBS for six weeks during Lent, with his time going to the New Yorker... Olga Baclanova ends her MBSeries March 12... Morton Gould has been signed for one year... Frantic calls to Ted Husing in Miami to get him here in time to begin his Brewers' show. He wants to back in the sun instead.

• • • KWTO, Springfield, Mo., "Love Thy Neighbor" show boasts placement of more than 90 per cent of the applicants for jobs who appear in the studios for this novel program... The show is made up entirely of human interest scenes. Karl Zomar, wordslinger, has all persons who wish jobs see the Missouri employment bureau. Those approved are sent to the studios, where they answer questions concerning age, training and so forth... Bob Lewis, baritone at WIL, St. Louis, set something of a record last week for recuperating from surgery. He was stricken with acute appendicitis, operated on the following day—five days later he was walking around the hospital corridors, the sixth day he was home and on the seventh day Bob stood before WIL's mike and chirped like he never had before. Hospital attaches claim this to be the speediest recovery on record.

• • • While east, Eddie Cantor will have a Tuesday night preview of his Wed. show in a playhouse... Lou Holtz will fly in every Monday from CHI for his program... Sid Gary returns to his night show tomorrow... Helene Daniels is under 60-day option for pictures... CBS Hollywood studios' official opening has been postponed from April 2 to the 9th... Harry von Zell had a fire in his home the other night when his kid placed the bed lamp under the pillow... George Griffin begins his series for Whipple Oil Burner March 22 via NBC with Verle Mills, harpist, and Dorothy Dreslin, soprano... Yesterday's Daily News featured a two-column page-size ad on Jimmy Dorsey's opening at the New Yorker tonight, calling him "America's Ace Saxophonist"—but the picture shows Jimmy tooting a clarinet a la Goodman!

• • • Martin Block's secretary, Esther Sandson, got herself used to Jack Schiff, sales promotion director for a N. Y. toy co... Bill Bivens, conducting the WBT "Midnite Dancing Party" down in Charlotte, N. C., received a letter sometime in January from Pago Pago, American Samoa... The writer requested that Bivens play "I Want to See Some More of Samoa" on a certain night... The request was complied with and forgotten... The other day WBT received another letter from the Samoan, saying that the tone and clarity of the song he asked for were perfect, even in faraway Pago Pago... WIP, Philly, is adapting "sneak previews" for their shows prior to scheduled announcements, so they can get public reaction and comment in advance.

• • • Lillian and Dorothy Gish will appear on Kate Smith's show on Thursday... Robert Benchley has been set to do a zany routine on the Chesterfield show March 18 by the Myron Seznick Ltd. N. Y. office. He will also repeat on the Smith Hour... Abbott and Costello, featured on the Ted Collins show, are week-to-weekers—but draw big mail.

## GUEST-ING

CAPPABARRA HARMONICA ENSEMBLE, on "Schaefer Revue," March 10 (WEAF, 7:30 p.m.).

CONSTANCE BENNETT, on "Your Hollywood Parade," March 9 (NBC-Red, 10 p.m.).

LUCY MONROE, on Philadelphia Orchestra program, March 14 (NBC-Blue, 9 p.m.).

## New Bills at Albany

Albany—Two bills affecting radio advertising have been introduced in the Assembly. Gerald Muccigrosso is sponsor of a measure requiring loan companies to specify interest rates, and R. Foster Piper presented a bill dealing with sale of eyeglasses.

## Stroud Twins Renewed

West Coast Bureau, RADIO DAILY  
Los Angeles—The J. Walter Thompson office has renewed the contract of the Stroud Twins for another 13 weeks for Chase and Sanborn.

## Jolson Writers Get Release

West Coast Bureau, RADIO DAILY  
Los Angeles—Red Corcoran and Ken Browne, writers on the Jolson program, have asked for their release and sever the connection following this week's show.

## Paul Munroe's Film Deal

West Coast Bureau, RADIO DAILY  
Los Angeles—Paul Munroe, who has been director of "Your Hollywood Parade" for Lord & Thomas, is reported signing a deal with Nat Levine, associate producer at M-G-M, to produce film version of "Gang Busters," which Munroe produced as an air feature for two years.

## "Big Town" Coast Rebroadcast

West Coast Bureau, RADIO DAILY  
Los Angeles—Long talked about coast rebroadcast for Edward G. Robinson-Claire Trevor "Big Town" series finally has been set definitely in the 9:30-10 p.m. slot Tuesdays on CBS. Eastern airing for Robinson remains unchanged.

... Did you know  
that the instructors  
in The School of Radio  
Technique are well-  
known men constantly  
engaged in radio  
productions?

GEORGE MARSHALL DURANTÉ D'R  
R. K. O. Bice Radio City New York



**LEE COOLEY** has been made producer of "Sunset at Nine," heard Sunday nights over KFVB, and handed by Pacific Market Builders.

Ben Sweetland, long "Your Friendly Counsellor" on KHJ and more recently conducting a series of "Human Understanding" broadcasts over KFI, is muting the program temporarily to make a hurried trip to New York on business. Will return to the air in about two weeks.

C. Owen Ross Manufacturing Co., makers of roller bearings, has signed for a series of spot announcements over KECA. One-year contract was handled by Lee Ringer advertising agency.

Ted Fio Rito's KNX-CBS "Hollywood Melody Shop" broadcast moves from the Beverly Wilshire to the Palomar with the program of March 13.

Broadway Department Store has signed for thirteen weeks' participation in the combined "Housewives Protective League" and "Sunrise Salute" programs over KNX. Jefferson Kaye Wood was the agency.

Howard Swart, writer-star of "The Newlyweds" serial, has opened the "Hide-Away-Idle-Hour-Club" on Cherokee Avenue. The new business venture is the actual counterpart of the fictional institution featured by Swart in his CBS show.

KFAC's "Jimmie Allen Flying Club" now boasts more than 12,000 members.

Twentieth Century Radio Productions has sold its "Federal Agent" series of 39 quarter-hour transcriptions to Broadcasting Service Ass'n of Sydney, Australia, through American representative Dr. R. L. Power, who also reports the purchase of "Ebb Tide," waxed production of Titan Productions, San Francisco, for the Antipodes, as well as for All Canada Radio Facilities Ltd., for which concern Power also is resident transcription buyer.

Arthur Gilmore, CBS announcer on "Dr. Christian," is squiring his fiancée, Grace Weller, around the Hollywood night spots. Miss Weller just arrived from the East, and the wedding will take place within the next two months.

Murry Weintraub and Jerry Oelnick, Hollywood publicists, recently stock their joint chins out by adding a mimeographed "daily selections" sheet for the day's races at Santa Anita to their press releases.

**BETTER BROADCASTS for BETTER BUYERS**  
**INTERSTATE BROADCASTING CO.**  
 730 Fifth Ave., New York

**ORCHESTRAS - MUSIC**

**FRANK TROMBAR** will replace Jimmie Grier at the Biltmore Bowl, Los Angeles, on March 17. Ork will be heard on NBC every day except Sunday.

Hal Kemp's scheduled appearance on Zenith CBS program last Sunday was cancelled at the last minute.

Two new songs, "Lovely You" and "Have You Got Any Love For Sale," have been turned out in Chicago by Allan Grant, pianist, Basil Loughrane, production chief at Lord & Thomas, and Roy Brower, "Cabin at the Crossroads" soloist.

Though the two titles make a natural combination, NBC's *The Kidoodlers* are about the only ones who haven't yet included "Dipsy-Doodle" on their broadcasts.

Goldie, comedy-trumpet player with the Paul Whiteman band returns to the fold after having his tonsils removed.

Five of the feminine members of the Whiteman family have been ill the past week. Mrs. Paul Whiteman (Margaret Livingston) had the grippe, Mrs. Mike Pingitore, underwent an operation at French Hospital, Mrs. Bob Lawrence and Mrs. Roy Barge had the flu, and Irving Strouse's mother had tonsil trouble.

**"Both Sides of Mike" Handy Book on Radio**

"Both Sides of the Microphone", by John S. Hayes, assistant production manager of WOR, and Horace J. Gardner of Philadelphia radio's well-known "Literary Parade," has just been published by Lippincott (\$1.25).

Book is a handy non-technical, and easy-reading compendium on broadcast operators and those behind them, treated from listener and vocational angles. Talent, programming, musical, engineering, educational and religious aspects of radio are included, with special articles by Julius F. Seebach, Jr., WOR program director, Dr. Seymour N. Siegel of WNYC, Gabriel Heatter, Guy Lombardo, Helen Johnson, Ben Grauer, Orson Welles, Alfred Wallenstein, Frank Knight, Kate Smith, Bill Slater, Andrew Kemper Ryan, William J. Miller Jr., D.D., and Rev. Stanley Marple, D.D.

**WIS Feeds Senator's Talk To 7-Station Carolina Web**

Columbia, S. C.—Speech of Senator E. D. Smith on the administration's new agricultural program will be fed by WIS at 1:15 p.m. today to a network of seven stations. Web also will include WCSC, Charleston; WFBC, Greenville; WSPA, Spartanburg; WAIM, Anderson; WOLS, Florence, and WBT, Charlotte.

Chick Webb's contract at Levaggi's Restaurant, Boston, has been renewed for another four weeks.

Bob Crosby and his orchestra remain at the Penn's MADhattan Room for another two weeks, after which comes a series of one-nighters in the East, then back to the Penn for an indefinite stay.

Now that his "Yes, There Ain't No Moonlight Tonight—So What?" is being published, Louis Prima is at work on a new one, called "Prima Rhythm."

Lou Carroll and his orchestra, featuring Iggye at the Piano, have been signed for an additional four weeks at the Village Brewery Restaurant.

"Larry and Sue," vocal duo heard on WSPD, Toledo, for several weeks, gave their final broadcast Friday. Sue, who is Barbara Runnian, returns to her home in Eaton, O., where her mother is critically ill, while Larry Ebker goes to Dayton. The team came to Toledo from WLW.

Erskine Hawkins and The 'Bama State Collegians leave the Savoy Ballroom, New York, March 13 to fulfill a demand for return road dates for the Stepin Fetchit-Erskine Hawkins dance band unit.

**NAB Starts Collecting Higher Dues Schedule**

(Continued from Page 1)  
 ranging from A to O and running from \$5 to \$50 monthly dues.

Each active member is required to pay dues on net receipts from the sale of time received during the previous calendar year. Net receipts are defined as billings based on gross rate for broadcasting service less time and advertising agency discounts, if any, and including billings to networks. No member is required to state his actual volume but to name annually to the Secretary-Treasurer, on his call, the class into which his volume falls.

Ethridge further informed members of the need of a united industry and that every human effort is being made to see that the reorganized NAB is equipped in the shortest possible period to meet its new responsibilities.

**76 NEW IDEAS!**  
 For three years, STAR COMMERCIALS have led the field and are more popular now than ever. Weekly service comprises 76 Announcements covering 22 lines of business, prepared by a special STAFF of experienced (Network and Agency) writers. A complete week's supply is yours for the asking. No obligation—We rely on STAR COMMERCIALS to sell themselves to you!  
**STAR RADIO PROGRAMS, INC.**  
 250 PARK AVENUE NEW YORK CITY



**KAY CAMPBELL**, WGN star of the Lucky Girl series, which recently folded, has gone to Hollywood.

Franklyn MacCormack, poetry reader of Wrigley "Poetic Melodies," planned to Cincinnati over weekend to visit friends.

Joe Gallicchio, formerly musical director for Amos 'n' Andy, who recently returned to NBC staff here, will present new classical musical series at 5:30 p.m. Tuesdays, Wednesdays and Thursdays on NBC Red.

Tito Schipa, famed tenor, has taken an interest in a song by Joe Dumond (Josh Higgins of Finchville) and asked permission to sing it in concert. Song is titled "Your Song for Today."

Annette King, home from honeymoon, singing for Santa Fe Railroad Banquet at Stevens Hotel.

Lynn Chalmers, former songstress with Harold Stokes orchestra at WGN-Mutual, has joined NBC staff and is appearing on Jamboree hour. Lewis Herman, character actor and scripter for WAAF, has sailed for England for an indefinite stay.

Willie Shore will emcee the Peter Fox Brewing Co. show, Sundays at noon, over WBBM. The hour of transcribed music will be amplified later by a mystery thriller. Schwimmer & Scott is the agency.

Quin Ryan's first guest on his Bayuk Cigar program starting March 6 on WGN, will be Joe Louis.

Truman Bradley has been optioned by Metro-Goldwyn-Mayer.

Lillian Gordoni Radio Party has been moved up from 11 p.m. Mondays to 9 p.m. on Tuesday on WSBC.

Andrews Sisters have opened at Chez Paree, where they are featured with Lou Holtz and Henry Busse. Reported they will go to Wrigley's Poetic Melodies when Double Everything folds middle of March.



**6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN**  
 who will gladly place their radio experience and market knowledge at your disposal to assist you in your radio plans whether or not you contemplate entering any of the markets represented by  
**John Blair & Co.**  
 CHICAGO NEW YORK DETROIT  
 SAN FRANCISCO LOS ANGELES SEATTLE

# ★ Program Reviews and Comments ★

## "LUM AND ABNER"

General Foods Corp.  
WABC-CBS, Monday, Wednesday,  
Friday, 6:45-7 p.m.  
Young & Rubicam Inc.

LIKEABLE RURAL CHARACTERS CONTINUE HOMESPUN SERIAL IN SPONSOR SWITCH.

"Lum and Abner" (Chester Lauck and Norris Goff) came under the General Foods banner yesterday to present their human interest serial in the interests of Postum.

The adventures of the popular rural pair, as they begin their career in this new spot, have to do with the launching of a motion picture producing enterprise whereby Lum and Abner hope to make Pine Ridge a new cinema capital.

Problems of getting cameras and other equipment to launch their initial picture occupied the conversation in the first episode. The likeable nature of the characters, plus the wide leeway for developments offered by their new undertaking, promises interesting chapters ahead.

Low Crosby is announcer.

## Ted Malone

It's a pretty early hour—8:30-8:45 a.m.—to ask radio listeners to gather around and listen to poetry and other literary chat, but Ted Malone made a brave stab at it yesterday morning when he brought his "Between the Bookends" to WOR. Malone has a likeable and ingratiating style, creating an intimate and more or less sentimental relation with his listeners, so if anybody can put over this kind of a program at the breakfast hour, he should do it.

Louise Wilcher assists Malone at the organ, while Ray Winter handles announcements. Feature is logged for Monday, Wednesday, Thursday and Friday.

## Three Brown Sisters

Coming from MBS' Los Angeles station, KHJ, Sunday, 9:30-9:45 p.m. EST, the three colored girls comprising a harmony team were original in their arrangements and delivery, and aided by the announcer's word-pictures, the period passed too soon. Wordslinger set the mood and setting and the trio went to work on the various songs, among them being "Doin' The Uptown Lowdown" and one of the grandest arrangements of the much-overplayed "Bei Mir Bist Du Schon."

## "Great Plays"

What promises to be an interesting drama series was launched last Saturday at 5-6 p.m. over NBC-Red network in the way of a series of full-hour weekly dramas taken from classics of the past 2,500 years. Initial offering was "The Birds," satirical comedy by Aristophanes, wherein a couple of Athenians disgusted with their government go in search of an Utopia. They encounter a patriarch and his birds, who participate in the ensuing dialog — with the "birds"

talking collectively like a chorus. Action is described as taking place in the Theater Dionysus when the people gather for the festival season.

Appeal of this particular work is strictly limited, despite what sounded like a good presentation. Second offering in the series, "Everyman," should prove of more general appeal.

Blevins Davis is handling the series. The amount of interest attracted by it will depend on the judgment exercised in selecting works that listeners care to hear.

## "Epic of America"

Final program of this series based on the book by James Truslow Adams was attended by considerable ceremony on WOR-Mutual, Sunday 8-8:30 p.m. Productions have aroused widespread comment as put on by the Radio Division of the Federal Theater in cooperation with MBS. Climax of the 14-week series was a kaleidoscopic piece of narration and dramatization bringing in the highlights of the Adams tome, with the object being to teach and instill faith in the future of America, particularly directed to the radical elements, but also for the rank and file.

A prize contest for the best essay on what the program series has taught about the future of America is still in progress.

## Bernie Cummings

Varady of Vienna has returned to the WOR-Mutual web, Sundays 1:30-1:45 p.m., with the same type of program, namely an orchestra and vocalists. Pending the arrival in Chicago of Ted Weems, next Sunday, Bernie Cummings and orchestra have been filling in and doing a very creditable job. Quarter-hour period moves along nicely with Cummings rendering an excellent choice of selections, running from tango to swing. Singers did a fine job also. First commercial was done by Varady himself, it being announced that it was not a trade name. Varady in slight foreign accents delivered a message on how to keep beautiful. Toward the close the announcer delivered another commercial.

## Allen Prescott

Transcriptions of Allen Prescott's new "Wifesaver" series began a run over WOR at 1:30-1:45 p.m. yesterday as a five-times-weekly for Camay soap. Prescott follows his familiar formula of giving helpful home suggestions, such as how to make more closet room, how to cope with "button trouble" on kids' clothes, etc., all well handled. Quarter-hour is brightened by a couple of Joey Nash vocal interludes. Sponsor is Procter & Gamble, through Pedlar & Ryan.

## "Musical Gazette"

Lyn Murray and his musical group combined last Sunday night to present a new and entertaining idea called "Musical Gazette" over CBS

at 8:30-9 p.m. Barry Wood, one of the soloists picked for the show in addition to the Murray troupe, proved to be in excellent voice and did his usual good job. Entire cast, which includes Nan Wynn, Lyn Murray, Sob Sisters, Four Cubmen and Kenneth Roberts, ably carried off the idea of a musical newspaper.

Show, although bucking Chase & Sanborn, should attract listeners. Idea back of the "newspaper" is to give all items a "happy ending". Conception has possibilities, but needs a little more spirited execution, especially more punch in the emceeing to set a better pace for the show.

## "Hollywood Whispers"

George Fischer, Hollywood columnist, who quit his MBS show to pinch-hit for Walter Winchell when the latter took sick and was absent from the Jergens show, returned to the sustaining series on Sunday, 9:45-10 p.m. EST, instead of the previous Saturday spot. Program was the usual run of news and rumor dis-bursing, aided by the presence of Bob Hope as guest star.

Contest is now featured on the show in an attempt to gather mail to show prospective sponsors. Offering to women a gown worn by Martha Raye as a prize and three scarfs worn by a few picture fellows to the male contestants, announcer asked three easy questions and asked listeners to write in the correct answers and tell why they listen to "Hollywood Whispers."

## Briefly

Class Container's "There Was a Woman" series, Sundays at 1:30 p.m. on NBC-Blue, continues one of the best dramatic series on the air. Last Sunday's episode dealing with Shakespeare's love life was a well written and beautifully acted story.

Mae Murray, who discusses dancing on WMCA's daily "Grandstand and Bandstand," is a most enchanting talker. A voice like that could be put to better uses on the radio.

Bartone Clyde Barrie scored in two numbers, "Hills of Home" and "The Lost Chord," on last Sunday's "Heinz Magazine of the Air" over CBS. Mark Warnow's handling of the musical background was spirited — and incidentally, Warnow is becoming quite a fancier for the waltz.

Smith and Dale knocked out a batch of laughs on George Jessel's program over Mutual last Sunday evening. They ought to be heard more often on the air. George Moran, surviving member of the famous Moran and Mack team, did some crossfire with Jessel but the ancient material handicapped them.

## BOAKE CARTER

General Foods Corp.  
WABC-CBS, Monday through Friday,  
6:30-6:45 p.m.  
Benton & Bowles Inc.

POINTED COMMENTATOR FOLLOWS HIS FAMILIAR VEIN UNDER NEW SPONSOR.

Switching from Philco to General Foods in behalf of Huskies and Post Toasties, Boake Carter continues in about the same groove that has characterized his broadcasts in the past. If anything, he was less militant in his initial program yesterday for the new boss.

Having taken a week's vacation between jobs, Carter started off by a brief personal note, then a summing up of events of the last several days, particularly Anthony Eden's resignation, foreign alliances, spies arrested in the U. S., etc.

Perhaps Carter was just warming up and will get hotter in his comments as he goes along. As before, he slips in the commercial matter at propitious intervals, a policy that is preferred by many listeners because it does away with the interruption occasioned when an announcer butts in.

## "Hawaii Calls"

Program originating in the studios of KGMB, Honolulu, and fed to the Mutual network via short-wave to "Frisco," returned to the airwaves Sunday, 9-9:30 p.m. EST, and delivered some interesting facts from the station manager and emcee of KGMB mixed with singing from various choral groups and Hawaiian instrumentalists. The latter were rather disappointing compared with the Americanized Hawaiian bands heard locally. Show will dedicate itself to something each week. Next week is Empire State-New York dedication.

## Anti-Liquor Measures In hands of Committee

Washington Bureau, RADIO DAILY  
Washington—Companion measures introduced by Senator Edwin C. Johnson of Colorado and Representative Francis D. Culkin of New York, seeking to amend the Communications Act of 1934 to prohibit advertising alcoholic beverages by radio, have been referred to the committee on interstate commerce.

## WOPI Signs Three for Year

Bristol, Tenn.-Va.—Three one-year contracts, all calling for three shots weekly, were signed last week by WOPI. Accounts are Home Federal Savings & Loan Ass'n, Johnson City; H. P. King Co. Dep't Store and Collins Co., Bristol.

Manager W. A. Wilson of WOPI also announces that Advertising Associates, Atlanta, has been appointed southern representatives for the station.

**MILWAUKEE**

Both WTMJ and WISN have scheduled programs on income tax filing. WTMJ's is titled "Income Tax Clinic," while WISN is offering "How to Prepare Your Income Tax Return."

Because of the wave of protests here against double-feature movie shows, WTMJ is holding sidewalk forums to get reactions from moviegoers. George Comte is at the mike.

WISN's engineers are not the smiles and silent type. They smile and are able to speak as well. Since first of the year, four of them have given 12 talks before outside organizations. Those who have spoken are A. E. Ericson, W. P. Gainer, N. J. Richard and D. A. Weller.

**WHK-WCLE, Cleveland**

"Washington and You," a series of discussions by Senators and Representatives from the nation's capital will begin March 5 on WHK, featuring as the first speaker Anthony A. Flager, Representative from the Cleveland area. Others to talk on future programs include Senator Robert J. Bulkley, Representatives Martin L. Sweeney and Robert Crosser.

With the successful conclusion of the Intercollegiate Quiz Bee contests, WHK and Royal Furniture Co. launched a series of Inter High School Question and Answer tests on Friday. Quizzes are conducted by Gene LaValle of the WHK-WCLE staff.

Ranger Jimmy Denning's Adventures, transcribed series, begins on WCLE Saturday at 10:45. Contract is signed for one year. Friedman Shelby Shoe Co. is the sponsor, advertising Red Goose Shoes.

Stanley Altschuler, WHK - WCLE nationality program director, presents "Around the Gypsy Campfire," as the concluding show in the "Tales of Vienna" series on WHK Sunday at 8.

**Jackobson on "Valiant Lady"**

Chicago—Ed Smith, radio director of General Mills, has picked Lou Jackobson, WGN production director, to direct "Valiant Lady" featuring Joan Blaine and Francis X. Bushman when it bows in on CBS as part of the Gold Medal hour March 7. Show is written by Sandra Michael, wife of Ed Giebisch, executive of Cramer-Krasselt agency, Milwaukee.

**Doggy**

St. Louis — When the swank St. Louis Kennel Club stages its two-day show in the huge Municipal Auditorium, WEW will have exclusive broadcasting rights. Dr. LeGear Medicine Co. will sponsor the broadcasts from the auditorium.

**REEVES**  
SOUND STUDIOS, Inc.  
Complete Transcription  
and Film Service  
6200 Broadway N. Y. C. Circle 6-6086

**Studying Pan-American Frequencies**

Washington Bureau, RADIO DAILY

Washington—Regarded primarily as a step toward counteracting foreign radio propaganda, a group appointed by President Roosevelt and headed by Frank R. McNinch, FCC chairman, is making a study of the international broadcasting situation, with particular stress on problems presented by recent FCC approval of Pan-American frequencies to World Wide Broadcasting Corp. and General Electric Co. Also on the committee are Attorney General Cummins, Harvey B. Otterman and George H. Butler of the Dept. of State. Roy North of the postmaster general's staff, Commissioner of Education John W. Studebaker, President Warren Lee Pierson of the Export-Import Bank and others.

**LINCOLN**

Lyle DeMoss, program director of KFAB, leaves today for his new post as production manager of WOW, Omaha.

Bill Dietz, recently taken on the sales force, just signed the Lincoln Theaters Corp. (five theaters) for five minutes daily for a year.

**WGAR, Cleveland**

NBC has originated a new Sunday morning feature, "Songs of Prague." It is non-commercial and consists of recordings of famous Czech artists and orchestras.

The newly-wedded Jack Paar was presented with an electric toaster as a surprise from the staff.

When WGAR fed Al Pearce's "Watch The Fun Go By" to CBS last week from the ballroom of the Allerton Hotel, Mary Birney of the Guild Players was selected after extensive audition to play the role of housewife to Pearce's Elmer Blurt characterization.

Julius Glass, who has produced WGAR's High School Declamation Contest for the past two years, was in Chicago last week conferring with Estelle Hunter of the Better Speech Institute.

In a promotional tie-up with National Used Car Exchange Week, WGAR will present Thursday night a half-hour program featuring Walberg Brown's Orchestra, Carol Page, vocalist, and a talk by Judge Lee Skeel, head of the Cleveland Safety Council.

**KGVO, Missoula, Mont.**

A. J. Mosby, manager, left Saturday for Seattle to attend yesterday's meeting of broadcasters of District 15.

Margaret Small replaces Helen Heidl on "Around the Fireside".

Lee Nash, director of News Services, is scheduled for a new interview series called "People in the News".

Bill Marcus has joined the "Dude Ranch" cast.

**Co-operates on Finger-prints**

Washington Bureau, RADIO DAILY

Washington—Director of the Federal Bureau of Investigation J. Edgar Hoover announces his co-operation with the proposed endeavors of the International Ass'n for Identification's campaign to persuade all those connected with radio to submit their finger-prints to Washington for permanent identification.

**SAN ANTONIO**

Joe Hill, recently back from the coast, is airing his ork over KONO.

KABC is remoting wrestling matches from Walkathon Arena with Guy Savage and Charlie Belfi at the mike.

Grace Moore is booked for Municipal Auditorium on March 14.

Steve Wilhelm's "Hayloft" music hall is now open twice weekly with a remote via KTSA.

**KVOR, Colorado Springs**

Paul Hughes, KVOR newsmen, handling commentary on "Way Back When"—a Sunday half-hour commercial—and doing a three-a-week morning stint called "Rime and Reason." Poetry read over organ background is Hughes' own.

Colorado Springs Fine Arts Center program is a regular feature on KVOR. Harold Ray Jackson of the center introduces guests of the program series and tells of interesting happenings.

Professor James Duncan, novelist and music teacher, conducting a weekly 15-minute program for shut-ins. Professor Duncan has long been interested in the tuberculosis sanatoriums in Colorado Springs and vicinity and uses poems and articles written by convalescents.

Colorado Springs Rotary Club is giving a 15 minute program each Tuesday night, headed by Vance Graham, head of voice-department of Alexander Film Co.

Mrs. Annie E. Gray, long identified with the women's movement toward world peace, formerly heard on major networks and WOR, is conducting a weekly program on KVOR.

**WIBW, Topeka**

Hilton Hodges, announcer and continuity staffman, is laid up for a couple of weeks by illness.

"Sundown Plantation", featuring minstrel continuity, made its debut last Friday and won instant approval. Telephone calls started pouring in right after the broadcast. Billy Baucom and Col. Alex Zander Combs are featured. Maudie Shreffler, music director, is producing the show.

When Jan Garber's ork played a dance at Topeka Masonic Temple recently, Engineer Karl Troeglen set up remote equipment and Art Holbrook acted as emcee for a broadcast over WIBW. Glen Gray will be similarly handled on March 24.

**OKLAHOMA CITY**

New "23 Skidoo" program on KOMA has locale of old-time bar-room, singing Gay 90's songs! Staff orch and different singing talent each week.

John Stratton, KOMA engineer, back on job after auto accident.

Hal Scher, WKY assistant program director and artists bureau director, on business trip to Wichita.

Allan Clark and his WKY orch set for appearance at Midwest Theater.

Bell Lumber Co. sponsoring Pinto Pete and His Ranch Boys on KGFF, Shawnee.

Oklahoma Chiropody Ass'n taking 15 minute programs on KCRC, Enid.

**WWJ, Detroit**

The Sophis-to-Cats, station's swing band, feel complimented that Georgie Stoll's swing choristers on CBS have adopted the very similar name of Sophisti-Cats.

"Causes of Crime," Monday night program dealing with juvenile delinquency, was highly recommended by Dr. Lowell J. Carr, professor of sociology at U. of Mich. in last issue of Michigan Guild Guidance Institute's monthly publication.

William Seabrook, author and explorer, was interviewed the other night over WWJ by George Stark, Detroit News feature writer.

**KVOD, Denver**

Nelson MacIninch, sports commentator, is having excellent success with his weekly sports review featuring stories of every known sport in exciting briefs, spicy interviews and a dash of humor. No trouble keeping show sponsored.

Station's 320-foot radiator, with the only flashing beacon in Denver, attracting much local attention.

Programming and personality win KLLZ Most of the Listeners!

**KLLZ DENVER**  
Representative - The Katz Agency

**KSL, Salt Lake City**

Dan Frewin, staff trumpeter, marries Ann Reid the week of April 24— if Dan can find time out between broadcasts and rehearsals to tie the knot.

Snow storms barring air travel proved no obstacle to Earl J. Glade, KSL's managing director, who recently attended the Washington NAB meeting and visited various other cities. Flying from Salt Lake to Omaha, thence by train to Chicago, by plane non-stop to New York in near record time, by plane to Washington. The return was even better. From Washington to New York to Cleveland and Chicago by plane. To Omaha by Streamliner, and Omaha to Salt Lake by plane was the means by which Glade spent seven days away from his desk.

Shirl Thayne, staff drummer, is building a new home . . . Earl Ke-vitch, violinist, is novelizing around with a new electric violin . . . Reed Tanner composed a theme opening for "Prescriptions in Rhythm" six minutes before the program was aired.

Beth Whitney, former KSL artist, now of KPO and KSFO, recent visitor.

**WMFJ, Daytona Beach, Fla.**

New program titles recently originated by Ed Sims include "Three Men on a Mike", evening news and comment by three announcers; "Welcome, Stranger", extending the glad hand to newcomers to Daytona Beach, and "News and Views-Breakfast Table Reporters", morning news and comment by three announcers.

Recent visit of James Melton for a concert appearance was occasion for a "James Melton Day", this being his home town. He was met by Mayor Frank Couch and a special brass band and interviewed on the air by Ed Sims along with his first music teacher, Marguerite Porter.

**KTMS, Santa Barbara, Cal.**

Federal Symphony Orchestra of Santa Barbara, under direction of Raymond Eldred, has started a series, giving local listeners a chance to hear their own symphony orchestra on the air.

William Randol of station staff directs fortnightly dramatic skits put on by Boy Scouts group. Scout band offers a concert every other Monday.

Chamber of Commerce is airing a Friday evening program of "Notes from the American Riviera".

**ONE MINUTE INTERVIEW****RUDY VALLEE**

"A showman is nothing more than a good human guinea pig, a common denominator. I expose myself to music like others expose themselves to food and clothing. I feel that what enthuses me will also enthuse others."

# ★ Coast-to-Coast ★

**A**LICE CORNETT, whose option recently was taken up for the second time on the Coca-Cola "Song Shop," will hereafter be spotted throughout the show with songs and comic banter. Girl makes good.

The *Prairie Homesteaders*, cowboy quartet formerly at WLS, Chicago, have joined the Ches Davis stage unit, "Chicago Follies," playing through Chicago.

Mr. and Mrs. Arthur Bergstrom (she was Millie Brunelle) received a silver service and a set of dishes as wedding presents from their associates at WSPR, Springfield, Mass.

Al Barrie's "Melodrammers" broadcast over WMCA tomorrow, "Bertha the Sewing Machine Girl or How She Kept Herself in Stitches," will be a special broadcast aired at 9:30 p.m. Thereafter the series will be heard Tuesdays at 9:15 p.m.

Charles Sabin is the author of "Delightful Dishonor," which the Wayfarer's Civic Theater is playing beginning tomorrow night in San Francisco.

Bob Stuart, a newcomer to WRJN, Racine, Wis., is the singing emcee on

**WFBL, Syracuse**

Seven new shows which were sent on their way by George Perkins, program director, have gone over the top. All capitalize the versatility of Dick Mulliner and Studio orch., also utilizing acting talent available. Shows are: "Top O' the Morning", wild music and informal horseplay emceed by Geo. Reid; "This and That", evening show with fine music; "Memory Lane", with Jack Curran tenorizing; "Gypsiana"; "Jack Buckland Serenading"; "Swing Matinee", and Jack O'Neil's "Minute Miniatures".

Tops for unusual feature is "Minute Miniatures". Show has comedy blackouts, dramatized commercials and a one-minute hair-raising serial—all with musical support.

Bud Squires, "Street-Quizzer" and also news editor, is busy man. Personal appearances for his popular question and answer show drew six workouts in 12 days. Top attendance was 350 at Altmar, N. Y., where Church social was wowed.

**KFJZ, Fort Worth**

Marshall Pope, formerly program director at KTAT and more recently announcer at WFAA, Dallas, is now on the KFJZ announcing staff.

KFJZ, which now has offices and studios in Trinity Life Bldg., has leased space in the annex section of Texas Electric Service Co. Bldg., and reports are that studios will be moved to that location in 90 days.

"Community Sing," new series heard over the station each Wednesday night.

Recently-opened Timberline Lodge on the slopes of Mount Hood, 55 miles from Portland, Ore., a massive structure built by the Works Progress Administration and dedicated last fall by President Roosevelt, was the setting for a Washington Birthday broadcast over KOIN. With flames crackling in the lobby's three hearths and 14 feet of snow outside, Marshall N. Dana, associate editor of the Oregon Daily Journal, among a group of notables, gave a graphic word picture of the resort. Music was furnished by the WPA string orchestra, with Johnnie Walker, KOIN production manager, announcing.

Allen Prescott, "The Wifesaver," has just had a book published by the Blue Ribbon Book Co. The book contains numerous household hints written in the same humorous style Prescott uses on his radio programs.

Hal Thompson, sports and news announcer for WFAA, Dallas, was principal speaker at annual banquet of Press Club of Texas Wesleyan College in Fort Worth last week.

**KOAM, Pittsburg, Kan.**

Bruce Robertson, announcer-vocalist, formerly at WJJD and WIND, is the latest staff addition.

Merwyn Love is author and chief character in a new week-day show, "Marvel Hotel", which reaches down into the Ozark country for its leading characterization. The "Hotel" is equipped with bathtub on every floor (there's one floor), and running water within a half mile (when the creek isn't dry).

Amateur hour contests may be waning in some other places, but KOAM's new show for tyros is going strong and building by the week.

A recent murder across the street from station gave KOAM a scoop the other day. Two members of program staff were eye-witnesses to the shooting. Within five minutes, a flash was on the air, followed by a 15-minute presentation and a first-hand report on the killer's confession at police headquarters.

**KSO, Des Moines**

Orville Foster, musical director of Iowa Network, has a new prodigy in 14-year-old Francis Van Horne, violinist, whom he is featuring on Sunday mornings over KSO.

First world-wide broadcast ever originated by KSO was the recent National Farm Institute broadcast, fixed to Mutual and short-waved via W1XAL, Boston.

**AN OPEN LETTER**

Film Recording • Commercial and Theatrical Pictures • Transcriptions

**INTERNATIONAL PRODUCTION STUDIOS**

HIGH  
33 W. 60th St., N. Y. C. **FOTOTONE SOUND SYSTEM** Columbus 5-7356-7  
FIDELITY

Mr. Louis E. Dean  
Campbell-Ewald Co. of N. Y., Inc.  
1790 Broadway, N. Y. C.

Dear Mr. Dean:

"Gold is where you find it." In Radio you find it in superior programs. Any successful advertising agency is well aware of this fact—and the time billings of the major networks for 1937 prove that Campbell-Ewald rates as one of them.

With such an outstanding record of achievements in radio entertainment you cannot afford to take chances with recordings of unknown quality, especially when the most modern studios in the east, together with expert engineers are available.

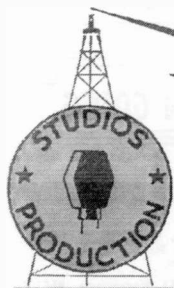
We should be delighted to have you make a personal visit to our studios, or if you prefer, a sample recording will be delivered to your office. A telephone call will arrange it.

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 42

NEW YORK, N. Y., WEDNESDAY, MARCH 2, 1938

FIVE CENTS

## Redrafting Disk License

### CIO RADIO CAMPAIGN NOW READY TO BEGIN

Announcement of radio activities being launched over the weekend by the AFL has aroused considerable excitement among labor factions with rival organizations set to begin a concentrated drive via radio immediately. CIO, which has been using radio in various parts of the country locally, is now in a position to enter the radio field on a big scale for the first time. Should their demands for time, either on a sustaining or spon-

(Continued on Page 3)

### Inter-Home Radio Device Is New Zenith Product

Chicago—While Zenith Radio officials refuse to confirm, it has been learned that new device which firm will announce March 13 on CBS and on which \$500,000 will be spent for

(Continued on Page 2)

### Benton & Bowles-Chicago Gets Halo. Vel Accounts

Chicago—Benton & Bowles-Chicago has been named advertising counsel for Colgate - Palmolive - Peet's Halo, soapless shampoo, and Vel, soapless suede for fine fabrics, effective April 1. N. W. Ayer has had the accounts. Halo now has a spot campaign in Cleveland. Advertising plans for the two products are not completed, but will probably include radio.

### Co-Managers for WAAW

Omaha—Walter Myers and Frank Shopen have been named co-managers of station WAAW, owned by Omaha Grain Exchange. Frank Manchester, grain exchange secretary.

(Continued on Page 2)

### Name WAS Mudd

Richmond—Ward Adams, on his WRVA street interview the other day, asked a young man his name, and the reply was: "Mudd." Whereupon Adams cracked, "So your name is Mudd?" The young man said he was a grandson of the physician who treated John Wilkes Booth, suffering from a broken leg, after the shooting of Lincoln.

### Courageous

Detroit—In this automobile capitol of the world, WWJ broadcast a horse auction the other night.

What's more remarkable, there were no squawks—not even from the Chamber of Commerce.

### DR. OTHO FULTON DEAD; PIONEER IN FACSIMILE

Dr. Otho Fulton, pioneer inventor of facsimile transmission and head of Fultograph Inc., died of a heart attack late Monday night at his home, 194 Riverside Drive. He was 70 years old.

Dr. Fulton was born in Hull, England, graduated from Heidelberg and Cambridge Universities and held various degrees in science. He was a Captain in the British army and served in the Boer War as well as

(Continued on Page 3)

### CBS West Coast Division Adds to Commercial List

San Francisco—In addition to signing Bayuk Cigars Inc. for "California Sports Review," featuring Sam Baiter, thrice weekly on KNX-KSFO, through McKee, Albright & Ivey Inc., Philadelphia, the CBS west coast division yesterday extended Euclid Candy Co.'s "Headlines on Parade," with Knox Manning, from the California net (KNX-KSFO) to the Pacific Net (KNX, KSFO, KOIN, KIRO, KVI and KFPY). Sidney Garfinkel Adv. Agency, S. F., placed latter business.

### Rit Products ET Spots For Southern Stations

Chicago—RCA Transcriptions is cutting one-minute daily announcements for 13 weeks to be placed by Rit Products (dyes) on 10 southern stations (WAPI, WSB, WFAA, WBAP, KPCC, WMC, WSM, WWL, WOAI and KEKH). Earle Ludgin Inc. is the agency.

### John Blair Signs WIBX

Utica, N. Y.—John Blair & Co., station rep, has taken over WIBX here. On March 25 the deal becomes effective in Chicago and other parts of the country.

### AFM Counsel Advises Plainly Written Clauses to Avoid Legal Kickbacks —Loucks to Meet Exec. Board

### TEXACO BACK IN FALL, BUT NOTHING SET YET

Texaco will be back on the air next fall with a new show, but nothing will be done about either talent or time for at least two months, according to Louis A. Witten of The Buchanan Co., handling the account. Witten stated that absolutely no commitments have been made in regard to either time or talent.

### Golden Glove Sponsorship Hailed as WHO Promotion

Des Moines—Sponsorship of the 1938 Golden Gloves Tournament here by WHO, the first time in history that a radio station has backed such a tourney and is sending a team to the Chicago meet, was an all-around success, according to a summing up by the station. It was the first local Golden Gloves tournament and attracted the largest entry list for an initial tournament in Golden Gloves history.

The finals here played to more than 5,000 persons, biggest turnout ever assembled in Shrine Auditorium, while 1,000 more were turned away, and it is said to be the first time an initial Gloves contest broke even or showed a profit. There were 209

(Continued on Page 3)

### George Allen Resigns From J. Stirling Getchell

George Allen of the radio department of J. Stirling Getchell has resigned effective March 15. He has handled the Socony-Vacuum Oil Co., Plymouth and De Soto programs.

### Cleaning Pad Test

Chicago—Associated Distributors has started a test on WMBD for Tat-to cleaning pad to remove makeup. One-minute discs, cut by Columbia Transcription Service here, are being used. If test is successful, other markets will be used, according to Frank L. Engel, v. p. of Phelps-Engel-Phelps agency.

Executive Board of AFM held an all day session yesterday, taken up with the matter of licenses for electrical transcription and phonograph record manufacturers. On advice of AFM counsel and legislative representative Samuel G. Ansell of Washington, the disk license language will be entirely rewritten so that each clause will plainly state its import. This was unanimously agreed upon in order to avoid future legal entanglements. Only real change may

(Continued on Page 3)

### AMERICAN STOVE SERIES PRESENTS MOVIE EDITOR

American Stove Co. has signed Delight Evans, editor of Screenland Magazine, for a 13-week initial series titled "Food Secrets of the Hollywood Stars". Among stations already lined up are WSB, Atlanta; WTAM, Cleveland; KFI, Los Angeles; WCAU, Philadelphia; KDKA, Pittsburgh; KOIN, Portland, Ore.; KMOX, St. Louis; KGO, San Francisco, and KOMO, Seattle. Batten, Barton, Durstine & Osborn is the agency.

### Auto Leaders in Sendoff For Used Car Campaign

Edsel Ford of Ford Motors, W. S. Knudsen of General Motors and K. T. Keller of Chrysler Corp. will use radio for a special broadcast over CBS at 10:15-10:30 p.m. tomorrow preliminary to the Used Car spot announcement campaign.

### Karloff's 5 Frights

Chicago—Boris Karloff, the screen's horror role specialist, has been signed for five performances in "Lights Out", NBC midnight fright serial. Arch Oboler, who does scripts, met Karloff at a party in Hollywood recently and induced him to appear in the show while taking a vacation from films. G. P. Hughes is producer of the dramatic series.

# RADIO DAILY

Vol. 3, No. 42 Wed., Mar. 2, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tues., Mar. 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	137 1/2	136 3/4	137 1/2	+ 1/2
CBS A	19	18 3/4	18 3/4	- 1/4
Cresley Radio	9	9	9	0
Gen. Electric	41 1/4	40 1/2	40 1/2	+ 3/8
RCA Common	6 1/4	6 1/4	6 1/4	0
RCA First Pfd.	52	51	52	+ 1/4
Stewart Warner	9 3/4	9 3/4	9 3/4	0
Westinghouse	98 3/4	95 1/2	96 3/4	+ 1 1/8
Zenith Radio	16 3/4	15 1/2	16 3/4	+ 1/4

NEW YORK CURB EXCHANGE			
	Bid	Asked	
Majestic	1	1	
OVER THE COUNTER			
Stromberg Carlson	5	6	

### Buffalo Agency Placing Blue Dew 1-Minute Spots

Buffalo—Ellis Advertising Co. here has completed a series of one-minute recorded dramatic spots for Blue Dew Co., Rochester, N. Y., and time for placing is being selected. Campaign starts in a few days.

ETs produced by Ellis' Canadian office in Toronto for Canada Balsam Products Co. have been placed on two Toronto stations as a test campaign.

### Test Series on WPEN

Philadelphia — Series of four 30-minute test programs have been contracted for on WPEN by Goldenberg's Peanut Chews. First show will be heard Sat. March 5, at 4 p.m. Program will be a variety show with Angelo Pelange acting as emcee, others being Joe Francis and his orchestra; Peggy Moran, contralto; James Carrol, tenor and the Del Roc Sisters, vocal trio. J. M. Corn Agency Inc. handles the account.

First in local accounts in Chicago

**WGES**

(In the heart of Chicago)

## ★ Programs That Have Made History ★

### KSL's Radio Playhouse

PIONEER in the field of radio dramatics is KSL's Radio Playhouse, which recently passed its 250th consecutive weekly performance. Originally sustained by KSL, the Players' weekly half hours have become institutional with Western Radio. Since inception of presentation, Louise Hill Howe has supervised production and direction.

Playhouse sponsors during the five years have been Logan Garment Co. (longest time user) Mar-O-Oil Products and Z.C.M.I. Radio Dept. Garment Co. concedes that present day position is due greatly to the Playhouse program. In the last audience breakdown the Logan Garment received over 60,000 replies in response to Playhouse survey. Responses blanket western United States, five Canadian provinces, and foreign countries.

In using the Players recently, Mar-O-Oil departed from rigid policy of

using only NBC network jobs. The Hair Oil firm's use of KSL was its only local station program.

Over 75 per cent of the Players' dramatic material during the past five years emanated from the prolific pen of Gladys Wagstaff Pinney. Many of the original and adapted plays have been syndicated nationally. During the period of its run, the Playhouse has projected such names as Joe Kearns (CBS artist), Leora Thatcher (Lux player), Malcolm Meacham ("Catherine the Great" series), Leonard Strong (11-year stock record), Louise Hill Howe and Gordon Owen (KYA producer). Musical scoring is done by Gene Halliday. Fred Taylor Jr. is in charge of effects. The Radio Playhouse is KSL's strongest audience pull and most popular local production of the 50,000-watt CBS affiliate in Salt Lake City.

### WTAL's "Music Memories"

SINCE making its debut on Oct. 7, 1935, the "Music Memories" program at WTAL, Tallahassee, Fla., has been consistently on the air. It is sponsored by a well-known local grocery concern on a twice-weekly basis, and its mail pull of some 10,000 letters is considered pretty good for a 250-watt station in that territory.

Richard Kingston, station director, conducts the program. Lillian Kalil,

staff pianist, handles the music. Old and new songs are used, with three grocery prizes given away each week, and winners must send in absolutely correct answers.

Name of the piece played is not given. All listeners get is a hint or two. Winners must call at the grocery store in person for their prizes—that's the merchandising idea.

### Racetrack Broadcasts Figure in Albany Bill

Albany—A bill in the State Senate to prohibit publication or public announcement of lottery winners was overwhelmingly defeated by a vote of 35 to 7 yesterday. Although FCC regulations prohibit any matter pertaining to lotteries, State Senators yesterday expressed the hope that legalization of State lotteries in New York will soon be passed, thereby automatically bringing radio into the picture. Broadcasting agencies can be utilized to air actual running of the races, a technicality which is overlooked in the FCC law. In case the lottery is legalized, there is every possibility that a major event at either Saratoga or Belmont Park will be used. Both parks now have permanent wires and featured races are aired during their regular meets.

### Demands Closing of WNYC

Charging that the station is being used for spreading Communist propaganda, Councilman Charles Keegan yesterday introduced a bill demanding the scrapping of WNYC, municipally owned and operated station. Keegan presented a copy of a radio speech delivered last Sunday in support of his claims.

### Inter-Home Radio Device Is New Zenith Product

(Continued from Page 1)  
advertising and promotion, is a portable intercommunication system for the home called a "radio nurse". It employs principle of wired radio, using home power and lighting circuit for power and transmission of voice. Unit will sell for about \$35.

### Co-Managers for WAAW

(Continued from Page 1)  
has been manager the past few years. Myers is station's chief engineer and has been with the company 13 years. Shopen, with 10 years radio experience, has been with WAAW three years.

Hear Jimmy Dale's greatest hot dance  
**A WEE BUNCH OF SHAMROCKS**  
A modern Irish ballad

**ROY MUSIC CO.**  
1017 BROADWAY, NEW YORK, N. Y.

## COMING and GOING

LLOYD YODER, manager of KGO and KPO, the NBC outlets in San Francisco, has returned west.

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., is due back in New York from the Coast in the next day or so.

WM. SILBERBERG of WJEF, Hagerstown, Md., is in New York for a few days on business.

HERB MORRISON, WOR announcer, has left for South Bend, Ind., where he will address the journalism class of Notre Dame University on the coverage of special feature events.

RAY LYON of the WOR recording division is in Atlantic City attending the convention of the Department of Superintendence, National Education Ass'n.

MARY MARGARET McBRIDE leaves for Washington on Friday to attend the Women's Press Club dinner following day.

E. P. H. JAMES leaves for Cincinnati today to address the local Advertising Club tomorrow.

BOBBY BREEN and sister will arrive in New York on Friday to make appearances with Eddie Cantor. Breen is in Buffalo now making personal appearances and airing over WBN.

ARTHUR MILLER, CBS announcer, returned yesterday from 12-day trip to Puerto Rico.

VINA BOVY, Metropolitan Opera singer, arrives today aboard the Normandie from Europe.

### Ban Courtroom Broadcasts

Trenton—State senate by a vote of 11 to 6 has passed a bill prohibiting broadcasting or filming of courtroom scenes.

## STATION

NEW YORK

Serving New York and New Jersey

HOURS A DAY

### Redrafting Disk License To Avoid Legal Kickbacks

(Continued from Page 1)

apply to Clause 7, pertaining to the license terminating when either party so desires. This will be made to read in specified terms. In substance there will be no deviation from the license agreement as it was submitted to the disk manufacturers in sample copy form.

According to President Jos. N. Weber, there is no special need of negotiations with the disk men beyond listening to their objections for changes which did not occur to the AFM. It is believed that at least 10 days will expire before a redrafted license is ready.

AFM Executive Board will take up the matter of the exchange of contracts with the IRNA after the disk matter is settled.

#### Loucks Meeting AFM

Philip G. Loucks, special counsel to the NAB Executive Committee and acting head of the organization, has notified Weber that he is desirous of addressing the AFM Executive Board, with the result that the musicians union may hear Loucks today or tomorrow.

Loucks asked the AFM not to rush into any drastic moves in regard to the small stations not yet in the fold.

NAB recently informed members that independent outlets could not make deals with locals since it was a national matter and would have to be worked out first with the Executive Board. However, any stations wishing the NAB to act in its behalf would be accommodated.

### Golden Glove Sponsorship Hailed as WHO Promotion

(Continued from Page 1)

bouts, with entrants from 125 towns in 12 states and Canada.

Aside from stimulated interest in athletics, the event was a great promotion and good-will builder for WHO. Letters of high commendation came from high sources during and after the tournament. Bill Brown, WHO sports editor, directed the tournament.

Harold Fair, WHO program director, accompanied by Leo J. Lucier of the A.A.U., left for Chicago after the finals to complete arrangements for WHO's sponsorship of another tournament in 1939.

#### WLS Staff Shifts

Chicago—Al Boyd, production director at WLS, has joined the sales staff; Charles Ostler, assistant production man, has been made a full producer, and Harold Azine, assistant to Julian Bentley, newscaster, has been made junior production man handling sound effects.

More Power for Your Job!

**WABY**

NEW EQUIPMENT... NEW PUNCH!

ALBANY, N.Y.

## NEW PROGRAMS—IDEAS

### "Musical Book Reviews"

Dramatic adaptations or discussions of significant literary works, presented with musical background, is a new one over WIS, Columbia, S. C., airing under title "Musical Book Reviews." Scripts are handled by Mrs. J. R. Hawkins of the U. of South Carolina English department. Some works lend themselves readily to dramatization—others are presented in discussion form, featuring dialogue between a teacher and students. Latter also have regular roles in dramatic presentations of the show, and provide musical background in keeping with spirit of each program. Four hundred high schools and book clubs through State have been notified of the broadcasts and response is good.

### "Sidewalk Sign-off"

Final 15-min. spot on KOAM, Pittsburg, Kan., is devoted to curbstone chatter, spotting interviews with passers-by at busiest city corner on programs of the day and week. Three announcers rotate in handling the stunt, which airs under title of

### Dr. Otho Fulton Dead; Pioneer in Facsimile

(Continued from Page 1)

in the intelligence division during the World War. He was connected with several royal families in England, particularly in Roumanian branches.

Coming to New York eight years ago, Dr. Fulton obtained the collaboration of Dr. Alfred N. Goldsmith in the perfection of the Fultograph facsimile invention, which had just been brought to the point of commercialization after 25 years of effort when Dr. Fulton passed away.

Among Dr. Fulton's close friends were Dr. Lee De Forest, the phonofilm inventor; Franz Lehár, composer, and Lord Baden-Powell, founder of the Boy Scout movement. Dr. Fulton was the third to be made a boy scout.

The body was taken yesterday to Campbell's Funeral Church, pending word from his family abroad, where three sons and a daughter survive.

Death of Dr. Fulton will not interfere with activities and development of Fultograph, according to John Parkerson, executive of the firm, although some reorganization will probably follow.

Fultograph was the first to broadcast pictures and newspaper text, making a transmission from England to Australia, a distance of 10,000 miles, back in 1929, while the year previous, on June 20, 1928, Fultograph made the first wireless broadcast of pictures between Vienna and London.

### Sylvia Froos for Loew's State

Sylvia Froos, singer, has been booked into Loew's State for one week beginning March 3. Henry Frankel, WOR artist bureau, handled the deal.

"Sidewalk Sign-off." Idea came from Program Director Merwyn Love, copyright owner.

### "Streamlined News"

Logged as "Streamlined News," twice-daily ten-minute news period over WFIL, Philadelphia, is departmentalized, with news items grouped under such headings as Front Page, Sport Roundup, Stock Market, Around Town, and Women's Corner. Each item is limited to thirty words. Idea came as result of survey in which Philadelphians in all walks of life were asked to state their views on news broadcasting, manager Donald Withycomb reports. The periods are under supervision of Joe Connelly.

### Relief Activities

New series, airing relief activities as taken from case records of the Catholic Charities, bows in Saturday over WMCA, New York, with guest newspaperwomen telling how they would handle each story, from a city-room angle. Title is "How I'd Write This Story."

### Prof. Quiz to Celebrate

Professor Quiz will celebrate first year under sponsorship of Nash-Kelvinator on March 6. Only change in the year was the addition of Bob Trout, who replaced Arthur Godfrey.

### CIO Radio Campaign Now Ready to Begin

(Continued from Page 1)

sored basis, be rejected by stations carrying AFL transcribed shows, group will be able to appeal to FCC.

The CIO, which has contemplated radio for the past year, has attempted to start a national drive more than once, but refusal of local or national outlets as a whole to sell or grant time to any labor group has defeated the attempts. Just what new plans have been formulated within the past few weeks are as yet unannounced, but organization has definitely stated that the long expected drive will now get under way. Attempts to purchase time will be on a yearly basis, and disks will probably be used.

### Another NBC Sport Event Is Turned Over to Mutual

NBC has again given Mutual first crack at an exclusive track meet due to inability to carry it because of the Toscanini-NBC Symphony commitment. WOR-Mutual will air the IC4A track meet from Madison Square Garden on Saturday, 9:30-10:15 p.m., with Dave Driscoll behind the mike.

### Edward Arnold's Brother on Air

Chicago—Charlie Arnold, brother of Edward Arnold, the film star, is trying for a radio career and has been cast by Director L. Barnhart in S. C. Johnson's "Attorney-at-Law," with Jim Ameche.

# POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made...  
 .. where retailer meets customer  
 .... that's why a retailer is judge and jury of advertising results ..  
 .. retailers in Michigan's eight major markets prefer, by actual experience, the....

## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

## AGENCIES

ED WEISS, vice-president of McDougall & Weiss, Chicago and New York agency, is honeymooning in Florida with Ruth Wing, former advertising agency girl.

DON FORKER, formerly with Lord & Thomas and Union Oil, has joined the M. H. Hackett advertising agency as account executive. Forker was active in the "Hit Parade" and "Magic Key" productions while with Lord & Thomas, although not in the radio department.

HARRY A. COOPER, formerly with Bauer & Black, has joined copy department of Ruthrauff & Ryan, Chicago.

BLACKETT-SAMPLE-HUMMERT is readying a new one, "Land of Just Supposin'" supposedly scheduled to replace one of B-S-H's shows now on the air.

JACK LAEMMAR, assistant to George McGiveran, space buyer at Blackett-Sample-Hummert, has been appointed assistant to F. P. (Pete) Nelson, commercial radio director of the agency.

ELLIS ADVERTISING CO., with offices in Buffalo and a branch in Toronto, has received A. N. P. A. recognition.

## WOR Educational Disks

WOR recording division is preparing series of educational disks for distribution in schools. The records, three of which are already complete and in use experimentally in several New Jersey schools, present the subject matter in dialog form, utilizing characters of teacher and "Uncle Henry." Fifteen records will comprise a set, and the series is expected to be ready for distribution by Sept. 15.

## Miles Plans Vacation

Chicago—Miles Laboratories (Alka-Seltzer) plan to take spot business off air during summer months from May to September. "Comedy Stars of Broadway" and foreign language shows running on about 60 U. S. stations will fold. "Comedy Stars" will be maintained on a Canadian group. "National Barn Dance" and "Uncle Ezra" on NBC will be continued.

## Texas Prison on WBAP

Fort Worth—Plans of WBAP to air a weekly half-hour sustainer by remote from the main unit of the Texas Prison System at Huntsville, Texas, has been okayed by the Texas State Prison Board, according to George Cranston, director of WBAP, who engineered the deal. Tentative plans call for series to begin March 8 at 8:30 p.m., with Governor James V. Allred among speakers.

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?



● ● ● PERSONAL Postcards To: Bill (CBS) Lewis: Some time ago we pointed out here that a great fault in building sustaining artists was that their time on the net was being switched each week—so if Crooner Joe Doe did appeal to fans who'd want to listen again next week, he'd be spotted a different time or another day.... Then artists were notified that they would be on permanent in certain spots. This was all right for a while, but now we notice that changes have again been made. It's like going to the movies, expecting to see Donald Duck, and finding a travelog instead!... Inasmuch as we're writing, this suggestion is also in order: There's a little singer over at Leon and Eddie's who used to be a vocalist in Freddy Martin's band. Her name's Mildred Fenton and from what we hear people say, she's a grand singer with plenty of originality.... Mark Warnow: Your brother, Raymond Scott, rushed back to the coast to work in "Alexander's Ragtime Band".... Ray Sinatra: Your MBSHOW will go into Loew's State shortly.... Tommy Dorsey: Your brother Jimmy is attracting a new type of audience to the New Yorker—the likes of which have never been seen there before!

● ● ● G-Man J. Edgar Hoover: The staff of WMFJ, Daytona Beach, Fla., recently presented Grady Cole, newscaster at WBT, Charlotte, with a miniature bullet-proof vest. Ed Sims conceived the idea after Cole was reported the near victim of an unbalanced war veteran's murderous inclinations.... The vest was presented along with a letter from the "International Amalgamated and Protective Order of Radio Newscasters, Daytona Beach Local No. 1.... Jack Major: Keith Webster, control room operator of WDBJ, Roanoke, Va., has given the proverbial fish story a new twist.... While on a recent trip to Florida, Keith took some candid camera shots of some fish. The picture he is boasting of shows a good sized fellow that Keith claims was about four feet long. At least the fish is not the one that got away, because the picture is supposed to be proof enough!

● ● ● Kate Smith: Advertisements in the N.Y. papers the other day on Henny Youngman's appearance at the Brooklyn Strand Theater stated he was "star of the Kate Smith Hour".... Paul Whitehead: A show called "Movie Memories" written by E. F. Kamler, theatrical producer and Paramount talent scout, using guest stars and audience participation contests about Hollywood activities, will shortly debut with mistress of ceremonies being Margaret Livingstone—your wife!.... John Royal: The other nite we heard Robert Coleman, drama critic for the N.Y. Daily Mirror do a spot on Stan Shaw's "Milkman's Matinee" as part of his paper's promotional campaign, and he seems to have a definite air personality—and something to say that would be of network interest.... Benny Goodman: Al Pearce followed you into the Detroit theater and the first three days did \$1,500 more than you—without swing or inciting a riot among the younger generation.... Edgar Bergen: Snow White's Prince Charming hasn't had his option picked up!.... Greta Garbo: Brother Robbins states that Richard (minus "d") Himber was inspired by your billing—and will drop his first name and be known as just plain "Himber" hereafter.

● ● ● Goodman Ace: Apropos of our story about your sun-tan lamp in Miami, comes word that Jim McGrath and Gordon Hittenmark, NBCasters in Washington, are NOT looking forward to the return of Jim (Mobey Dick) Moran from Frisco, where the latter has been hunting whale.... Seems Moran promised the two before he left Wash. armed with a copy of "Moby Dick", an antique harpoon and ten cents that he would bring them several large hunks of blubber.... As yet Moran hasn't harpooned the whale, but it is reported in press dispatches that Mayor Rossi of San Francisco has given Moran another whale—one that died a week ago on the rocks of Frisco Bay—so that he wouldn't go wild with that harpoon.

## GUEST-ING

HELEN MACK, BEVERLY ROBERTS and JUDITH BARRETT, with Tyrone Power in "Roads of Destiny," March 6 (NBC-Blue, 9 p.m.).

PHILIP DUEY, RAYMOND LUTZ and MARGARET CODD, semi-finalists on "Metropolitan Opera Auditions of the Air," March 6 (NBC-Blue, 5 p.m.).

SAMMY CAHN and SAUL CHAPLIN, composers of "B.M.B.D.S.," on "Ray Block's Varieties," March 3 (CBS, 3 p.m.).

GLENN ANDERS, interviewed by Frankie Basch, March 4 (WMCA, 3 p.m.).

VIVIENNE DIXON, on Nila Mack's "Let's Pretend," March 3 (CBS, 6 p.m.).

LOUISE PALMER, author-interior decorator, on "Everywoman's Hour," March 3 (WMCA, 11:15 a.m.).

EDWARD G. ROBINSON, ALLEN JENKINS and JANE BRYAN, in scenes from "A Slight Case of Murder", on "Hollywood Hotel", March 11 (CBS, 9 p.m.).

OSCAR SHAW, MARGARET DAUM and MERRILL LEE, "Hammerstein Music Hall", March 11 (CBS, 8 p.m.).

ROSE WILDER LANE, interviewed by Mary Margaret McBride, March 3 (CBS, 12 noon).

MADELEINE CARROLL, on Peg Murray-Ozzie Nelson show, March 6 (NBC-Blue, 7:30 p.m.).

ALEC TEMPLETON, on "National Barn Dance", March 12 (NBC-Blue, 9 p.m.).

ANDY DEVINE, on Al Jolson show, March 8 (CBS, 8:30 p.m.).

CHARLES BUTTERWORTH, on Jack Oakie show, March 8 (CBS, 9:30 p.m.).

BIDE DUDLEY, on Pat Barnes Show, March 5 (WOR-Mutual, 8 p.m.).

HELEN WESTLEY, interviewed by Radie Harris, tomorrow (WOR-Mutual, 6:45 p.m.).

## WTOL Musical Director

Toledo — Harold McMorgan has been named musical director of WTOL, new local station.

UNIVERSAL  
RIBBON MICROPHONES

An all-purpose microphone. Plug in and use. Unconditionally guaranteed.

MICROPHONE DIVISION  
Universal Microphone Co., Ltd.  
424 Warren Lane Inglewood, Calif.

★ F. C. C. ★  
**ACTIVITIES**

**HEARINGS SCHEDULED**  
Mar. 11: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.  
W. P. Stuart, Prescott, Ariz. CP for new station. 1500 kc., 100 watts, unlimited.  
Clark Standford, L. S. Coburn & A. C. Sider, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.  
**EXAMINER'S RECOMMENDATIONS**  
Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime, to be granted.  
Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime, to be dismissed.  
O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited, to be dismissed.  
**APPLICATIONS RECEIVED**  
George B. Peeler, Taylor, Tex. CP for new station. 1310 kc., 100 watts, daytime.  
KWBG, Hutchinson, Kan. Authority to transfer control of corp. from W. B. Greenwald to John P. Harris. 1026 shares stock.

**Clipping Bureau of the Air**

Audio - Scripions Inc., which has three shifts of engineers working day and night to record every important broadcast here and abroad, now has a library of more than 20,000 voices and is adding from 75 to 100 to its files daily. The library is expected to be much used as time goes on, in tracing development of trends in music, world events, etc., as well as for specific talks or excerpts.

**Vivienne Dixon in Concert**

Vivienne Dixon, 16-year-old CBS singing actress, is preparing to give a private concert recital at the Hotel St. George in the near future. She also is rehearsing a role in the opera "Mignon" to be presented at the Master Institute.

**Rampton Barlow Honored**

Salt Lake City—Rampton Barlow, baritone heard over KSL on many of its biggest formal shows, has been chosen as the year's recipient of the American Students' Musical Award. Barlow has been granted one year's voice study at any musical conservatory in Germany. He leaves Sept. 1.

**Klassen as Vick's Vocalist**

Bernard Klassen, member of the chorus heard regularly on CBS Vick's "Open House", has been selected as male soloist on that series during the absence of Wilbur Evans, who is now on a concert tour. Klassen will sing opposite Jeanette MacDonald beginning Sunday.

**JOSEF CHERNIAVSKY**  
"The Musical Cameraman"  
Co-Musical Director  
of  
**WLW WSAI**



**ORCHESTRAS - MUSIC**

WHEN it comes to picking numbers for recording, and having them turn out best-sellers, Grace and Scotty are reported to be in a class by themselves. Several numbers recently picked by the NBC pair for recording under the Brunswick banner are said to have turned out to be unusually good movers. Incidentally, Grace and Scotty's mail indicates that NBC-Blue network program at 8:45 a.m. Tuesdays and Thursdays has listeners all the way to Australia. On their program yesterday morning they included a snappy rendition of the Whitney Blake number, "You're a Hit."

Rico Marcelli, former Chicago and San Francisco conductor, has established residence in New York and will soon start a network series. He also is to be associated with the New York World's Fair.

CRA deals: Harold Stern's contract at Hotel St. George, Brooklyn, has been extended another four weeks. . . Marvin Frederic and his orchestra have been held over at Syracuse Hotel, Syracuse, for another two weeks. . . Johnny Hamp and his crew set to open a month's run at Book-Cadillac Hotel, Detroit, March 9. . . CRA cracked the Stalder chain of hotels for the first time with placement of Jerry Salisbury's Three Noblemen, cocktail combination from International Casino, New York, to open March 7 at the Stalder, Buffalo, for four weeks with options. . . Jim-

**WOV-WBIL Take Over Additional Floor Space**

WOV and WBIL have taken over another complete floor in the WOV building in West 43rd St. Additional floor will be used to house the station's newly organized artist bureau and merchandising departments. Hyla Kiczales, general manager of IBC, has appointed Syd Leipzig head of the WOV artists bureau. Leipzig was formerly associated with Nick Kenny, radio editor of the Daily Mirror. Artists bureau will handle bookings for general theatrical engagements as well as radio.

**W. F. Meyer's Personal Venture**

Denver—Application of W. F. Meyer, manager of KLZ, for permit to operate a new station here on 1310 kc. is a personal venture and not linked with his present connection. Mountain Top Trans-Radio Corp. also seeks the same band for a new local station, and in addition KVEL and KVOD have applied for full time instead of sharing the 920 band.

**Ohio Governor on 11 Stations**

Columbus—Governor Martin L. Davey increased his statewide hook-up to 11 stations for last Monday night's talk in which he replied to charges of corruption made before the Senate Investigation Committee.

my O'Brien and his Harmonica High Hats, formerly on "National Barn Dance" over NBC, go into Hotel Sir Francis Drake, San Francisco, on March 7.

Larry Clinton and his orchestra not only will play for the Yale prom on March 11 but also the Princeton prom on March 18.

Ken Sisson is inserting plenty of local color into his "Canada 1938" broadcasts. Featured number on his broadcast for Friday at 10 p.m. over the Canadian network is "My Manitoba Sweetheart." Tune was written by a Montreal songsmith.

Al Donahue closes his engagement at the Palm Beach Colony Club on March 12 and is booking a series of one night stands through the south to occupy his orchestra until they open another engagement at the Hotel Roosevelt in New Orleans on March 25. Durelle Alexander will appear with Donahue and the orchestra at all their engagements.

Carl Hoff, who left the Lucky Strike "Hit Parade" after his first appearance on his fifth series two weeks ago to make two weeks of vodvil with Al Pearce, returns to the cigarette series this Saturday night and will remain on it for eight weeks. Hoff continues as musical director for the Al Pearce Ford shows which return to New York this week.

**Eddie Startz Arrives For U. S. Radio Study**

Eddie Startz, chief announcer and studio manager of the short-wave stations PCJ and PHI, Hilversum, Holland, arrived in New York yesterday on a goodwill tour in company with S. W. Numann, an executive of the Philips organization which owns both stations. They will spend several weeks here studying American broadcast methods.

Startz is considered the most widely known announcer in the world, using seven or more languages in his broadcasts to all parts of the globe, ever since the Philips PHI station inaugurated world-wide short-wave broadcasts more than 10 years ago. Not only does Startz switch from one language to another but his ad lib style during his all night broadcasts has proven unusually successful.

**"Jury" Judges Show**

As part of a campaign pointing up the educational advantages of the transcribed series, "Ports of Call," arrangements have been made for a jury of school officials to judge the value of the production. "Preview" was to be held in city hall of Dallas, Texas, where Southern State Foods has purchased the travel-story series for airing over KRLD.

**NEW BUSINESS Signed by Stations**

WNEW, New York: Lustre Sales Agency (floor wax), spots; Joseph Martinson, Inc. (Martinson's Coffee), "Milkmaid's Matinee", Stan Shaw, through Albert Frank-Guenther Law; Garrett & Co. (Virginia Dare Wine) spots, through United States Advertising Corp.

WLS, Chicago: Earl May Seed Co.; Lancaster Seed Co.; Jung Seed Co.; Gardner Nursery Co.

KNX, Los Angeles: Armstrong Cork (Quaker Rugs), "The Heart of Julia Blake," ETs, through BBD&O; Chicago Engineering Works (Refrigeration & Air Conditioning Institute), "The Camera Speaks," ETs, through James R. Lunke & Associates; Kern Syrup & Preserving Co., participation on "Sunrise Salute"; American Home Products Co. (Anacin), "Easy Aces", through Blackett-Sample-Hummert.

**Eugene Conley Busy**

Detroit—WWJ's concert tenor, Eugene Conley, after touring state of New York under direction of Roland Chesley, has returned to Detroit to be scheduled for many concerts in Michigan. On March 11 he will be the soloist for "Pro Musica" at Detroit Institute of Art at which time he will sing a group of songs from modern German. On April 21 he will be the soloist with the Wyandotte Orpheus Male Chorus.

**Tycoon Series Gets Blaudits**

Indicating that the public is fed up with carping about "capitalists" and "richest men", stations and sponsors airing the "Captains of Industry" series released by Atlas Radio report very favorable listener reaction to the manner in which these dramatizations have been handled, according to a special bulletin just sent by Herbert R. Ebonstein, Atlas president, to his sales force.

The "Captains" ETs attempt to show the human side of the tycoons and recount their lasting benefactions.

**Wesson Oil Show on WHOM**

Wesson Oil & Snowdrift Sales Co. has signed with WHOM for a campaign on Olio Angela Mia (salad and cooking oil). Quarter-hour show is presented nightly at 8 featuring the Duo Amauli, stars of Italian stage, with studio orchestra under direction of Giuseppe De Luca. Account also uses daily spot announcements in Italian.

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



**HOMER WELBORN**, widely known Pacific Coast sports announcer, will be at the Mutual mike to provide color in connection with Saturday's running of the \$100,000 Santa Anita handicap, to be aired at about 7:15 p.m. EST. Oscar Otis, handicapper of the L. A. Times, will give the actual running description of the turf classic. KHJ will feed the event to Mutual.

Harry Maizlish has signed an exclusive contract with the National Orange Show at San Bernardino calling for three daily broadcasts over KFVB during the citrus fair, March 17-27. Included in the deal is a campaign of exploitation for the event, which Maizlish will start immediately over KFVB and the CRS throughout the state.

Mutual's "True or False," sponsored by the J. B. Williams Co., comes through to the Coast over KHJ-Don Lee, starting March 7.

Madaline Lee travels over 100 miles every time she goes to work. She is "Genevieve Blue" with Amos 'n' Andy, and each time she appears in the script has to make a trip to Palm Springs, where the NBC broadcast emanates.

"News by Hughes" is a new KMTR news period conducted by T. W. Hughes at 10 p.m. nightly except Sunday. The Vic Dalton station also offers "Richman's Guide," a new daily 15-minute period at 2:30 p.m.

### WIS, Columbia, S. C.

When Chief Announcer Vic Lund had an air-chat with Jack Dempsey the other day, some 200 jammed the studios, proving that Jack is still the popular hero.

Among other celebs heard on the station recently was Ted Shawn, interviewed by Frank Burger.

Washington's Birthday was a double birthday celebration, with Margaret Bouzard of the commercial department being given a party by the staff.

### Labert on Diathermy Series

Jules Labert, formerly at WNYC and WEVD, is now doing three five-minute news stunts weekly for Shortwave Diathermy over WMCA.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

Greetings from Radio Daily

March 2  
 Jesse Fordyce  
 David Pardes

## PROMOTION

### School Mag Writes Up WBIG

North Carolina Education, a monthly magazine issued by the North Carolina Teachers Ass'n, will carry in its next issue a complete story of the radio activities over WBIG, Greensboro, by the Greensboro High School. Greater Greensboro Schools' radio work has already attracted national attention and both WBIG and school authorities receive letters from all parts of the country asking for information about this educational work.

Eunice Kneece, radio chairman of the Greensboro schools and educational director of WBIG, is the author of the article.

### Invite the Editors to Bee

KWTO, Springfield, Mo., has a spelling bee, sponsored by Sendol. They invited local editors to appear as contestants in a recent program. The editors did. Stunt resulted in widespread publicity for the program, as well as for other station shows, winning the goodwill of the journalists. Now it is planned to arrange a match for druggists.

### "Candid Camera Night"

Latest unique stunt helping to keep WWJ (Detroit) auditorium broadcasts well attended will be a "Candid Camera Night" staged by Jack Hill, producer of the college comedy show, "House Party." Attendance will be gained by showing a camera at the door. Dress rehearsal will be open to these shooters, who can snap scenes from any angles. Prominent photographers will judge the contest.

### Used Car Parade

KWTO - KGBX, Springfield, Mo., has planned elaborate promotion on behalf of local used-car dealers. Job will be done in connection with National Used Car Week, and will be climaxed by parade of the cars offered by dealers who have bought time during the week. Cars in the

### COLUMBUS

Johnny Neblett, WBNS sportscaster, leaves for Winter Haven, Fla., March 18, to spend a week with the Red Birds. He will record interviews with players, to be aired on his evening spot.

Red Bird games will be aired again by WBNS this year, with Neblett at mike under sponsorship of General Mills and Socony Vacuum.

WHKC's "Get Thin to Music" has been pulling in 1,000 letters per week.

### New CBS Short Wave Schedule

CBS short wave station W2XE goes on new schedule effective March 7. Frequencies to be used are: 21520, 15270, 11830, 6120 kc., 13.94, 19.64, 25.36, 49.02 meters. Directional beams to Europe and South America will also be used.

parade will be described by Karl Zomar of the staff, who will add full sales information on each. Participation in the parade is free to advertisers, and only time-buyers are eligible to enter it.

### Essay Contest

The Made in America Club Inc. is conducting an essay contest on WBNX for boys and girls between the ages of 10 and 14 years. The essays must not be more than 100 words on the subject: "Why All Americans Should Buy American". The children are requested not to stress boycotts but rather a constructive argument as to the far-reaching benefits to be derived from such a movement, and particularly its effect on unemployment. The girl and boy submitting the best essays will receive a bicycle. Runners-up get skates, sleds, books, baseball outfits and musical instruments, all donated.

### WCAU Women's Club

WCAU, Philadelphia, has issued attractive piece on its five-weekly "Women's Club," household program, sold on participation basis. Complete story of the show, its personnel, sponsors, operation and audience, including the many organizations represented at the visual broadcasts in the auditorium, are given in brochure. Fashion shows and cooking demonstrations are part of the setup.

### KVOR "Penny-Savers" Booklet

An attractive 24-page booklet, bound in green, of "Penny-Savers" is being given away on Ann Russell's "Good Morning Neighbor" program on KVOR, Colorado Springs. Each weekday morning a double pass to a local theater is given away for prize-winning "penny-savers" and now they've been incorporated in the booklet which is mailed for the asking. Ann Russell (Wauhilla LaHay) very thrilled over personal poems lately received from listeners.

### MIAMI

Thad Brown, member of FCC, is here on vacation.

Charles W. Myers of KOIN-KALE, Portland, Ore., and Mr. and Mrs. Arthur B. Church of KMBC, Kansas City, were voyagers on the North Star en route to West Indies when the vessel was grounded in the Miami channel.

WKAT has started a twice-weekly series featuring a forum by Miami's little business men. Secretary of Commerce Daniel Roper has endorsed the program and sent the station a series of questions to be discussed.

WIOD engineers have remodeled station's short wave affiliate W4XB and will have it back on the air soon.



**FRANKLYN MacCORMACK**, poetry reader for Wrigley's "Poetic Melodies," plans to start on European trip early in April when he leaves show.

Pat Flanagan and the Mrs. have left with Chicago Cubs for California. They will spend several weeks there; then sail through Panama Canal to Cuba, flying back about a month from now.

Arthur Stringer, radio publicist, back from weekend trip to New York, where he conferred with William S. Hedges, NBC vice president.

Tom Fizzdale, in hospital for several days having a tumor removed, is back at work.

"NBC Jamboree" is being expanded to full hour on Tuesday evenings from 10 to 11 N.Y.T. with Don McNeill as emcee. Among performers for first full hour show will be Armida, Oscar and Elmer, Bill Thompson, Sylvia Clark, Jackie Heller, Vivian della Chiesa, the Vagabonds and Cadets.

Harry Martin Enterprises, Chicago radio feature service, has sold Oddities in the News to CJJR, Winnipeg and WDFD, Flint, and Behind the Headlines to WFBR, Baltimore and KSO, Des Moines.

Ulmer Turner, radio editor of Herald Examiner, is batching it while wife is on extended vacation with mother in Florida.

### WICC, Bridgeport

Actor William Donnelly directs his own three-acter, "Afterglow," as a Bridgeport Little Theater League presentation late in March.

A Saturday a.m. kiddies' show is in preparation.

William Lyon Phelps again will be commentator for the New Haven Symphony Orchestra program over Colonial Network tonight.

### WKRC, Cincinnati

John McCormick, g.m., and Bill Williamson, sales manager, are back from the east.

Ruth Lyons, musical director, has found time to dash off three songs in the last two months. Latest two are titled "Love is Like a Nursery Rhyme" and "Indispensable You."

Jerry Foy, singer of mountain ballads, is pulling heavy mail.

### WOKO-WABY, Albany

Ruth Hamilton, formerly heard in broadcasts on correct English, returns to WABY in a Wednesday series of "Personality" talks.

Herb Gordon and ork will be aired again over WOKO thrice weekly, with Ethel Barrett and Eddie Pierce vocalizing. An NBC wire is expected shortly.

**BALTIMORE**

John Elmer, owner of WCBM and past president of NAB, has been elected a vice-president of Baltimore Safety Council.

WBAL's Coffee and Doughnut Party has been made a regular Saturday morning feature, 6-8:30 a.m.

**Current Events Tieup**

Taking advantage of the adaptability of the "Ports of Call" transcribed series to current events, WREC in Memphis put the story of Austria and that country's "powder keg" position on the air Sunday in an especially prepared program. Atlas Radio Corp., producers, cooperated with WREC by rushing a special script into production, then air-mailing the finished transcription to Memphis. WREC, meanwhile, was able to open a newspaper and over-the-air bally to build a special audience. WREC previously has made use of the "Ports of Call" series to coincide with current events, running episode on China at the time of the fall of Shanghai. Memphis Power & Light Co. sponsors "Ports of Call" on WREC.

**New Chi Recording Plant**

Chicago—Chicago Recording Laboratories, a new transcription and checking service, has been organized at 64 East Jackson Blvd. with Wilbur Buchanan, formerly of Marsh Laboratories, as president; Jo Favor, secretary, and J. H. Bosley, chief engineer.

**Continue Firestone Orchestra**

The orchestra of symphonic proportions assembled for "Voice of Firestone" program on Feb. 7, the date of the death of Harvey S. Firestone, will be continued intact, with Alfred Wallenstein conducting, throughout June. The new orchestra was developed by augmenting the original "Voice of Firestone" concert orchestra.

**Budd Mulloy's Agency**

Chicago—Budd Mulloy, who recently resigned as publicity director of N. W. Ayer & Son, has opened publicity agency of his own at 540 North Michigan Ave. David Kaplan is associated with him.

**KNOW, Austin, Tex.**

Mar Roark, prominent in south Texas music circles, has joined as staff announcer.

Roland Booth left his announcing duties here last week to accept a similar post at KPRC, Houston.

Paul Forchheimer has given up his program directorship to rejoin sales staff, with Winthrop Sherman being promoted from announcer to program director.

**Downey Recording Again**

Morton Downey has signed a contract with Decca to record exclusively for them. He starts recording eight songs this week, including some Irish airs for which he is famous.

**NEW PATENTS**  
Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

- 2,108,830—Electron Discharge Apparatus. Albert M. Skellett, Madison, N. J., assignor to Bell Telephone Laboratories.
- 2,108,833—Telegraphic Keying Circuit. James D. Wallace, Washington.
- 2,108,841—Radio Cabinet. Walter O. Brown, Detroit.
- 2,108,867—Radio Direction System. Gaston A. Mathieu, Shirehall Park, London, assignor to RCA.
- 2,108,878—Radio Receiving System. George M. Wright, Chelmsford, England, assignor to RCA.
- 2,108,880—Electric Discharge Tube. Rene A. Braden, Collingswood, N. J., assignor to RCA.
- 2,108,895—Frequency Control Transmission Line. Fred H. Kroger, Rocky Point, N. Y., assignor to RCA.
- 2,108,900—Ultrashort Wave Oscillation Generator Circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

- 2,108,899—Automatic Volume Control. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.
- 2,108,897—Shock Absorber for the Elements of Thermionic Tubes. Walter L. Krahl, Montclair, N. J., assignor, by mesne assignments to Arcurus Development Co.
- 2,109,021—Electrical System. Edwin L. Clark, Collingswood, N. J., assignor to Philco Radio & Television Corp.
- 2,109,225—Means for Aging Vacuum Tubes. Dayton Ulrey, Forest Hills, Pa., assignor to Westinghouse Electric & Manufacturing Co.
- 2,109,245—Vacuum Tube. Vladimir K. Zworykin, Swissvale, Pa., assignor to Westinghouse Electric & Manufacturing Co.
- 2,109,266—Condenser. Albert W. Franklin, New York.
- 2,109,274—Tube Structure. Hans Niclussen, Berlin, Germany, assignor to N. V. Philips Gloeilampenfabrieken.

**Guests Set to April 17  
On Chevrolet ET Series**

Guest stars for the Chevrolet "Musical Moments" revues, with Victor Arden's orchestra and the Songsmiths Quartet, will be as follows, with releases twice weekly: week of March 6, Ruth Carhart and Barry McKinley, and Marian Shelby and Ralph Kirby; March 13, Claire Sherman and Guy Robertson, and Felix Knight and Aileen Stanley; March 20, Jimmy Farrell and Lucy Monroe, and Howard Price and Irene Beasley; March 27, Barry Wood and Lois Bennett, and Ray Heatherton and Kay Thompson; April 3, Sally Nelson and Morton Bowe, and Shirley Howard and Jack Arthur; April 10, James Wilkinson and Josephine Antoine, and Evelyn Case and Phil Duey; April 17, Marian Shelby and Barry McKinley.

**WDEL, Wilmington, Del.**

J. Gorman Walsh, manager, was a visitor to New York last week, attending a conference with NBC officials. He also paid a visit to WMCA and Intercity executives.

Floyd Mills and his orchestra, currently featured at the Grill of the Hotel DuPont and broadcasting over WDEL and Intercity, holding the record for orchestras in town—for 20 months.

Another name band does a one nighter in town and will be aired over WDEL when Bob Crosby and his band play for the Junior Prom of the U. of Delaware. Crosby will also be interviewed by Lonny Starr on "Parade of Melody," nightly swing session.

One of the several road companies of "Brother Rat" was in town for two days and Clair Hazel of the cast was spotted on the 6 p.m. newscast sponsored by Bond Bread.

Wilmington Chapter of the WCTU has started a series of twice weekly ET broadcasts entitled "It Does Happen Here."

**New Guild Is Planned  
By Musical Arrangers**

Musical arrangers concentrating on radio now contemplate the organization of a new guild to replace the one disbanded a few months ago by the AFM. New organization will not be actually started until all plans are completed and an o.k. is obtained from the AFM, but results of late organization are expected to be of considerable assistance in the new body. Several national programs are now giving credits to arrangers as per the demands voiced through the late union.

**WVL, New Orleans**

Station has contracted with RCA for its new 50,000-watt transmitter, which is expected to be up and ready for operation about Aug. 1. Reports are that the transmitter will be located in another location to obtain better results. Present location is Kenner, La.

Pinkey and his orchestra have sold another quarter hour of time to Griffin Co., makers of Dyanshine.

Ray Wilde and his orchestra opened at the Blue Room to take the air over WVL, WSMB and WDSU. Featured singer with the show, who will not broadcast, is Ethel Shutta.

**Sign for Star Series**

KDB, the Don Lee outlet in Santa Barbara, is the latest station to subscribe to the "Your Writing Reveals" series, syndicated by Star Radio Programs. The Condon Co., Inc., Advertising Agency in Tacoma, Washington has also ordered the series, to be sponsored by Mueller-Harkins Motor Co. on KVI, Tacoma.

**Jack Major to Emcee Benefit**

Jack Major has been set to emcee a special charity show to be staged by the Army Daughters of the U. S. Army Saturday evening at Governors Island, N. Y. Theresa Wilson, CBS publicity staff is in charge of the talent. Others set to appear include Alice Cornett, Howard Phillips, Hal Davis, Jose Rey, Claire Sherman.

**OMAHA**

Don Kelley, KOIL announcer, has resigned to accept a similar post with WLS, Chicago.

W. W. Wright has joined WAAW as salesman, replacing Charles Taylor, resigned.

Foster May, WOW announcer, and Mrs. May are taking a two-week vacation trip to Cuba.

Jimm Mogg, Gus Sindt, Andy Martin and Galen Williams, last with KSAL, Salina, Kan., are now on several WAAW programs.

**COMING EVENTS**

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

**"QUOTES"**

"The crying need in radio today is for better writers. Too many unsuccessful pulp-magazine writers and hacks are writing radio scripts; they get by, but how many people would use their radios if there was a charge for each program tuned in? But radio will not get better writers until sponsors are willing to pay more. A playwright works on a play three months, and then takes a trip to Europe; a script writer works all year 'round and he's lucky if he can see a baseball game.—BRUCE KAMMAN.

**DO YOU KNOW**

Banjoist Mike Pingatore on the Chesterfield show with Paul White-man has been with the band longer than the maestro, having come 15-minutes earlier than Paul to the first rehearsal.

Benny Venuta is the only performer who broadcast from New York and Hollywood on the same day. She started the program early in the morning in Hollywood and flew to New York, completing the broadcast that same evening.

## PHILADELPHIA

Herbert J. Tilly, chairman of WFIL board, will be honored by NBC when several of his compositions and the Strawbridge & Clothier Chorus which he founded are featured on "Music is My Hobby".

Shell Oil, after a 13-week trial of "Curiosity Court", has renewed program indefinitely over WIP.

Allan Kennedy has resigned from KYW announcing staff and is replaced by Dan Munster of WCAE, Pittsburgh.

Kerby Cushing, KYW sportscaster, becomes publicity director of Villanova College.

Jack Barry has left WIP announcing roster.

Temple Bailey, noted novelist, will be guest of Annabelle Adams on her WIP "Homemakers' Club" on March 8. Miss Adams will be guest speaker at monthly tea of Penn Athletic Club women's group on Friday.

Clarence Fuhrman and his WIP staff will play for tomorrow's ice carnival at National Education Ass'n convention in Atlantic City.

Kay Cavender will appear in the script she wrote for WFIL's weekly feature, "Famous American Women of Yesterday."

"In Old Vienna," WIP's latest musical revue, features the singing of Lee Taylor and Evelyn Russell.

The "Melody Arcadi" is back on KYW and will feature the songs of Bonnie Stuart with the studio band and a mellerdrummer written by Norman Sieckel, which features Edythe Roday and Jane King.

Dave Tyson will conduct WFIL's newest program, the "Lone Ranger Safety Club."

"Noontime Revue," now heard over WIP five times weekly, features Mary West, Evelyn Russell and Paul Titus, together with Clarence Fuhrman's studio band.

Joe Lewis returns as conductor of KYW "Nocturne Program," twice weekly.

Don Martin, WFIL announcer, was wed to Peggy Lockhardt the other day.

Ben Alley is back over WCAU with his regular broadcasts after an appendectomy.

"Whistle While You Work" is the name of a new revue over WFIL, headed by "Uncle Jim" Willard.

Peggy Morgan, heard over WPEN with her songs, is now being piped to WOY, New York.

Bill Lang returns to KYW in a weekly newscast.

## ONE MINUTE INTERVIEW

BENAY VENUTA

"The most important 'must' in a singer's daily life is practice. A singer's voice cannot be laid aside and forgotten during times it is not in use. It must be used and diligently trained every day in order to assure tone and control. Even a single day's neglect will be noticeable at the next day's practice, and will at times produce tiny imperfections that take days to correct."

## ☆ Coast-to-Coast ☆

**P**RESENTATION of a heroism award to four-year-old Robert Pine, believed to be the youngest person ever to receive a citation for heroism, was aired by WTAM last Friday night. Medal, given by Spangbaker's Original Junior Safety Police Club program, was presented by Mayor Harold H. Burton in recognition of Robert's action in quickly spreading the alarm when he discovered four persons overcome by carbon monoxide gas in a playmate's home. Incident was dramatized also during a full-hour show observing Spang's 50th year in business and its eighth year on the air over WTAM.

Glenn Darwin replaces Felix Knight as vocalist tomorrow and the following Thursday over NBC-Blue at 1:45 p.m. Knight has other commitments. Both Darwin and Knight also will be heard on Walter Damosch's "NBC Music Appreciation Hour," with Knight booked for March 4 and 11, and Darwin on March 11.

Gertrude Goldberg's "The Goldbergs," back on the air only six months after an absence of almost two years, is understood to be already rating tenth among all daytime shows up to 6 p.m. The author has placed Stefan Schnable, whose father is the celebrated musician, Arthur Schnable, in the cast of the serial.

Richard Bonelli will be among the celebrities taking part in the Girl Scouts anniversary broadcast over NBC-Blue network at 6:36 p.m. March 12. The anniversary also will be celebrated by a broadcast over CBS at 3:30 p.m. the same day.

"The Jewish Philosopher," being sponsored by Carnation Milk Co. in a five-weekly quarter hour over WFAB, 1:30-1:45 p.m., is developing quite a following in Jewish circles. He replies to letters received from listeners about their personal problems.

Sir Harry Lauder's broadcast from England on March 18 will be heard over NBC-Blue network at 4:15-4:30 p.m. Sir Harry will appear with the BBC Variety Orchestra, directed by Charles Shadwell. The appearance has been arranged by BBC.

After being off the air several years, "Slumber Boat" is heard again weekly at 9:30 p.m. Fridays on KOIN, Portland, Ore. Featuring a mixed quartet and soft melodies by a selected instrumental ensemble, the show is written and announced by Johnnie Walker, KOIN production manager, who announced the original "Slumber Boat." Walker also wrote and announced the "Isle of

Dreams" on the CBS network several years ago.

Joe Higgins, assistant to Richard O'Dea, in charge of the "Dance Parade" on WNEW, was married Sunday to Rita Schmidt.

A direct broadcast from Hawaii to England will take place March 9. The program, originating in Honolulu, will be heard over NBC-Blue network in this country at 3-3:15 p.m. and short-waved to BBC via W3XAL, Bound Brook, N. J., W2XAD, Schenectady, and W8XK, Pittsburgh. John F. Royal, NBC vice-president, and Felix Greene, NBC representative in the U. S., arranged the broadcast.

Tim and Irene will celebrate their 16th wedding anniversary tomorrow, just eight days before they go on the air as the featured comedians of the "Royal Crown Revue" over NBC-Blue Network.

Ruth Russell, radio song stylist, currently vocalizing at the Village Brewery, features her amusing impersonations of well known radio singers.

## KANSAS CITY

Webb Witmer, WDAF announcer, unable to do his regular trick due to serious illness of his father.

Al Stine is sharing WHE publicity duties with Nelson Rupart.

KCKN will supply entertainment for three-day Food Fair sponsored by Daily Kansan in K. C., Kan.

C. E. Salzer, KXBY and First National Television chief engineer, is back from the east, where he bought new television equipment including iconoscope and a kenescope.

Sponsored by a group of merchants and promoted by The Daily Kansan, KCKN will air a series of "Search Party" treasure hunts, with final roundup on stage of Memorial Hall in connection with the Food Fair. Owen Balch will conduct the program.

Jerry Burns, KXBY sports authority, is staging a limerick contest in connection with his Listerine Brushless Shave commercial.

## WRVA, Richmond

Louise Homer Stires, soprano daughter of Mme. Louise Homer, is presenting a weekly recital series, accompanied by Jessie Weyland Day, pianist.

Holland R. Wilkinson, singing evangelist of the "Sunshine Hour", celebrates 11th anniversary on WRVA March 28.

Charles Houston, columnist, is airing a human interest interview series with members of Virginia legislature.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

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



Columbus 5-7366-7

Mr. Earl Thomas  
Henry Souvaine, Inc.  
30 Rockefeller Plaza, N. Y. C.

Dear Mr. Thomas:

A program is only as good as its producer. The shows produced under the banner of Henry Souvaine, Inc. have been maintained at an unusually high standard.

Your recent appointment as general manager of one of radio's most successful production firms is consistent with the high quality of programs originating in their offices.

A man in your position is well aware that air check recordings play a role of tremendous importance in planning, preparing and balancing a radio program. An excellent program needs the best in recording. The best in recording is as near to you as your telephone.

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 43

NEW YORK, N. Y., THURSDAY, MARCH 3, 1938

FIVE CENTS

## CBS Opening Door to New Talent

### Looking On ... AND LISTENING IN

#### COMMERCIALS

There has been some improvement in radio commercial copy lately, but too many of the sales talks are still employing the technique of slamming competitive products.

It reminds us of a white-collar medicine man who is practicing in a Times Square store room.

He sells a "nature's" hair shampoo with a sales talk devoted almost entirely to knocking nationally advertised soaps. The only reason the public buys those products, he says, is because they have been sold by clever slogans.

The med man's arguments sound very convincing except for the fact that on the same platform with him is a blonde in a sweater, short trunks and bare legs up to here—who, as a come-on for the yokels, beats a mere picture of that schoolgirl complexion.

#### EDUCATION

Quite a number of polls conducted by radio editors around the country among local dealers have designated "Professor Quiz" as the "most educational program".

This seems to be as good a cue as any for the guidance of those who are directing educational features.

It must be borne in mind that the radio audience is not seated in a school-room under discipline that compels attention, but must be held by the nature of the program.

#### CIVIC SUPPORT

Nora Stirling, the radio actress-writer-producer, believes that there would be more worth while programs on the air if organizations like the General Federation of Women's Clubs would actively promote them, somewhat the same as they get behind good films.

As there is only so much radio time available each day, every desirable program that's put on keeps an undesirable program off. —D. C. G.

#### Webster Tells 'Em

Hartford—Answering a squawk from a listener who said WDRC announcers pronounce the city's name either Hautford, Hottford, Hartford or Hartford instead of Hartford, station brought out Webster's, which says: Hartford—"a" as in arm, "e" as in maker. Listener apologized that he never thought of looking it up.

### TOSCANINI TO CONDUCT 3 MORE ANNUAL SERIES

A verbal agreement calling for 20 concerts a year for a three-year period has been reached by NBC officials and Arturo Toscanini, who concludes his first NBC series next Saturday and sails for Europe the following week. Eleven concerts were heard this year. Next session will start early in October and run 20 weeks. Concerts this year have

(Continued on Page 3)

### Carl Burkland Is Named Sales Manager of WCCO

Minneapolis — Carl J. Burkland, former assistant sales manager of WCCO, has been promoted to sales manager, it is announced by Earl H. Gammons, general manager. Burkland has been on the WCCO staff since 1929, starting as an announcer.

### Pete Nelson Resigns As B-S-H Time Buyer

Chicago—F. P. (Pete) Nelson, radio time buyer for Blackett-Sample-Hummert, has resigned effective March 15. Jack Laemmar, recently appointed assistant buyer, succeeds him.

### KMBC Signed to Promote K. C. Commercial Expo.

Kansas City—Annual International Food Fair staged by K. C. Retail Grocers Ass'n in Municipal Auditorium, March 13-19, will promote attendance via KMBC, with an amateur contest to be presented twice on opening Sunday and nightly thereafter. Eddie Krause will emcee the show and assist Jimmie McConnell, head of KMBC Artist Bureau, on production.

Besides amateur show, complete package sold the sponsors of expo. includes airing of daily quarter-hour preview of night's amateur talent and spot announcements publicizing contest. KMBC also has been designated official radio station of the food fair

(Continued on Page 6)

### Pacific Borax Renews

Pacific Coast Borax has renewed "Death Valley Days" for an additional 13 weeks effective April 1. Program is heard over an NBC-Blue network of 23 stations, Fridays, 8:30-9 p.m. McCann-Erickson is the agency.

### Need of Fresh Personalities, Available Sustaining Time, Also Bring Manager Recognition

#### Sticks to Guns

Augusta, Ga.—While at the WRDW mike delivering a sponsored newscast. Commentator James Davenport became aware of a sickening odor in the air. Cautiously glancing around, he saw the rubber tubing from gas line had been kicked loose. As he had only five minutes to go on his broadcast, Jimmy decided to stick it out. He just made it—being carried out right after concluding the commercial plug. A few minutes of fresh air put him back on his feet.

By M. H. SHAPIRO

Associate Editor, RADIO DAILY

Radio being overdue for a new and additional crop of personalities, coupled with the fact that within the next two months considerable time will again be open for sustainings allowing the build-up of artists, the CBS artist bureau has adopted a policy of open house under the new regime of Herbert I. Rosenthal, recently placed in charge of the department. Rosenthal has also reverted to the policy of personal manager recognition.

On the latter score, it is his opinion that only through experienced talent

(Continued on Page 7)

### AFM EXECUTIVE BOARD POSTPONES DISK PARLEY

Executive Board of the American Federation of Musicians will not meet with the transcription and phonograph record men today as originally planned, but will arrange for a conference to be held next Monday. The Board meanwhile will take up matters apart from the transcription license question. As stated yesterday

(Continued on Page 2)

### Celler to See McNinch On Government Station

Washington Bureau, RADIO DAILY Washington—Congressman Emanuel Celler, sponsor of the House measure for a government radio station, told RADIO DAILY yesterday that he would have a further conference with FCC Chairman Frank R. McNinch within the next few days to advance the measure. He will also discuss with McNinch the strategy which President Roosevelt's international broadcasting committee will adopt in broadcasting, particularly to Pan-American countries.

### WIBW on at 4 A.M.

Topeka—WIBW, local Capper Publications station, went on a new summer schedule Tuesday by starting at 4 a.m., against 4:55 a.m. previously. Transcriptions are aired at 4-4:30 a.m., when Roy Faulkner ("Lonesome Cowboy") comes on with his guitar.

### TWO IDAHO STATIONS BEING ADDED BY NBC

NBC will add KSEI, Pocatello, and KTFI, Twin Falls, Idaho, to its networks on or about March 15. Stations, which will be available to either Red or Blue, bring network total to 146.

### Lever Renews for Year With Added Outlets

Lever Bros. (Rinso-Lifebuoy) has signed a renewal of the Al Jolson program for an additional 52 weeks effective March 22. Program heard Tuesdays, 8:30-9 p.m. over a CBS network of 76 stations, is expected to add more outlets when renewal becomes effective, but as yet no stations have been signed. Ruthrauff & Ryan has the account.

### Page Floyd Gibbons

Rochester, N. Y.—WHAM, the Stromberg-Carlson station, has one of the latest programs on the air in the person of Frank Silva, sportscaster. During his nightly chat, Silva burns the air at 200 words a minute. When he's really in a hurry, he raises the speed to 250 words per minute without tangling his tongue.



Vol. 3, No. 43 Thurs., Mar. 3, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, Mar. 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	137 1/4	136 1/2	136 1/2	— 1/2
Gen. Electric	41	40 3/4	40 3/4	— 1/4
RCA Common	6 1/2	6 3/4	6 3/4	— 1/8
RCA First Pfd.	52	51 3/4	51 3/4	— 1/4
Stewart Warner	9 1/2	9 3/8	9 3/8	— 1/8
Westinghouse	97	95 3/4	95 3/4	— 1 1/2
Zenith Radio	16 3/4	16	16	— 3/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16 1/4	16	16	+ 3/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5 1/4	6 1/4

### Charles Stahl Not in Deal

Philadelphia—Recently reported sale of WJBG, Glenside station, is understood to have fallen through, and Charles J. Stahl, who was supposed to have been included in the deal with Paul Harron, says he had no connection with it. Stahl is in the radio advertising and program business here. WJBG continues under ownership of Joseph M. Nassau.

### Bob Crosby Replaces Kyser

Chicago—Bob Crosby, swing bandleader, will replace Kay Kyser and company at Blackhawk and over Mutual on March 30, Manager Otto Roth has announced. Kyser crew goes to New York to air "Kyser Kollege of Musical Knowledge" over NBC-Red.

### Joins NBC Tele Staff

Edward Padula, recent Yale graduate, has joined the NBC television staff as a production director. He will work on ideas for programs.

**Jules Hamburg**  
—INSURANCE—  
Insurance Specialists to the  
Radio and Music Industries  
John 4-2800 Beckman 3-0375  
80 JOHN ST., NEW YORK

## ☆ Programs That Have Made History

### WJBK's "Polish Varieties"

IN keeping with its policy to provide entertainment for all types of listeners, WJBK, Detroit, has been extremely successful with foreign hour programs.

Probably the outstanding of all the foreign groups (Italian, Jewish, Polish, German, Arabic) is the "Polish Varieties" program.

This program has a vast listening audience because of the high standards maintained in producing it. The director, Walter Leskiewicz, recently celebrated his 25th anniversary of radio, stage and screen productions—and on this occasion over 5000 people paid admission to a special broadcast held in downtown Detroit at the Wilson Theater.

Leskiewicz, a pioneer in the theatrical and radio business, was immediately successful with his first "Polish Varieties" program over WJBK. First came the radio drama. Then, added to this, news, popular singers and an orchestra; until now "Polish Varieties" has more actual entertaining variety in it than has any other program in Detroit.

There is a reason for this however, for Leskiewicz has devoted his career to Polish entertainment. In 1929 the Polish government, through Marshall Joseph Pilsudski, bestowed the Cross of Merit upon him for his

work in the Polish field in America.

This achievement led to radio work. Thus was born the "Polish Varieties" program on WJBK.

During the summer of 1937, Mr. and Mrs. Leskiewicz traveled through Poland. While there they sent daily reports of current events and happenings. These reports were broadcast daily on the "Varieties" program. A "Versed Travelogue" of cities, churches, ancient ruins and miscellaneous events were included in the broadcasts. Later the reports were gathered into book form—the first book of its kind about Poland that has ever been published in the United States.

In appreciation for this fine work, Mr. and Mrs. Leskiewicz, upon their return from Poland, were awarded special medals (in a special broadcast at Orchestra Hall in Detroit) for their outstanding radio work.

"Polish Varieties" along with WJBK's other fine foreign language programs which include Jewish, Hungarian, Ukrainian, Russian, Lithuanian, Arabic, German, Italian (and special Negro shows) has set a standard of production, showmanship and listening interest that has made WJBK one of the foremost foreign language stations in the country.

### WAAF's "The Hoosier Philosopher"

THE Hoosier Philosopher recently celebrated his 1,700th broadcast over WAAF, the Metropolitan Station, in Chicago. In real life the Hoosier Philosopher is G. Carleton Guy, but so completely has he assumed the imaginary characteristics of the slow-talking, thought-provoking and independent-thinking old commentator whom he brings to life

each week-day at 1 p.m. that to station staff he is simply "the hoosier." To thousands of listeners he is an indispensable daily challenge to clear, unbiased thinking. His weekly mail pull is just average, almost invariably from those who disagree with some particular item in his daily analysis of the news, but on a trial request for written response he equalled any other station feature in quantity.

The Hoosier Philosopher talks over the day's news for 15 minutes with the theoretical "Nick" (he takes both parts himself); locale is the mythical town of Hope Blossom in Indiana. No controversial topic is shunned, but station disclaims all responsibility for his remarks. The Hoosier Philosopher gets more bricks than posies; another fact that attests definitely to his ability to make people listen—and start thinking. Program has run uninterruptedly for six and one half years, with rare time changes.

### AFM Executive Board Postpones Disk Parley

(Continued from Page 1)

day, the license language is being redrafted. Between now and Monday the Board will be open for conferences with network or other radio people if they so desire.

Philip G. Loucks, special counsel to the NAB Executive Committee and acting head of the organization, is expected to arrive in New York today to confer with the Executive Board relative to the small independent stations and their problem in regard to hiring additional musicians. Loucks is expected to make a plea for a conciliatory attitude on the part of the AFM in dealing with such independent outlets as may be later forced to hire musicians.

### Graves Taylor Opens Office

Graves Taylor, formerly of WGAR, has opened a new public relations and industrial publicity bureau under his own name in the Hotel Statler.

## COMING and GOING

JASCHA HEIFETZ and his wife sailed yesterday for Europe aboard the Normandie.

RAY LEV, concert pianist, left for Europe on the Normandie.

BOB GOLDSTEIN returns from Europe Monday. TED HUSING returned from a Florida vacation yesterday.

GOLDEN GATE QUARTET arrive in New York today from Charlotte, N. C., for rehearsals in connection with the Nehi show.

CRAZIELLA PARRAGA, Havana socialite singer-composer, is back in New York preparing for her radio debut. She visited Havana recently to get material for her broadcast.

BILL BURTON of Rockwell-O'Keefe leaves today with Vive-Anne Hulton for Toronto. She will appear in the Ice Carnival there.

## THE INQUIRING REPORTER

### THE QUESTION:

What station reaches the New York market (the richest in the world) most effectively and economically?

### THE ANSWER:

Jimmy Jemail, "The N. Y. Daily News Inquiring Reporter", whose street interviews are broadcast over WHN on Monday, Tuesday and Wednesday at 6 P. M.:

"There's only one answer—WHN! And I ought to know, because I believe that I come into closer contact with the people who make up that market than almost anybody else in town!"



(Advertisers will recognize that Jimmy Jemail's program appeals to the broadest possible market in all New York—the man and woman in the street—the day-to-day buyers of all sorts of commodities. His N. Y. Daily News column is read by 3 million people every day. . . . Inquiries are invited.)

**WBG All the News!**  
**GREENSBORO All the Time!**  
N. C.  
George P. Hollingbery Co., Nat'l Repr.

**W·H·N**  
DIAL 1010

1540 Broadway, New York City

### Toscanini to Conduct 3 More Annual Series

(Continued from Page 1)  
been aired over combined NBC networks on 182 stations.

Programs will be continued presumably on a sustaining basis. Toscanini was reported to favor a return to the network shortly after severing connections with Salzburg Opera, but official agreement was not reached until early this week.

#### Cunningham to Testify

Washington Bureau, RADIO DAILY  
Washington—E. T. Cunningham of New York, former president of RCA Mfg. Co., will testify this morning when hearings resume in the Senate office building on the Borah-O'Mahoney federal licensing bill. It is understood Cunningham will attack the measure as unsound.

#### Irna Phillips' Fourth Serial

Irna Phillips, who already is author of the current "Guiding Light", "Road of Life" and "Woman in White", is formulating a fourth serial which will star Irene Wicker ("The Singing Lady"). Script is now in preparation and will be presented to sponsors in the spring.

#### Dickering for Ballard Show

Three sponsors are understood to be after the "College Composers" radio show prepared by Pat Ballard, music editor of College Humor. Program digs up collegiate 'Hoagy (Star Dust) Carmichaels' and gives their works to the world.

#### Dell and Hamory Renewed

Binghamton, N. Y.—Dell and Hamory's option has been taken up by the Community Lounge and Bar here for an indefinite period. They recently filled engagements at the Biltmore Hotel, Providence, and Club 18, New York. Handled by Meyer Davis' Music.

#### Deanna Durbin Reception

A reception to Deanna Durbin is being given this afternoon at 5 by Universal Pictures at the River Club on East 52nd St. Al Appolon, nephew of Dave Appolon, has been engaged through CRA to have his orchestra on hand for musical entertainment and dancing.

#### Bob Rogers Joins WSAL

Salisbury, Md. — Robert "Bob" Rogers, formerly at KNX, KFAC and KOY in the west, recently joined the WSAL announcing staff here.

#### Richman Joins Alber

Howard Richman has become associated with the David O. Alber Publicity office, effective immediately.

## RECORDINGS

Call BRINCKERHOFF  
FLAZZ 3-3015

## NEW PROGRAMS—IDEAS

### WHN's "Idea Exchange"

This one bows in Saturday over the New York station, dedicated to the proposition that a lot of people have ideas and should be allowed to talk about them outside the family circle. So from 8:30-9 every Saturday evening, they will. For the initialer, someone will suggest marriage buttons to distinguish a hearty soul from a married one; someone else will suggest penny-a-day lotteries to make people rich; still a third person will recommend insurance whereby the Girls from the Country can come to the Big Cities regularly. There are others, too. Arthur Daly and Howard Merrill will handle them.

### WOL Mystery Drama Tieup

In a tieup with Canadian National Steamships and the Washington Herald, WOL in Washington this week started a mystery thriller, "The Trial of Baron von Blau", with prizes to the best "verdicts" by "jurors". Ronald Dawson, dramatic director of WOL, is authoring and directing the presentation, which employs a large cast. Announcer on the program is Stephen McCormick.

Advance publicity in the Herald included a full page of stories and pictures, with by-line articles handling the "case" in the style of an actual murder trial.

### WCOA Music Store Series

Local retail music stores have long realized the effectiveness of radio as a goodwill builder and advertising medium but many stores have stayed off the air because of the lack of program ideas that fit in with their particular needs.

WCOA, CBS outlet in Pensacola, Fla., is broadcasting a weekly half hour for the Reynolds Music House, local store, that is not only proving unusually popular with the public but is creating goodwill for the sponsor among local music teachers and parents of talented children.

The program is broadcast each Saturday night at 8 o'clock direct from the large show windows of Reynolds store. The advanced pupils of local music teachers are featured on this program, and the public is invited to witness the broadcast from the floor of the store.

Every music store depends upon the cooperation and goodwill of local music teachers. Teachers in most

### WBIG Singer Puts Off Films

Greensboro, N. C.—Though she has received a film offer, Peggy Gordon has decided to stick to her singing at WBIG while she continues her studies and acquires more experience. The local girl has been attending Woman's College, where she is now studying voice under Paul Oncley. Miss Gordon is heard on the "Golden Quarter Hour" for Duke Power Co. three times weekly.

cases advise their pupils on the type and make musical instruments to buy, and their recommendation is important to the store. The WCOA program enables the teachers to receive publicity, and encourages their pupils by appearing on the air. Parents of the pupils appearing on the program are naturally grateful to the store for providing the opportunity. Results have been unusually good for the sponsor in not only goodwill but in sales directly attributed to the program.

### WSAL "Kiddies Frolic"

WSAL "Kiddies Frolic," Saturday matinee offering over the Salisbury, Md., station, brings youngsters under 15 before a microphone on the stage of the Arcade theater for a half-hour of contest performing before the start of the regular show. Drug chain is sponsor, and promotions, handled by station manager J. Roy McLennan, who sold the show, include soda-fountain and window displays and a projected "Parent's Day," when mamma and papa may entertain the children. Deane S. Long, program director, emceed the proceedings. He calls himself "Captain Rex." The piano-accompanist calls himself "Uncle Billy." Audience applause determines the winners.

### Bull Durham ET Series Set for South and West

American Tobacco Co., for Bull Durham tobacco, has signed Louise Massey and the Westerners for a series of transcriptions to be heard throughout southwest and midwest. Programs will be 15-minutes, aired three times weekly. Starting date and station list not yet set. Program marks the first time product has been plugged on the air.

Ed Wolf Associates handled deal with Lord & Thomas agency.

### WINS Rushes to Fire

Within three minutes after the outbreak of a fire in Proctor's 58th Street Theater, WINS yesterday had slung its cables and was on the scene with a description of the blaze, a block away from the studios. Bill Harding and Don Dunphy of the announcing staff had the assignment.

### Opera Series Ending

NBC broadcasts of the Metropolitan Operas, heard Saturdays at 1:30 p.m. will fade March 19. The past season marks the first time in a number of years that the series was aired as a sustaining feature. Program will probably return to the air Christmas Day.

There's Only One Radio Station  
in Bay City-Flint-Lansing  
-Jackson-Battle Creek-  
Kalamazoo-Grand Rapids  
.....These, plus—  
**DETROIT**  
WXYZ (Key Station)  
comprise the



MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION
DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative

## AGENCIES

CHICAGO FEDERATED ADVERTISING CLUB will open lecture series March 14 covering radio advertising and other aspects of advertising. Committee members include Knox Armstrong, Wilson Brothers, chairman; Marvin Harms, Young & Rubicam; William Aron, Stewart-Warner; Emmons Carlson, NBC; Lewis G. Cowan, publicist; Laura Johnson and Helen Vance, Daily News.

RALSTON H. COFFIN has been appointed advertising and promotion manager of Carstairs Bros. Distilling Co. and will work in conjunction with Lennen & Mitchell Inc., the firm's advertising agency.

VINCENT REILLY, formerly with Benton & Bowles, has joined D. H. Ahrend Co. Inc. in the creative sales department.

McCANN-ERICKSON has acquired the Royal Baking Powder account from Standard Brands.

## Allis-Chalmers Spot Additional Programs

Chicago—In addition to "Family Party" being started March 12 on NBC-Blue, Allis-Chalmers has started two weekly quarter-hour shows on WORK, York, Pa., KFH, Wichita, Kan., and WEBQ, Harrisburg, Ill. Six weekly ETs also being used on KGLO, Mason City, Ia.

## WMBH Promotes Smart

Joplin, Mo.—Everett Smart is the new assistant manager at WMBH. He has been with station since last November and also served there two years ago, after which he was in newspaper and advertising work.

Billie Ruth James, secretary, has returned to WMBH offices after an appendix removal.

## NEW BUSINESS

WIP, Philadelphia: Barr's Jewelers, "Five Star Final", renewal; Varady of Vienna (cosmetics).

WOR, New York: Doyle Packing Co., Steve Severn's "Pet Club of the Air."

WTMJ, Milwaukee: Krier Preserving Co., "Question Bee" with Bob Heiss, through Olson-Kelly Advertising Agency.

WHN, New York: Chevrolet, ETs, renewal, through Campbell-Ewald.

KFRU, Columbia, Mo.: Earl May Seed Co., program, through Presba, Fellers & Presba; Archias Seed Co., announcements; Gardner Nurseries, ETs, through Northwest Advertising Co.; Interstate Nurseries, programs.

WESG, Elmira: U. S. Rubber Co., Ben Bernie program.

## LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● Thinking Out Loud (and sometimes talking out of turn)—For the past six weeks or so (in fact, since Jan. 17) we've been listening to Doris Rhodes warble through CBS and have taken particular pride in her work. Seems that immediately following her debut, we wrote a "Personal Postcard to William Paley" noting that a "star was born over at your place last night".... With every performance she delivers, Miss Rhodes makes us feel that she's the best thing we've bet on since Man O' War. Especially last week when she sang "Please Be Kind," a torchy thing.... While dining recently with Rocco Vocco, Mose Gumble and Jonie Taps at Guy Lombardo's, talk switched to Guy's music interests—the Olman Music firm. They are publishing the songs of Brother Carmen—and, as is commonly gibbed about town, publishers have two sets of auditors' books—one for their own use—and one for the writer's investigation.... Well, Guy relates that he just instructed the bookkeeper to start a new set of books—just for Carmen.... Wonder what his X-N. Y. friends think about Eddie Cantor's producer Vick Knight, who is here with the troupe. He is sporting grey pants, dark blue coat. GREEN hat—with a feather, brown suede shoes, yellow and orange plaid hose—and SMOKED GLASSES.... Betcha they can remember when he was like Paul Munroe—and had pants that matched his coat!

● ● ● Elizabeth Hart, who does a show via WORL, Boston, had to come to N. Y. a few days ago and asked Marlon Clark, also of the WORL staff, to pinch-hit on the air.... Well, it seems that Miss Hart reads a few names from the phone directory over the air and if the person's name is read and they call her at the studio pronto—the caller receives a bouquet of fresh flowers.... In view of the unusual part in the show, Miss Clark was rather skeptical about the telephone business, thinking that Elizabeth used the names of friends for this stunt. However, she called a name in the "Q's" one day and one in the "Z's" the next.... Imagine her surprise when, not only did both parties call the studio, but two answered under "Z" tag—one claiming it was her maiden name and if she wasn't entitled to the flowers too.

● ● ● The other sundown at the Casa Manana where Abe Lyman must use some "hocus-pocus" to get artists to appear for nothing, we witnessed the unusual in show business. Sitting with Louis Sobel, Hy Gardner and Dr. Michel, we watched the celebrities step to the stage and do their turn. There were many marquee-names appearing but it remained for two members of Benny Davis' Star Dust Revue to get up and tie up the proceedings like never before. One was a little girl, Margie Knapp, singing a grand arrangement of "Alexander's Ragtime Band," and the other a boy, Robert Baxter, doing a medley of Nelson Eddy tunes. Guess the top-notchers felt a little embarrassed over the reception given the youngsters—who merited the applause and bravos not because of their tender ages—but because of their big-time delivery.

● ● ● Thinking about Miami, reminds us of a tale that Martin Wales of WIOD related when we were there. Seems that whenever there's a hurricane (not produced by Goldwyn) down there—and there are a few every now and then—the studio announcers encounter a great deal of difficulty with their scripts. The air-conditioning system seems to function the wrong way. Recently, one wordslinger was rather brave, attempting to read a commercial from his script—which had been blown to the studio's ceiling—and the intake, being greater than the output, kept the papers fastened to the top.... Just glanced through a copy of "Rural Radio" and got an awful bang out of reading the wise-sayings of our old pal, Col. Lambdin Kay of Atlanta's WSB—and don't mind saying it was well.... Also glad to see that Harold V. Hough, the "Hired Hand" of WBAP, will be a regular contributor.... Hal Davis, former CBS page boy, lifted to the press dept., is now in charge of the night desk—which is the way it should be!

## GUEST-ING

JACKIE COOPER and JOHN PAYNE, film players, on George Jessel program, March 6 (Mutual, 8 p.m.)

E. E. CLIVE, on Peg Murray-Ozzie Nelson show, March 6 (NBC-Blue, 7:30 p.m.)

TEDDY HILL and orchestra, on RCA Victor program, March 5 (NBC-Blue, 8 p.m.)

JOSE ITURBI, on Ford Sunday Evening Hour, March 13 (CBS, 9 p.m.)

KARL SWENSON, opposite the Gish sisters on the Kate Smith hour, tonight (CBS, 8 p.m.)

## WTMJ, Milwaukee

Henry Siemon, ventriloquist, took his "little pal, Archie," out of the valise long enough to guest with Heinie and His Grenadiers on their Alka-Seltzer show.

Sue Archer, formerly Mary Agnes Donahue, rhythm singer, has her own tri-weekly program, "Sue Archer and Her Rhythm."

Nancy Grey, commentator, is back from a flying trip to glamour centers of the west, and is using her new material on a new daily program, "Westward Ho."

Bill Evans, emcee who helped the Junior League present "What's New In Milwaukee" during Nancy Grey's absence, received a handsome pair of embroidered satin shoes for his three-months-old boy from girls of the league.

Jimmy Wilkerson, chief transcription man, joined the army of new WTMJ fathers. It's a boy.

Heinie is conducting a "radio recipes" column in the Sunday Milwaukee Journal, tied up with daily broadcasts of his Grenadiers.

Russ Winnie, sports commentator, gave an eye-witness account of the Wisconsin-Indiana basketball game from Madison.

## FCC ACTIVITIES

EXAMINER'S RECOMMENDATION  
Zenith Radio Corp., Chicago, CP for new television station, 42,000, 56,000, 60,000, 85,600 kc., 1 KW., unlimited, be granted.  
HEARING SCHEDULED  
April 1: KWNO, Winona, Minn., Assignment of CP to Winona Radio Service, Inc. 1200 kc., 250 watts, daytime.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE  
12:15 P. M. EST.
- SUNDAY WFAF-NBC RED  
9 A. M. EST.

Management NBC Artists Service

**PROGRAM REVIEWS**

**"YOU, THE UNSEEN JURY"**

Morris Plan of N. Y.  
WEAF-Tuesdays 7:30-7:45 p.m.  
Gotham Advertising Co.

**CRIME SOLUTION PROGRAM NOVEL IN TREATMENT AND PROVIDING GOOD DRAMATIC ENTERTAINMENT.**

Morris Plan Industrial Bank of New York is presenting a quarter-hour show designed to get away from the presumption that a bank must use some kind of a highbrow idea when it advertises. In this instance, dramatizations are offered wherein a crime is committed and the listeners are given an opportunity to solve it and pick the guilty one.

"Previews" of the story and synopsis are available at both Schulte cigar stores and branch offices of the bank. Photographic evidence is also given. At the conclusion, after the listener has had sufficient time to decide upon a solution of his own, Roy Post, criminologist comes on and gives the correct answers and explaining why.

Scripts by Howard Warwick are clean-cut and well written. Milton Cross lends dignity as the announcer.

Credits mention the advantages of checking accounts where small balances are permissible; also the availability of funds for borrowing for home or business. At the finish a femme voice joined in the commercial. Cast seemed quite adequate on the dramatic end.

**"Comedy Stars of Broadway"**

This ET series in behalf of Alka-Seltzer has maintained a consistently good average in entertainment. Frank Crumit as emcee sets a lively and genial pace, and selection of guest stars has been favorable. When caught Tuesday night at 8:15 on WOR, guests included the comedy team of Milton Douglas and Priscilla, making their sixth appearance in the series. Team has talent and possibilities exchanging gag-lines in laugh-getting style, though material on this occasion was too time-worn. Another guest was Billy Murray, singing George M. Cohan's "45 Minutes from Broadway." Crumit also did a current Cohan show number, "I'd Rather Be Right." Musical background was snappy and tuneful.

**Bob Murray**

Bob Murray, vocalist heard on various stations hereabouts, now includes a Tuesday and Thursday stint at 5 p.m. over WNEW with Merle Pitt's orchestra. He handles songs of widely varied types in a facile manner, making for altogether pleasant listening.

**PAT BALLARD-D.O.P.**

(No, it's not "DOPE." It's Doctor of Programs, and it wouldn't be polite to list the network programs, or the sponsors, or the agencies—that have called in Old Doctor Ballard to doctor scripts.)

MARK HANNA, REPRESENTATIVE

**ORCHESTRAS - MUSIC**

A SPECIAL preview hearing of a new orchestra will take place at the Swing Club, Fordham Road and the Grand Concourse, on the night of March 13 when Chauncey Moorehouse and his orchestra, featuring his N'goma drums, makes its initial appearance. Moorehouse is the inventor of the new rhythm instrument called the N'goma Drums, which is patterned on the African percussion instrumentation. It contains 15 tuned tom-toms which are used musically as well as rhythmically in the orchestra's presentations.

Cab Calloway and his Cotton Club orchestra will play 16 weeks in theaters starting March 9 at the Paramount, New York.

Ina Ray Hutton and her Melodears play one-night stands in ten theaters throughout Virginia and the Carolinas starting Saturday at the Granada, Bluefield, W. Va., booked by Mills Artists.

Ken Ellington will introduce his first complete musical score for a Cotton Club show on or about March 11.

A "Campus Club" program, designed to give local college students an opportunity to parade their talents before the mike, will be initiated by bandleader Larry Clinton on March 12, when guest stars from N. Y. U. will be presented to NBC audiences.

Zinn Arthur's network outlet has been again augmented, this time with a Wednesday night WNEW wire. He is already aired twice-weekly by WHN-WLW. Arthur will record seven new tunes for Brunswick, six of them from forthcoming musical films, and the seventh a sequel to "B.M.B.D.S.", called "Joseph, Joseph."

Bob Crosby surrenders his CBS and Mutual wires later this month when he vacates his Hotel Pennsylv-

**WHO, Des Moines**

Leonard J. Howe, formerly at WJBC, Bloomington, Ill., and KFRR, Columbia, Mo., has joined the news staff.

Faye Speir and Cleo Hoyt, musicians, return to the station after two years and are being heard in Bobbie Griffin's "Sunrise Roundup".

H. R. Gross, news editor, has a new series of business reviews, "This Business Week", sponsored by Central National Bank & Trust. J. O. Maland, v.p. of Central Broadcasting Co. and manager of WHO, introduced W. J. Goodwin, chairman of the bank's board, at the opening broadcast last week.

Helen Watts Schreiber, culinary expert, is being sponsored in a full-hour Saturday morning show, "May I Suggest", with Harold Morgan's orchestra, Georgia Lee and the Song-fellows quartet.

vanias spot to make room for Benny Goodman's return. After a brief road tour, the Crosby band will be back on the air for the same networks.

Missing from the airwaves since technical difficulties cancelled his Chicago hotel wire, Buddy Rogers embarks on a ballroom tour until March 11, when his band opens in Philadelphia's Arcadia International. His music will be aired by both CBS and Mutual networks.

Emery Deutsch has temporarily abandoned his road tour to fulfill recording commitments at the Brunswick Studios.

The CBS "Saturday Night Swing Club" will take swing fans to the Onyx Club, 52nd St. temple of molten melodies on March 5 at 6:30 in a special "Midnight at the Onyx" broadcast. The entire floor show from the Club will be featured, including Maxine Sullivan and John Kirby's musical crew.

Larry Clinton, under Rockwell-O'Keefe management, opens May 26 at the Glen Island Casino.

**WRDW, Augusta, Ga.**

"Ray" Ringson, manager, and Harvey Aderhold, chief engineer, have been passing around many new ideas since their recent return from the NAB convention.

Jimmy Davenport, program director, and Mrs. Davenport entertained members of staff at a gala housewarming in their new abode the other night.

Les Quiley was a visitor Saturday to conduct auditions for baseball broadcasts.

Engineering staff has received new short-wave transmitter, which will come in handy for the Master's Golf Tournament late this month.

**WIBW, Topeka**

Elmer Curtis, the 200-pound "H. D. Lee Reporter," passed his 600th consecutive broadcast for Lee Mercantile Co. last week. He has spied over 1,750,000 words in all of those 15-minute periods.

Karl Troeglen, head control engineer, recently became the father of a boy weighing nearly eight pounds.

The "feud" between Porter Randall and Milton Hodges on "Kansas Roundup" had to be toned down because listeners were beginning to take the boys seriously—and started to write letters defending their respective favorites.

**DON KERR**

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang

**PROMOTION**

**WCCO's Grocers Contact**

To inform local wholesale grocers in the Northwest of radio programs of vital interest to them, WCCO at Minneapolis and St. Paul is mailing a list monthly of food advertisers using the station's facilities.

Dope given to grocers includes sponsor, products plugged and name of program. In addition, the station includes complete information on special contests or other stunts that may stimulate sales of various food lines. Local, spot and network accounts all receive equal billing.

The purpose of the monthly lists is twofold: First, it is designed to keep wholesalers aware of what products are getting regular promotion over WCCO; second, to enable wholesale grocers to anticipate excessive demands for individual items which might result from special contests.

Endorsement of the plan has been unusually enthusiastic, according to station executives. Wholesale grocers feel that it gives them a closer working arrangement with the lines they carry, and enables them to shape their plans from month to month with greater accuracy.

**KSL, Salt Lake City**

Capitalizing on her recent Sun Valley visit, Gladys Wagstaff Pinney has written a radio show with the sports paradise as its locale for KSL Players. Louise Hill Howe will direct and produce.

Independent Coal & Coke has extended contract four more weeks. "Fireside Melodies" has already run 39 weeks. Lever Bros. also has renewed Al Jolson show for 52 weeks.

Dean Mitchell is guest soloist on "Fashions in Melody," new Logan Knits show.

**WICC, Bridgeport**

Bill Dukeshire, newsman, and Don Parker are new voices in "First Offender" series.

Over 1,500 invitations have been issued for the "First Offender" day meeting to be held by Sheriff Slavin at Derby's Commodore Theater on March 12 at 10 a.m.

**76 NEW IDEAS!**

For three years, STAR COMMERCIALS have led the field and are more popular now than ever. Weekly service comprises 76 Announcements covering 22 lines of business, prepared by a special STAFF of experienced (Network and Agency) writers. A complete week's supply is yours for the asking. No obligation—We rely on STAR COMMERCIALS to sell themselves to you!

STAR RADIO PROGRAMS, INC.  
250 PARK AVENUE NEW YORK CITY



**GENE INGE**, former Herald-Ex-press radio editor now conducting "Your Radio Critic" on KFWB, has been given the radio rights to all material appearing in the McFadden group of publications, which includes Liberty, True Stories and True Detective magazines. Inge will immediately produce a coast edition of "True Story Court," recently muted on Western stations by McFadden, recruiting the cast locally and releasing via KFWB and the affiliated CRS stations. The new Inge show will take the time being vacated by the current "Let's Go Hollywood" for Clairrol. Dramatizations of features in other McFadden mags will follow, with Inge authorized to enter into sponsorship deals for territory West of Denver, it was announced.

KFI is set for a new remote of Harry Rosenthal's orchestra and the South American Rhumba band currently playing at the new La Conga, on Monday, Tuesday and Wednesday nights at 11:30 to midnight, and routed over NBC Red.

Fletcher Wiley, conductor of the KNX "Housewives' Protective League" and "Sunrise Salute," received a letter Saturday from a listener in Alpine County, definitely proving that he commands an audience of 5 per cent of the radio listeners in that area. Alpine County boasts 20 receiving sets.

KDB, Santa Barbara, reports that when the Langendorf Bakeries started the serial "Phantom Pilot" on that station the advertiser's product could not be bought locally, but that there are now 30 stores handling Langendorf bread, following a 60-day campaign to create consumer demand.

Lanny Ross starts his 1938 concert tour March 17 with a return to his native state, Washington. He appears first in Tacoma, then to Moscow, Ida., Corvallis, Ore., Portland, Eugene, San Francisco, Denver, St. Louis and Salina, Kan.

Jeanette MacDonald, who is giving recognition to Bernard Klassen, young tenor, by having him as co-vocalist on Vick's "Open House" over CBS on Sunday nights, also has another protege in Diane Rochelle, Hal Roach's daughter, who wants to make good as a singer on her own.

**Lawson Zerbe**

PL 3-2600

## RADIO PERSONALITIES

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

### WILLIAM D. GEER

**WILLIAM D. GEER**, born October 8, 1905, in Galion, Ohio, was a wireless ham so far back that he had to take down a fine aerial and store away his 1/4 kilowatt transmitter when the government banned wireless during the War. After graduating from Yale in 1929, he went to work in the editorial department of TIME as a staff writer (Sports, National Affairs). A year later he was transferred to the circulation promotion department under Roy Larsen, who was then circulation manager of Time and Fortune but is now Publisher of Life. The promotion job started with circulation form-letter writing, branched into radio as Roy Larsen worked out the original "March of Time" formula.

Starting with the first "March of Time" broadcast on March 6, 1931, "Bill" Geer helped Roy Larsen on the weekly program in one way or another. Then, early in 1934 when Roy Larsen began experimenting on "The March of Time" motion picture, Bill Geer took over complete responsibility for editing "The March of Time" radio show. Since then he has worked out dramatizations of some 2,000 news events on 400 "March of Time" shows (daily and weekly). Late in 1937 his activities were extended to include work on "March of Time" movie promotion and editing, but he is still in for days and nights every week on every "March of Time" radio show. Geer lives in New York, is married, has one son, William D. Jr., and two daughters.



Was a wireless ham 'way before the World War...

### KMBC Signed to Promote K. C. Commercial Expo.

(Continued from Page 1)  
and will maintain a special booth with mike for airing several daily programs featuring interviews with exhibitors and advertisers. KMBC will also display products of those food manufacturers, who sponsor a weekly total of 34½ hours on the station.

### Jessel's Oldtimers Show

West Coast Bureau, RADIO DAILY  
Los Angeles George Jessel is reported working on a show which will feature Mack Sennett and such surviving members of Sennett's oldtime slapstick comics as may be available.

### Charlie King Back at WIP

Philadelphia—After a cross-country vaude tour lasting two years, Charlie King and his cowboys, one of radio's first hillbilly units, are back at WIP, airing five days weekly at 5 p.m. Tommy Koone, Leonard Hyde, Ray Snyder and Morris Feldman are other members of the troupe.

### New WDRC Studio Show

Hartford, Conn.—"Tea Time Revue", featuring studio talent, is a new Tuesday 4-4:30 p.m. program on WDRC. Ray Barrett, announcer, writes the show and acts as emcee. Singers include Nadine Stanley and James Martin. Jerro O'Toole, Al Odell and a string ensemble directed by Joseph Blume also are in the lineup.

### FCC Examiner Approves Zenith Tele. Application

Washington Bureau, RADIO DAILY  
Washington—Zenith Radio's application for permit to build a television station in Chicago has received favorable action from the FCC examiner, who has recommended granting the request.

### Radio Assures Boat in Distress

Pensacola, Fla.—Messages broadcast by WCOA, telling them that help was on the way brought encouragement to a captain and his crew of 12 men on a sinking smack and kept them from deserting the boat when it sprung a leak during high winds and rough seas. Captain Leonard Givens and his crew stood by the Maude F. Silva, down on Campeche snapper banks, until another vessel with equipment arrived. The boat sprung a leak shortly after arrival at the banks and was taking water so fast that the crew kept it afloat only by the use of hand pumps. Suddenly a small radio on the craft brought the voice of a WCOA announcer telling the weary and hopeless men that help was on the way. Captain Eric Anderson, master of the Starland, arrived later with equipment to help the stricken vessel.

### CARL BIXBY

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

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



**QUIN RYAN**, WGN manager and broadcaster, returns from Florida vacation this weekend.

Edgewater Beach goes off the air Saturday, terminating its contract with CBS. Orrin Tucker has been playing from the spot.

Lee Sims and Flomay Bailey have returned to Chicago for visit and vacation.

Gene Walsh, formerly with JJD Melody Kings, now featured as sax player with Hal Kemp's ork at Drake Hotel.

John Flynn, youngest son of Bess Flynn is isolated in hospital with scarlet fever.

Attilio Baggione, Mutual tenor, will give concert at Municipal auditorium, Fort Worth. All 2,800 seats sold out already.

Ken Ellington, WBBM-CBS special events broadcaster, has rediscovered a sister—or rather she found him—after a separation of more than 15 years. She is Edith Ellington Beckett of Kirkwood, Ill. She recognized his voice on a WBBM broadcast, then she saw him in a news-reel.

Don Pedro's father, Pedro Avelar, died in San Antonio on Monday. Singing-violinist is off his WGN Evans Fur shows to attend funeral. Paul Small taking his place on air.

Clark Dennis, "Fibber McGee" and NBC tenor, flew to New York Monday night to make recordings for Rexall.

Bill Stein, vice president of MCA got back from Jamaica, and immediately departed for New York. Then planned to go to Montreal to take a look at opening of MCA ice show there.

Betty Winkler, headliner of the Girl Alone series, went to Arizona for a dude ranch vacation. Fayette Krum, author of the show, is down there too.

### Socony Expands on WOKO

Albany—Socony-Vacuum Oil has extended the time of its WOKO program to 15 minutes, against 5 minutes formerly, and changed the period to 6 p.m. Wilbur Morrison is news-caster and interviewer.

### ATTENTION

#### Advertising Agencies

Experienced Radio Executive

Now Available

One whose 10 years experience in Network and Agency work has equipped him to solve complicated Radio Problems with facility.

WRITE BOX A-136  
RADIO DAILY 1501 BROADWAY N. Y. C.

**CBS Is Opening Door To Talent and Managers**

(Continued from Page 1)

scouts desiring to build up new faces can radio expect to audition talent with promise rather than considerable nondescript hopefuls who flood the average artist bureau. It is Rosenthal's belief that even the watchful eye of the music publisher and his contact men often discover a rare voice and are well qualified to make recommendations.

Although radio can build up nearly every type of artist it needs, the one failing is that of a comedian. The mike is not suited to bringing out the possibilities or latent talent in a comic and in such cases it is Rosenthal's opinion that the stage no matter how lowly the branch, whether small time vaude, what there is left of it, and burlesque, will always have to solve this problem.

Reversion to the personal manager recognition is expected to give CBS first call on many new finds whereas the possibility of being eliminated after discovering and working on a potential comer kept numerous managers and agents from submitting talent to the CBS bureau.

**Phelps Reports Support For Anti-Libel Measure**

Albany—Station support is marshalling itself behind the bill sponsored by Assemblyman Phelps Phelps to exempt radio stations from libel suits as a result of statements made on the air, Phelps told RADIO DAILY yesterday. Citizens Union of New York also has gone on record for the measure. Phelps, himself a radio commentator on WMCA, will confer with Assemblyman Harry A. Reoux, chairman of the lower chamber Judiciary Committee, before leaving for New York for the week-end.

**New WOR Commercial**

New commercial on WOR starting next Wednesday at 8-8:30 p.m. will feature Carlo Morelli, Metropolitan Opera baritone, who makes his seasonal debut at the Met. tomorrow. With Morelli will be a mixed chorus of 18 voices and an orchestra under the direction of Alfredo Antonini. Sponsor is V. LaRosa & Son Inc., makers of macaroni and cheese products. Agency is Commercial Radio Service, with Andre Luotto as account executive. Morelli has requested that there be no studio audience.

**D'ARTEGA**  
AND HIS  
**ORCHESTRA**  
Exclusive Management  
**JACK LAVIN**  
PARK CENTRAL HOTEL NEW YORK

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations

**WSMB—New Orleans**

1320 Kc.—5000 Watts Day, 1000 Watts Night.

**E. V. RICHARDS, President**

**HAROLD WHEELAHAN, Commercial Manager**

**O**FFICIALLY dedicated on April 21, 1925, WSMB was founded as a good-will and prestige-builder. The owners, Saenger Theaters and Maison Blanche, did not contemplate a commercial station, feeling that the appreciation of New Orleans amply repaid them for the cost of operating the station. As broadcasting advanced, however, talent exactions by listeners became greater. Because of their theatrical enterprises, the owners were able to "import" talent; yet the need of connecting lines direct to New York became increasingly apparent, and in 1927, the station became the official New Orleans outlet of NBC. For the first time, local listeners heard programs originating outside the city.

Naturally, the cost of bringing network programs to New Orleans added a heavy burden on the operating costs of the station, and the acceptance of sponsored programs from NBC followed. The more elaborate productions thus made available, turned the attention of the owners to the improvement of local programs made possible by sponsorship, and today the station is able to report an imposing clientele with a waiting list most of the time for the more popular hours. At the same time, it has placed limits on commercial programs, preferring sustaining features when favored by public interest.

WSMB is constantly on the alert to new improvements, both in programs and equipment. Surveys are made constantly to ascertain the extent and reaction of its listeners, so that a steady check is maintained. In the field of technical change, it is noteworthy that within a span of thirteen years, WSMB has moved its transmitter-location four times in order to improve volume and coverage.

**BOSTON**

"Round Copley Square" is a new three-weekly series featuring Ella Wilson, pianist, in all-request programs sponsored by Romanes & Paterson over WORL at 9:15 a.m. Elizabeth Hart does the announcing with bits of news picked up 'round Copley Square.

Pin-O-Glyc (relief for coughs) is using a spring series of announcements on WHDH placed by Dwight W. Norris of Dowd-Ostreicher, Boston.

Maurice C. Thompkins Jr. has joined sales staff of WEEI. He was formerly associated with Boston Evening Transcript.

B. J. Hauser, NBC sales promotion for M&O stations, was in Boston for a couple of days visiting WBZ.

Howie Smart of WORL took his first practical flying lesson at the East Boston Airport the other day. While aloft he combined his flying with his job. He related his experiences as a student pilot to the radio audience from the air by means of the short wave station W1XQ, whence it was rebroadcast over WORL.

**WOAI, San Antonio**

Ed Voynow of Edward Petry's Chicago office arrived here for a visit early this week.

Pat Flaherty, sports commentator, is to be official announcer and guest of honor tomorrow at the Border Olympics in Laredo.

**Two WMBD Programs Moved to Auditorium**

Peoria, Ill.—Because studio facilities proved inadequate for ever-increasing audiences, WMBD has moved two Saturday programs to the 600-seat American Legion auditorium.

Despite the season's worst blizzard on the first day of the auditorium shows, both performances were greeted by packed houses. A small admission is charged. First show, "Juvenile Theater" presenting juvenile singers, dancers and dramatists, all under 16, is aired at 11:15-12 noon. The other, "Farm Festival" is heard at 6:30-8:30 p.m.

**Courtney-Roxy Tieup**

Roxy Theater will cooperate with the Alan Courtney program beginning tomorrow in a deal whereby the theater will give away eight pairs of tickets weekly to persons writing in to Courtney at WINS with rags, blunders, poems, situations or other data that can be used on one of the broadcasts. This marks the first time since the death of "Roxy" that the theater has gone on the air. Program is heard daily except Saturday, 11:30 a.m.-12:30 p.m.

**"Those We Love" to Switch**

The Pond dramatic serial, "Those We Love", will be switched from its present Tuesday airing to Mondays at 8:30-9 p.m., taking the period now occupied by Campana's "Grand Hotel" over NBC-Blue on April 4.

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
- Clifton Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Terris
- Hal LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Nissen
- Nick Lonz, Jr.
- Lina Basquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- Georgie Tapp
- Grace Bradley
- Mediano and Donna
- Melissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Rellies
- Paulette Goddard

and  
*Hundreds of Others*

**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. Class Saturdays at 6:00 O'clock. Visitors welcome.

**625 MADISON AVE., NEW YORK**

Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

## NEW HAVEN

Joe Lopez launches his WICC kiddie revue Saturday at 5 p.m. Frank Gargiulo, soloist of the WELI Polish program, "Three G's," auditions with Horace Heidt at the Hotel Biltmore in New York next Tuesday.

## WCOA, Pensacola, Fla.

The Vagabonds, guitar and accordion duo, have returned to the air at 6:45 p.m. each Thursday after a two-week vacation in Wisconsin, their native state.

Henry Stearns, manager of the Saenger Theater, is appearing as announcer and Hollywood commentator on programs sponsored by his theater. "Organ Reflections" with Ann Gaylee at the console are broadcast at 12:45 p.m. and "Hollywood News Flashes" at 10 a.m. each Monday and Friday. The manager appears on both programs.

Lanier Stewart, the "Lonesome Singer," returns to the airwaves each Tuesday evening at 8:30 o'clock after several weeks of personal appearances at theaters in the south.

Ross Gerald, staff announcer and singer, introduced two of his own numbers recently. They are "Just Like Two People Will Do" and "Loving You." Gerald's vocal programs are broadcast each Monday and Wednesday at 4:15 p.m. and Friday at 6 p.m.

Beecher Hayford, WCOA chief engineer, has returned from the NAB convention in Washington and a business trip to New York.

"Jerry," the canary featured on the "Good Morning Man" program, is pulling several hundred letters weekly in fan mail.

## WKY, Oklahoma City

Lee Norton, singing star, set for week's personal appearance at Criterion Theater here starting today.

Ken Wright, organist, can solo after several months of flying lessons. Manager Gayle Grubbe shooting 11 one-putt greens at cow-pasture pool.

## WJSV, Washington

Leon Brusiloff has been appointed permanent director of the WJSV Columbians, staff orchestra, according to Frederick A. Long, program director. Leon is the brother of Nat Brusiloff.

Arch McDonald, baseball announcer, is preparing to leave next week for his annual sojourn in Orlando, Fla.

## BIRTHDAYS

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

Greetings from Radio Daily

March 3

J. Frank Burke  
Kingston F. Horton  
Donald Novis

## ★ Coast-to-Coast ★

INTERMOUNTAIN listeners heard a telegraphic sports re-broadcast over KIDO, Boise, Ida., for the first time recently. A play-by-play report of the U. of Idaho vs. U. of Oregon basketball series was the first event of this kind (Western Union wire) ever aired over the Idaho NBC outlet. "Kiddo" Phillips, effervescent KIDO manager, was the Tide Water-Associated sportscaster for the series. Two games were played at Moscow, Ida., two at Eugene, Ore. Although no attempt was made to deceive listeners in the matter of sound effects (crowd noises, whistles and band selection were used), the station had to settle a good many arguments among listeners as to whether the announcer was on the game floor. KIDO was also complimented with wires, letters and phone calls from fans on the excellence of the sportcasts.

Incidentally, speaking of KIDO, when Manager C. G. Phillips interviewed Gene Tunney on the air last week, he chalked up some kind of a personal record. For that made the third world's heavyweight champion to be interviewed by him over KIDO. The others were Jack Dempsey and Max Baer. Manager Phillips is looking ahead to a visit by Joe Louis.

The Fourth World Concert from Australia under auspices of International Broadcasting Union, will be relayed here by short wave, and re-broadcast from coast-to-coast over Mutual on Sunday at 11-11:30 a.m. EST. The broadcast will be relayed to this country by WOR from DJB of the Reichs Rundfunk Gesellschaft in Berlin.

Career of Sol Meltzer, radio script writer, author and playwright, is being directed by Mills Artists.

Col. J. C. Flippen will be feted Sunday night at the weekly Celebrity Party given by Leon & Eddie at their popular rendezvous.

Arthur Boran, mimic and comedian, is making a short subject for Educational pictures titled "Love Is on the Air."

Dorothea Lawrence, following her Sunday recital at the Studio Club in Philadelphia, has been offered several women's club and radio dates. She is heard here regularly over WNYC.

A talk by Governor Lehman on "Unemployment Insurance," recorded by the Division of Placement and Unemployment Insurance of New York State Dept. of Labor, will be heard Sunday at 6 p.m. over WBNX.

George W. Smith, managing director of WWVA, Wheeling, W. Va.,

made such a hit with his recent talk on "What Helps Business Helps You" before the Kiwanis Club of Bellaire, O., that he is scheduled to deliver the same address before the Lions and Rotary clubs of Wheeling this month. Smith utilized radio technique to put over his subject. Wayne Morris, WWVA program director, appeared as the voice of the business man; Dutch Haid, announcer, was the voice of labor, and Mildred Cogley, secretary, was the voice of the housewife.

After a brief absence, Lawson Zerbe returns to the cast of A. L. Alexander's "True Story" dramatic series tomorrow night at 9:30 over the NBC-Red network.

Dramatic activity at WNYC continues full blast. Under direction of Ted Cott, dramatic director of the station, seven featured programs are hitting on all cylinders. "The White Legion," serial by Jack Bishop suggested by recent gang-smashing activities in New York, has won a tremendous amount of enthusiasm from penologists and parents. "America's Hours of Destiny" is now being mimeographed by Department of Interior and will be available to stations throughout the country as soon as each episode is broadcast by WNYC. Original set-up for the program was by Ted Cott. The Ibsen Cycle is now in its fourth week.

KFEL, Denver, unable to release Mutual's broadcast of the 200th Methodist anniversary program last night, arranged to pipe the program to KPOF, non-commercial in Denver, for release there.

## KDYL, Salt Lake City

Ted Kimball, program director, is shopping for an apartment, anticipating the coming nuptials.

Floyd Farr, chief announcer, grooming announcing staff for an increased effectiveness in speech, diction and pronunciation.

Al Priddy, sound effects chief, has designed a streamlined tree-wheel automobile.

By Woodbury, musical director, auditioning talent for new air show scheduled to premiere soon.

Doug Gourlay, announcer, receiving fan mail from Australia and New Zealand on his early-morning "Riders of the Range" programs.

Florence Huntzinger, traffic manager, compiling comparative studies of program-types originating at KDYL for use in check against national polls.

With addition of weekly boxing matches from McCullough's Arena, station now has all major sports covered in a comprehensive schedule.

Former world's heavyweight champion Gene Tunney was interviewed over the station last week while guest of the local American Legion.

## KANSAS CITY

Hiram Higsby, rube comedian, has joined KMBC staff to take over production of weekly stage and radio feature, "Brush Creek Follies," which he also will emcee. Higsby was at KMBC in 1928, but lately has been at WLW, Cincinnati.

WHB's safety broadcast, "Man at the Wheel," has been switched from Wednesday to Saturday morning so kids' inquiries on traffic may be answered.

KCMO had a capacity crowd in the Little Theater of Municipal Auditorium for Sunday's opening amateur contest sponsored by Crown Drug. A Thursday night amateur contest also has been sold to Sears-Roebuck.

Emmett "Pappy" Lynn of KMBC's "Brush Creek Follies" and other shows has left the staff to go to Hollywood.

Doorthy Lee Riley and LaVeta Anderson, vocalists, have returned to WHY after a three-year absence. They've been at KOA and KLZ.

KMBC recently installed a uni-directional mike.

## WESG, Elmira, N. Y.

"Memory Parade," a new quarter hour program to be heard twice weekly, Wednesday and Friday a.m., features baritone with organ accompaniment. Using old popular tunes.

So great was the crowd on the "Quik Quiz," street interview show being remoted 60 miles from Hornell, N. Y., that police asked sponsor to build a guard rail around Quik Quizzer Glenn Williams. Orders were carried out and Quiz takes on more system.

Announcer Ken Powell was caught in blizzard returning by motor from Pittsburgh visit over last week-end.

... say Oklahoma dealers ... "it's a force we can feel at the sales counter."

**WKY**  
OKLAHOMA CITY  
Representative - The Kurr Age





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 44

NEW YORK, N. Y., FRIDAY, MARCH 4, 1938

FIVE CENTS

## Coast Stations Crippled by Flood

### "FIBBER MCGEE" SHOW SHIFTING TO TUESDAY

Chicago—S. C. Johnson Co.'s "Fibber McGee" moves March 15 from Monday 9 p.m. to Tuesday 9:30 p.m. in first half of NBC-Red spot vacated by Packard. Shift is to get away from heavy competition of Lux Radio Theater on CBS. Re-broadcast for Pacific Coast will be eliminated, so west will get it at 6:30 p.m. PST.

Reported Burns and Allen show also is considering a shift.

### Three Daily Newscasts Sold by WAPI to Client

Birmingham—WAPI claims it has made the biggest sale of a sponsored newscast ever negotiated in Alabama with signing of Moore-Handle Hardware Co. (wholesale hardware) together with Westinghouse for three 15-minute UP news periods daily for 13 weeks. Lionel Baxter, the Westinghouse Reporter, does the splicing.

### FCC Approval Awaited In Transfer of WIBG

Glenside, Pa.—To clear up misunderstandings and various rumors about the sale of WIBG, Joseph M. Nassau, president and general manager of Seaboard Radio Broadcasting Corp., which operates the station, has issued the following statement:

"Paul Harron, former part-owner  
(Continued on Page 3)

### Okla. Net to Celebrate

Oklahoma City—Oklahoma Network is preparing a seven-station celebration of its first birthday, April 1, Joseph W. Lee, network director, announces. A celebration program as well as civic events are planned.

### Headache Biz Up

Philadelphia—Since passage of the sales tax here a few days ago, headache powder and remedy manufacturers have been doing more business. One station, WDAS, suddenly acquired three headache relief accounts—more than the entire six-month preceding period. The advertisers know a bad thing when they see it, says the radio sales contingent.

### KLZ Aids in Flood

Denver—KLZ News Service played a dominant role in covering the California flood via short wave when Los Angeles communication lines were downed. Information, supplied to Editor Fred D. Fleming by "hams" volunteering services, was relayed to Denver INS bureau for first direct L. A. contact. Stories with Winslow, Ariz., Albuquerque and Salt Lake City date lines were filed here. Numerous phone calls gave KLZ credit for first death list picked up by S. A. Hazlow, "ham" in Aurora, Colo.

### 36,800,000 SETS HERE, ENCYCLOPEDIA REVEALS

Chicago—New edition of World Book Encyclopedia, coming out next month, will reveal that thorough research shows radio receiving sets in the U. S. total 36,800,000, including 5,000,000 auto sets. It is estimated that slightly more than 80 per cent of the 32,000,000 homes of the nation are radio equipped.

### Hearst Radio Calls Off Chicago Sales Meeting

Chicago—Yesterday's scheduled meeting of International Radio Sales and Hearst Radio station managers was called off at the instance of Elliott Roosevelt, Hearst Radio chief, who had to go to Fort Worth on business. Conference will be held later, according to Naylor Rogers, IRS manager. Local IRS offices plan to move across town to Radio Row on Michigan Ave. this spring.

### Four-Hour "Nite Watch" On WIND for 20 Grand

Chicago—Complete "Nite Watch", 12 midnight to 4 a.m., six days weekly, and Sunday midnight to 2 a.m., has been bought on WIND by Axton-Fisher Tobacco Co. (20 Grand Cigarettes) for 26 weeks. Agency is McCann-Erickson Inc.

### John Shafer to WKY

Lincoln, Neb.—John Shafer, program director for KFOR, has resigned and goes as sports and special events programmer to WKY, Oklahoma City. He will be directly under station manager Gayle Grubb, who was formerly at KFAB here.

### 12 Outlets in Los Angeles Are Forced Off the Air Temporarily—Many Western Originations Canceled

### DECISION IS RESERVED IN ASCAP-FLORIDA SUIT

New Orleans—A three-judge Federal court took under advisement here yesterday a petition that Florida be enjoined from enforcing its special Anti-Monopoly law, banning associations of copyright owners formed to license public performances, music, and the like for profit. Closing plea was made by Louis D. Frolich, New York lawyer.

The petition asked that Florida's attorney general and county prosecutor  
(Continued on Page 5)

### Legion Buys Half Hour On Quaker State Chain

Philadelphia—American Legion, which celebrates the anniversary of its founding on March 16, has bought a half-hour on Quaker State Network, according to Rodger W. Clipp, network coordinator. Stations making up the network are, WFIL, here; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBL, Harrisburg; WKOK, Sunbury; WEBG, Altoona; WLEV, Erie, and WWSW, Pittsburgh.

Program will consist of speakers and entertainment. Fred W. Smith Jr. of WWSW, Pittsburgh, where program originates, will handle arrangements.

### WBAX in Wilkes-Barre Added to Mutual System

Wilkes-Barre, Pa.—WBAX, 250-watt by day and 100 at night, on 1210 kc., joins Mutual System today.

### Jiggs Miller at KFAB

Omaha—Don Searle, Central States Broadcasting System general manager, has named Jiggs Miller, who has been program director of KFEQ, St. Joseph, Mo., to the same post at KFAB, Lincoln, to take place of Lyle DeMoss, who recently joined WOW here.

Radio schedules were badly disrupted yesterday in the flooded areas of Southern California. The 12 stations located in Los Angeles and Hollywood were forced to leave the air intermittently throughout the day, due in most cases to power failure. KEHE transmitter in an outlying section was under five feet of water, but service was not interrupted. KMTR remained on the air, but canceled several programs to devote time to news bulletins.

NBC, with three solid hours of commercials booked on its Red network labored, until a few minutes before actual broadcast time to complete network relays. Amos 'n' Andy program was sent by special wire to KOB, Albuquerque, N. M., and from there sent to the network. Rudy Vallee and Bing Crosby hours were  
(Continued on Page 3)

### Companion Radio Bills Introduced at Albany

Albany—Assemblyman Arthur Doran yesterday introduced a companion bill to the McCall measure asking regulation of radio companies by the Public Service Commission. This gives the bill a sponsor in both Houses.

A companion measure to the Julius Berg bill on libel over the radio also has been filed by Assemblyman Dollinger, who would define slander on the radio as having the same force and effect as written words.

Both bills are diametrically opposed to that of Assemblyman Phelps whose measure exempting stations has the backing of radio interests.

### CIO Dramatizes Ford

Detroit—"Flivver King," dramatization of Upton Sinclair's "Life of Henry Ford," is being presented by UAW Radio Players under direction of Ralph Marlatt. Program is for educational purposes in the UAW drive to organize Ford workers into a CIO union and is being done in 13 installments by Julia Bristol, with George Ball directing.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Mar. 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	135½	135½	135½	— 1¼
CBS A	18	18	18	— 3/8
Crosley Radio	8½	8½	8½	— 3/8
Gen. Electric	40¼	39½	40¼	+ 1/8
RCA Common	6½	6½	6½	— 1/8
RCA First Fld.	51½	51½	51½	— 1/8
Stewart Warner	9½	9½	9½	— 1/8
Westinghouse	95½	93½	94½	— 1½
Zenith Radio	16	15¼	15½	— 1/2

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5¼	6¼

### New Air Features Syndicate

Chicago—Air-Star Feature Syndicate, radio and magazine publicity and consulting service, has been organized with offices in Mather Tower, Wacker Drive. Members of firm are William Keith, formerly handling radio and publicity for Chicago Motor Club; Joe Fischer, until lately art director of Radio Guide, and Lucille Fischer, formerly of NBC production staff.

### George Sutherland at WIP

Philadelphia—George Sutherland, formerly of CBS in Chicago, is a new addition to the announcing staff at WIP. He replaces Jack Barry, who resigned recently.

### Heinz Dropping Web Shows

H. J. Heinz Co. is understood to be canceling all network advertising within the next six weeks. The food company now has two shows on CBS—"Magazine of the Air" and "Carol Kennedy's Romance." Latter will be put on disks.

### MARTIN BLOCK'S

## "Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

## CURTAILED COURTESY

Does It Sell Merchandise or Alienate Friendly Feeling?

LET'S forget at the moment that we are salesmen; let's forget that we are advertising men, or radio men, or that we have anything at all to do with this business of utilizing the ether waves for the purpose of gain.

And let us put ourselves in the position of the man or woman in the home who has a nice little radio with which he may pick out of the air any one of several programs at any time of the day or night. Let us settle down in an easy chair near the radio and prepare for a period of entertainment. Relax until we are in a thoroughly comfortable position, and at peace with the world. Turn on the machine, adjust the dial, and—

"Good evening, ladies and gentlemen; this program is coming to you through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, sole manufacturers and distributors of the Hifalutin Reinforced Cuspidor and accessories, the only reinforced cuspidor to receive the medal of merit at the Paris Exposition in 1936, and a blue ribbon at the Altoona annual clam bake; a cuspidor than which there is no superior at the moderate price at which it is sold uniformly throughout the United States (\$3.93; slightly higher in Canada); guaranteed against wear and tear through ordinary usage; developed through long years of experience, designed by outstanding architects, the Hifalutin Reinforced Cuspidor is a thing of beauty and a joy forever; it has the unqualified endorsement of leading physicians and scientists, has passed rigid tests by the Bureau of Standards, and is approved by the Board of Trade and the National Council of the Retail Crossroads Stores Association. But more of that later. The program continues through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, with John Doe and his band presenting, 'Swing It!'"

Now, still remembering that for the moment you are not an advertiser, a salesman, nor a radio man, what is your reaction to this character of "commercial" that is not infrequent on today's programs? Please bear in mind that we are not condemning it, nor criticizing it. We are merely wondering whether you, as a radio listener in the home, seeking entertainment and diversion, do not feel that you have displayed greater courtesy in according an attentive hearing to this sales talk than the sponsor has extended to you. If you have thoroughly shaken off your real identity, and have actually assumed the role of entertainment-seeking listener, you are better able than any one else to tell just what effect the talk has produced in your mind. Has it sold the product and made you anxious to patronize the sponsor? Or, do you feel that the advertiser has taken advantage of an opportunity that you innocently gave

him? If the latter, to what extent has your friendliness toward the sponsor and his product been affected?

The average fair-minded listener does not begrudge advertisers the few seconds set apart in most broadcasts for the commercial plugs. Radio is supported by advertisers, and most people do not object to the mention of names and reference to the character of the products. Objection increases, however, with the increased use of time in elaboration on the merits of the product, and the question is, just how far the advertiser may go without danger of incurring the displeasure of his listener. We can recall a certain 15-minute broadcast in which 11 minutes were given to advertising and 4 to the actual program. Surely this was dangerous ground.

Suppose a trial were made of the broadcast of an entertainment program without once naming the sponsoring product—merely giving at the beginning and at the end the name of the sponsoring company? Put yourself again in the role of the listener at home, relaxed and a-hungering for diversion. What would be your reaction to such a program and to its sponsors? We will let you answer that question, but it is a fair guess that you will be mightily impressed.

Subconsciously you will elevate those sponsors on a little pinnacle, ascribing to them certain attributes of discretion, good judgment, and refinement that have not impressed you in some other broadcasts. In such a frame of mind it is perfectly conceivable that you will form a very good opinion of those sponsors' products.

Such an experiment has been made, and the results have been delightfully satisfactory. So much so, indeed, that the plan has been logged for an indefinite run. And, to the great credit of the sponsors, they have not gone about the job in an amateurish manner. They are presenting a musical program of two whole hours—the longest contracted for period for a series of broadcasts in the whole history of radio. At the beginning of the program there is the simple announcement: "This program is presented through the courtesy of the McCarthy-Hicks Company." At the end this simple statement is repeated. That is all that is said in the course of two hours aside from announcement of the title of each number

## COMING and GOING

A. J. KENDRICK, vice-president and manager of World Broadcasting System, Chicago, is due back in that city tomorrow from conferences in Des Moines. He will then go to New York for conference on ET situation.

LINTON WELLS, commentator on "Magic Key of RCA", arrived in Chicago from San Francisco on Wednesday and will return to New York in the next day or so.

TOM TERRISS flies to Chicago from New York to appear on Sunday's Zenith program over CBS.

DAVE BADER, who has a publicity organization in London, arrived in New York this week and will spend about ten days here before proceeding to the Coast.

A. W. DANNENBAUM SR., president of WDAS, Philadelphia, returns home sometime next week after a fortnight's relaxation under the Florida sun.

CARL HARRIS is in New York from Chicago, where he is promotion and publicity director for J. Walter Thompson Co.

DONALD WITHYCOMB of WFIL, Philadelphia, is in New York on business.

### Canadian Ass'n Moves

Toronto—Canadian Ass'n of Broadcasters has moved to new quarters at 1014 Metropolitan Bldg., Victoria and Adelaide Sts.

### Miss Heinz Program

Birmingham—When Heinz "Magazine of the Air" was missing from its morning spot last Monday, WAPI reports some 300 telephone calls from listeners who missed the program.

played by the orchestra. There is not a word to indicate that McCarthy-Hicks manufacture the best product in their line, and there is not the remotest attempt to apply high-pressure salesmanship. The program goes on from WCAO, Baltimore, at 11 o'clock Saturday night and continues until 1 a.m.

Of course, an untried unknown or a low grade product would not be benefited by such a program, but in the case of a concern manufacturing a product that has an established reputation and an extensive sale the results have been highly gratifying. There is constantly accumulating evidence that the listening public has enjoyed the programs and appreciated the kind consideration of its sponsors.

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



**Stations in California Are Crippled by Flood**

(Continued from Page 1)

sent by long wave from KFI, and picked up by RCA Communications station at Point Reyes, and from that point relayed to the network. The M-G-M Maxwell House program, "Good News of 1938," was also aired through the same channels, with an emergency program standing by in the New York studios. Louis K. Sidney, director of the latter show, was in New York and prepared the emergency program which consisted of Eddie Cantor and his regular program plus Robert Ripley and others.

CBS was the first to air a program direct from the center of the flooded area when a special short wave broadcast from KNX was sent via RCA Communications to KSFO, San Francisco, and fed to the network from that point. Gary Breckner, CBS announcer, described the flooded area and introduced Mayor Frank L. Shaw who spoke optimistically. The network had only three airings scheduled from the coast for last night. Dinty Doyle, radio editor for the New York Journal-American, was pressed into service late yesterday to replace George McCall, who was unable to broadcast his Old Gold show. "Hollywood Reporter" and "Hollywood Showcase" were both canceled by the network with dance band pick-ups substituted. Repeat airing of the Kate Smith hour, which goes to 14 west coast stations, was also canceled.

Mutual System, with only three sustaining spots scheduled to originate from its west coast outlets, canceled all broadcasts from the flood area early yesterday afternoon and announced that, if wire service could be established, it would be held open for emergency use only. Kay Kyser and his orchestra replaced "Hollywood Serenade" on Mutual at 10 p.m. FCC suspended all rules temporarily to permit emergency networks. As in the case of the floods early in 1937, the FCC allowed pick-ups by long wave from stations in the flood area, and allowed the "hams" free reign in emergency work.

Lack of wire service also caused considerable confusion in New York agencies and talent agencies. Several network programs originating in the east were in the midst of talent negotiations with west coast agencies when abrupt termination of service occurred. Wednesday evening programs originating on the coast were also affected by the floods, but managed to get through.

**Ford Hour Fades in June**

Ford Sunday Evening Hour fades from the air following its airing of June 5, it was learned yesterday. Although Ford retained the Sunday evening spot on CBS last year, putting another show on during the summer months, it is not known if same procedure will be followed this year. N. W. Ayer has the account.

**NEW PROGRAMS—IDEAS**

**Lenten Ceremonies**

"The Stations of the Cross," one of the oldest Lenten ceremonies in the Catholic Church will be broadcast by WDAS, Philadelphia, starting today at 1:30-2 p.m. This is the first time that this ancient ceremony, written by Saint Alphonsus De Liguori, has ever been broadcast in Philadelphia. WDAS obtained the permission of His Eminence, Cardinal Dougherty, for the series.

The program will be conducted by Reverend William Edward Campbell, M.A., PH.D. of the Church of Our Lady of the Sacred Heart. Music used on the program and in the ceremony also has its origin in antiquity. It is the "Stabat Mater," the words of which were first written in 1306 and the music in 1681. An instrumental ensemble will be heard in these musical interludes.

While the ceremony is essentially one of the Church, the broadcast of it will bring to the homes of shut-ins, invalids and the elderly the spiritual comfort which they could only obtain in the church.

**"Good Morning Man" is Cupid**

"The Good Morning Man," who broadcasts a program of request transcribed music over WCOA, Pensacola, Fla., each morning at 7 o'clock, is thinking of starting an "Advice to the Lovelorn" column.

An analysis of fan mail received the past several weeks shows that boys and girls are using his program to send musical love greetings to each other. Songs written around love and romance are the most popular request numbers, and listeners are asking "Good Morning Man" to dedicate the numbers to so and so.

Since the program is broadcast at an hour that catches most listeners as they arise for the day, the request numbers are intended as daily love messages to "start the day off right."

**"Building a Cottage"**

This daily dramatic number over WAPI, Birmingham, Alabama, will follow the construction of an actual cottage in Arlington Subdivision, as soon as project is sufficiently advanced to furnish subjects for dialogue. Story is of the trials and handicaps of a young couple building a home. It is sponsored by group of local real estate and building supply companies, together with the architect, landscape architect and contractor. Federal Housing Administration is also tied in, demonstrating how a home costing less than \$7,500 is built. Script is by Burt McKee, director of Birmingham Little Theater, who takes leading role with Mary Collette Black.

**"Me and the Boy Friend"**

Young romancers get a chance in this one to tell the listening world how they fell in love. Series will

be sponsored thrice weekly on WIND, Chicago, by Evans Fur Company under title "Me and the Boy Friend." Jimmy Dudley, who will conduct the interviews, says he hopes to settle lovers' quarrels just as part of the job. Account is handled by Auspitz & Lee Advertising agency.

**"Dictionary Baseball"**

This is a new audience-participation wrinkle on the word game variety, airing over WAAF, Chicago. "Pitcher" is selected from the audience. He hurls a word to a "batter" on an opposing team, also chosen from the audience. "Umpires," armed with dictionaries, rule on the validity of words submitted and correctness of answers. Baseball theme is carried out to include theoretical balls, strikes, and home runs.

**Premmac in "Song Vignettes"**

Charles Premmac, the French gourmet and music-lover on Mrs. Ida Bailey Allen's "Homemakers of the Air" program over WHN, has inaugurated a series of "song vignettes." Each week, Premmac will present one of these song stories on Mrs. Allen's broadcast. Little known information about noted compositions, their composers and their histories will be told in musical fashion.

**FCC Approval Awaited In Transfer of WIBG**

(Continued from Page 1)

of WPEN, Philadelphia, and at present majority stockholder in WHOM, Jersey City, and WFAB, New York, has made preliminary negotiations for the purchase of the entire stock of WIBG, at a price that is satisfactory to us. However, the sale must first be approved by the Federal Communications Commission. It is probable that six months to a year will elapse, before we will know if the sale and transfer of stock will be approved in Washington. In the meantime, there will be no change in policy or management at WIBG."

**Woodbury Renews 2 Shows**

Woodbury Co. yesterday renewed its "Hollywood Playhouse" and Walter Winchell broadcasts for an additional 13 weeks effective April 3. Former program is heard Sundays, 9-9:30 p.m., with Winchell immediately following for 15 minutes. Both shows aired over NBC, Blue network of 57 stations. Lennen & Mitchell is the agency.

**WHN Program Changes**

Three WHN programs have been shifted to new schedules. Starting today the "Movie Money" radio contest will be heard at 10-10:15 p.m. "Airfinds" will be on the air, starting Monday, at 8:30-9 p.m., and "Now You Decide" begins Monday at 8-8:30 p.m.

**SMALL TOWN HABITS?**

sure they differ... one city from another... just as neighbors on one street do... but their needs are identical with the world... in Michigan's eight major markets there are hundreds of these lively communities... plus several cities of 50 to 100 thousand population... where people prefer their "neighbor" radio station... these markets are united as one peoples by...

**MICHIGAN RADIO NETWORK**

WXYZ KEY STATION DETROIT MICHIGAN



The Paul H. Raymer Co., Representative

## AGENCIES

R. R. MCGREGOR, formerly associated with Thornley & Jones Inc. in an executive capacity, has been elected vice-president in charge of publicity and public relations of Hays MacFarland & Co., Chicago.

W. H. SANDIFORD, former assistant director of the radio division of the Portland offices of MacWilkins & Cole Inc., has been transferred to the Seattle offices, where he has assumed management of the radio division in that city.

ERWIN, WASEY & CO. INC., New York office, has been appointed to handle the advertising of Fleischmann's Gin, a product of Fleischmann Distilling Corp., subsidiary of Standard Brands.

## Roy Atwell Set with Penner

West Coast Bureau, RADIO DAILY

Los Angeles—Roy Atwell, tongue-twisting comic who has been on the Penner show for the past few weeks, has been signed for a permanent spot, and is to be given air credit. Jimmy Grier and orchestra definitely step off the show in four weeks, when Grier closes a four year engagement at the Los Angeles Biltmore to tour with his band.

## Tillamook Series Starts

San Francisco—"Dairy Maid," new weekly program sponsored by Tillamook County Creamery Ass'n, started yesterday at 2:30-2:45 p.m. PST over CBS stations in S. F. and Los Angeles. Agency is Botsford, Constantine & Gardner of this city.

## "Comedy Stars" Time Change

"Comedy Stars of Broadway," Alka-Seltzer transcriptions heard on WOR every Tuesday and Thursday night, will be heard Sundays only, at 7:30 p.m., starting March 13.

## NEW BUSINESS

WGN, Chicago: Zonite Products (Larvex), participation, through McCann-Erickson; Lambert Company (Listerine Shaving Cream); "True Detective Mysteries," through Lambert & Feasley.

WIND, Chicago & Gary: Hartz Mountain Products, announcements, through George H. Hartman Co.; Birk Bros. Brewing Co., spots, through Wexman & Co.; Axton-Fisher Tobacco Co. (Twenty Grand Cigaretts), "Nite Watch," through McCann-Erickson; Union State Investment Co., announcements; Santa Fe System Lines, announcements, through Stack-Goble.

WJJD, Chicago: Chrysler-Illinois Co. E.T.s, through Schwimmer & Scott; Zuercher Cheese Co., E.T.s, through C. Wendel Muench & Co.; Illinois Bell Telephone, spots, through N. W. Ayer; Perry J. LeRoy (piano lessons) E.T.s, through V. T. James; 42nd Street Sales Co., announcements; Inter-State Nurseries, program.

WSPR, Springfield, Mass.: Tift Bros. (investment brokerage), stock quotations; Olson Rug Co., spots.

WMCA, New York: Zonite Products, program with Mac Murray, through McCann-Erickson; Chiropractic Education Bureau, "Keep Smiling," program; Community Opticians Jamaica, Inc., "Five Star Final," through Commonwealth Advertising Agency; Chevrolet, E.T.s, renewal, through World Broadcasting System; Studebaker Corp., spots, through Roche, Williams & Cunningham, Inc.



● ● ● Little Shots About Big Shows—Word just arrived from Hollywood that Del Castano, who took a screen-test for Paramount, walked around for three days in his studio make-up—just because he looked so pretty!... CBS' 7th Ave. studios are being called "International Settlement" because "The Goldbergs," "O'Neills," "Pretty Kitty Kelly," "Carol Kennedy's Romance" and other script shows with varying locales all originate from there... Mary Margaret McBride has located three towns named after her in various states—Mary, Ky.; Margaret Ala. and McBride, Mo., her home state... Guy Lombardo will introduce "Josef, Josef" Sunday... Teddy Powell, after visiting his mother on the coast, had made plane reservations to return—via the ship that was distressed. However, before the take-off, the plane was delayed and Powell returned his ticket and took a competitive airline back—arriving safely.

● ● ● In an effort to establish a new "tag" for the 6 a.m. Farm Hour from Peoria, Ill., officials auditioned "Oswald," pet rooster of Bobby Hill, young son of the station's manager... And Oswald's clarion calls came up to all expectations—but he didn't get the job because the wisecracks couldn't figure out where to keep him during the 23-hour wait between shows... Besides, newly decorated studios are no place for chickens... Irene Gedney, staff pianist of WHAM, Rochester, N. Y., has a hobby which also interests her fiancé, Elmer Grabb, WHAM engineer. It's being an amateur radio operator.

● ● ● Ben Rocks is building another MBS co-operative show called "Band of the Week"... "Follow the Moon" and Dr. Allan Roy Dadoe fade from the air the same day—April 1... Tom Mix and his "Straight Shooters" fade March 25... Lyda Robert will hold the Martha Raye spot on the Al Jolson show indefinitely... Phil Baker is planning to use a Goldwyn girl, Dorothy Bell, as a heckler... Tiny Ruffner has 13 advance scripts for "Big Town"... Gale Page, a Chi. radio singer, will appear opposite Edward G. Robinson in his next flicker... Mrs. Dick Stabile (Grace Bartle) opens at the Versailles next week... Illinois Meat Packing Co. auditioned a new show featuring the Funnybones at CBS. Woodbury and Phillip Morris did some auditioning at NBC... Kay Thompson will solo on the Brewers' show instead of vocalizing with a trio... Paul Douglas leaves CBS to freelance on NBC... Stanley Peyton becomes a CBSlinger... Though contracts are signed Kate Smith won't questar on the Chesterfield show next Friday.

● ● ● Jimmy Dorsey's press agents, knowing that Benny Goodman has a monopoly on the clarinet, while Brother Tommy has the trombone tied up, are planning a complete N. Y. publicity and advertising campaign on Jimmy's saxophone-tooting... Well, at his New Yorker opening the other night, we paid particular attention to hear how his sax sounded—and take our word for it that, outside of letting the sax swing from his neck-band, Jimmy blew every note from his clarinet—which is plenty o.k.... A bit of confusion seems to hold sway in regard to the status of some of the employees of Major Bowes. According to an announcement yesterday, Wanda Ellis continues as publicity director for the Major, a post she has held for the past three years, while Bessie Mack remains the Major's assistant... Enric Madriguera goes into the La Conga on March 16... The wife of Ben Bernie's brother, Jeff, was notified yesterday that she won \$40,000 in a sweepstakes—which was told to her by Joe "Banjo-Eye" Santly. Mrs. Bernie had torn up her ticket last week!... Henry Souvaine officed auditioned Bert Whaley, up and coming vocalist, for a network show... same offices yesterday auditioned four shows for a large dairy account

## GUEST-ING

GLORIA SWANSON, on Eddie Cantor program, March 9 (CBS, 8:30 p.m.).

JON HALL, on Kate Smith Hour, March 10 (CBS, 8 p.m.).

MARY PICKFORD, EDWARD G. ROBINSON, EDWARD ARNOLD, HENRY KING, ROBERT MONTGOMERY, TYRONE POWER and JEAN HERSHOLT on "Hollywood Showcase," March 10 (CBS, 10:30 p.m.).

BORIS KARLOFF, on Feg Murray-Ozzie Nelson show, March 13 (NBC-Blue, 7:30 p.m.).

ROBERT WEDE, with Radio City Music Hall Symphony Orchestra, March 13 (NBC-Blue, 12:30 p.m.).

CHARLOTTE SYMONS, Metropolitan Opera soprano, on "Rising Musical Star," March 13 (NBC-Red, 10 p.m.).

TOM TERRISS, on Zenith Radio program, telling of a weird telepathic experience in the land of the Yezidees in Northern Arabia, March 6 (CBS, 10 p.m.).

ELINOR SHERRY, on "Hammerstein Music Hall," March 11 (CBS, 8 p.m.).

BETTY COMPTON WALKER, interviewed by Frankie Basch, tomorrow (WMCA, 3 p.m.). FREDERICK LEISTER of "Bachelor Born," same program, March 11.

CLIFF HALL, rhythm singer, and JOE SODJA, guitarist, on "Norman Cloutier Presents," March 6 (CBS, 10:30 p.m.).

WILLIAM MAXWELL, on "Book of the Month Club Concert," today (WQXR, 7:30 p.m.). MARGERY SHARP, March 5; WILL IRWIN, March 6; HERSHEL BRICKELL, March 7; THOMAS MANN, March 8; MARGARET WIDDEMER, March 9.

ART JARRETT, on Al Pearce show, March 8 (CBS, 9 p.m.).

CHARLES MARGULIS, trumpet player, with Joe Marsala and others on "Sunday Swing Concert," March 6 (WNEW, 11 a.m.).

## FCC ACTIVITIES

## HEARINGS SCHEDULED

April 5: Martin Anderson, Orlando, Fla. CP for new stations, 1500 kc., 100 watts, 250 watts L.S., unlimited.

KLAH, Carlsbad, N. M. Vol. assignment of license to Carlsbad Broadcasting Co. 1210 kc., 100 watts, unlimited.

May 23: Peter J. Caldara, Providence. CP for new station, 1270 kc., 250 watts, daytime.

## APPLICATIONS GRANTED

KWNO, Winona, Minn. CP for license for new station, 1200 kc., 250 watts, daytime.

KALE, Portland, Ore. CP to increase power to 1 KW, 1300 kc., unlimited.

WTAL, Tallahassee, Fla. CP to increase power daytime to 250 watts, 1310 kc., 100 watts night, unlimited.

National Broadcasting Co., New York. CP for seven new relay broadcast stations, 1606, 2022, 2102, 2758 kc., 25 watts.

WJR, Detroit, CP for new high frequency station, 31100, 34600, 37600, 40600 kc., 150 watts.

WXXUY, Omaha. License to cover CP for new high frequency station 31600, 35600, 38600, 41000 kc., 100 watts.

**PROMOTION**

**Bob Becker's Book**

Bob Becker, who broadcasts a dog drama series over NBC for John Morrell & Co., Chicago, is author of a book to be published next week by A. M. McClurg, titled "Bob Becker's Pet Book." Publisher, through Henri-Hurst-McDonald, has arranged to advertise book in all papers in cities in which radio show outlets. Jack Ryan, Chicago radio writer, assisted Becker in getting up the book.

**Exploiting Radio Polls**

KDYL, Salt Lake City, an NBC-Red affiliate, is exploiting the popularity of shows it carries with mailing pieces calling attention the poll preference of the first five programs and the first seven personalities out of ten selected by radio editors and critics coast-to-coast.

**Novelty Request Program**

Idea here is to get local news items, submitted by listeners directly, for use in station newscasts. Each listener, requesting a song number on the "By Request" airing over WPAY, Portsmouth, O., is required to submit a news item. Show is sponsored by a large group of participating advertisers.

**Bill Verner at WAPI**

Washington—Bill Verner, formerly with WMAL, Washington, has joined the WAPI staff here as junior announcer.

**Announcements in Rhyme**

Announcements in rhyme are now being written by Lewis Charles, announcer for the Three Dews, whose song program is heard via WHN on Wednesday nights at 7:45.

**Lyman Gets Pilot Award**

Abe Lyman received this month's Pilot Radio Award for his work on the perennial NBC "Waltz Time" series. The presentation will be made at the Casa Manana Sunday night at Lyman's 20th anniversary as a band-leader celebration.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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**Greetings from Radio Daily**

- March 4**  
 Lucy Gilman Madge Marley  
 Channing Pollock George Shelton  
 Margaret Dillon Morris
- March 5**  
 Sam Hearn Chick Johnson  
 Everett Mitchell
- March 6**  
 Rosario Bourdon Morey Davidson  
 Job Dunn Aaron Friedman  
 Jeffy Grove J. O. Meland  
 Jack Stern Gordon Windham

**ORCHESTRAS - MUSIC**

**T**ED WEEMS, who returns Sunday to Chicago and to the Varady of Vienna spot on Mutual, where Bernie Cummins has pinch-hit the first two weeks, will not resume on the "Fibber McGee" show, where Billy Mills is doing all right. Weems is back at the Trianon Ballroom with WIND as outlet. Freddy Martin is at the Aragon with same line.

Tommy Van's ork will play at the Flora Stone Mather Junior Prom in the Hotel Cleveland, Cleveland, tomorrow night, with a broadcast over WHK after midnight.

Royal Worth and his band from the Hotel Statler, Buffalo, will air a special program over CBS tonight titled "A Salute to Walt Disney." Entire Disney studios in California will be listening in, and will in turn salute Royal Worth in Buffalo, where the film, "Snow White and the Seven Dwarfs," opens today.

Gotham String Quartet starts a new WOR-Mutual series tomorrow at 2:15-3 p.m. Milton Prinz, cellist, joins the group on this occasion. Other members are Joseph Coleman, Harry Farbman and Milton Katims.

Woody Frisino of the staff of WBAL, Baltimore, has collaborated with Fred B. Hammann, local musical store owner, on a new song, "Only a Faded Rose," just published. They also wrote "Moonlight on the Chesapeake."

Mischa Borr and his ork take over musical chores at dinner in the Waldorf-Astoria's Sert Room for the

**Decision Is Reserved In Ascap-Florida Suit**

(Continued from Page 1)

tors be restrained from proceeding against Ascap under the drastic provisions of Senate bill 679.

With Tyrus Norwood, assistant state attorney, taking the lead, Florida argued that Federal courts lacked jurisdiction because the law was aimed at monopolies and trade restraint, and not at rights of copyright owners. Norwood and attorneys who followed based part of their plea on a state's police powers and on the fact that no prosecution had been undertaken or threatened. Ascap's brief was also technically attacked, and the association was accused of price fixing.

Taking up Florida's police power argument, Ascap attorneys declared the law had nothing to do with "public necessity, health or morals," but was directed against the copyright rights of Ascap members.

Frolich, who had the Atlanta firm of Wiedemar, Wardlow & Caldwell as associate counsel, closed Ascap's argument with a reiteration of attempts to prevent a Federal statute from being enforced, stating: "The state of Florida has a statute governing monopolies. It didn't have to create

Lenten season. Xavier Cugat and ensemble play for luncheon. Gala spring reopening takes place April 16, when Leo Reisman and Cugat will again play for dancing.

Ted Tinsley and his crew are latest additions to the "Around the Town" program heard nightly on WDAS, Philadelphia.

Morton Bowe and Sally Nelson will do their guest recording for the Chevrolet "Musical Moments" series on Monday at the WBS studios. Victor Arden is star of the series.

In celebration of twenty years as an orchestra leader, Abe Lyman will be honored Sunday night at Billy Rose's Casa Manana by the leading lights of radio, screen, stage, night clubs, Tin Pan Alley and Broadway. The leader of the Californians will present a gala array of guest stars, including many of the performers who achieved radio prominence through Lyman's aid.

Johnny Hamp and his dance band move into the Casino at the Book Cadillac Hotel in Detroit on Wednesday and will be heard through WJR each midnight except Sunday. WJR's "Casino of the Stars" show, with Harry Wismer introducing personalities of radio, stage and sports, will continue on Fridays with Hamp as maestro.

Ernie Holst's orchestra will be heard from Cincinnati Saturday and Sunday nights at 11:30, over NBC-Red starting March 13.

a similar statute." Ascap counsel contended the law penalties were so severe that its members have declined to accept license fees since the law was effective.

Sitting were: Judges Rufus Foster, New Orleans; August Long, Florida North District; Louie Strum, Florida Southern District. Present in court were: E. C. Mills, Vincent Youmans, and Andrew W. Bennett, as special Florida attorney. Judge Foster said that an injunction, if granted, would be handed down at Pensacola by Judge Long.

**G.O.P. Radio Plans**

Chicago — Despite reports elsewhere, Republican National Committee plans no widespread use of radio in coming Congressional and state elections, according to William Hard, handling radio activities for G.O.P. Only "free" time is being used at present and until a financial committee is appointed and begins raising funds, Hard said. Blackett-Sample-Hummert places G.O.P. radio time.

**Odets Play on WQXR**

"Till the Day I Die," by Clifford Odets, will be presented by the WPA Federal Theater Radio Division as the concluding production of the "Contemporary Theater" series over WQXR on Tuesday at 9:30 p.m.

**WHO IS THE SMARTEST MAN IN RADIO... today?**

Not me... I'm not silly enough to claim that.

But... 20 years of sales-advertising and merchandising experience, AND... 8 years of radio have taught me many of the practical answers.

**I SEEK A CONNECTION... with an advertising agency—**

or where my abilities can best be used to mutual advantage.

**EIGHT YEARS—**executing radio programs, creating merchandising ideas to go with them, selling them, producing them—backed by TWENTY YEARS of practical advertising, merchandising and sales experience should be of VALUE to some business.

**I BELIEVE... I can prove that I can be of added value to your organization.**

Your inquiry will be treated in confidence so you need not hesitate to interview me.

**I AM NOT NOW EMPLOYED**

BOX A-150  
 RADIO DAILY, 1501 Broadway, N. Y. C.

STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Coaxial Cable System Must Undergo Changes

Tests made by American Telephone & Telegraph Co. last year to determine adequacy of the coaxial cable system for television transmission, although successful in demonstrating that the quality of the pictures lost substantially nothing in transmission over the line, indicated that the frequency band was not sufficient to meet the requirements now contemplated for television, it is stated in the annual report of A. T. & T. to stockholders. This will necessitate that the upper limit of frequency of the coaxial system, which for the initial test was set at one million cycles, be raised to approximately three million cycles. No change will be required in the cable itself. When new amplifiers are provided to encompass the larger range of frequencies, the capacity of the coaxial system used exclusively for telephone transmission will be increased to 480, or possibly more, telephone circuits.

Continuous development is being carried forward on radio telephone systems. Construction has been started on a short wave receiving station incorporating a new and ingenious directive antenna which will improve the reliability of European service.

Two additional short wave radio telephone circuits were put into service during 1937, one linking New York and London, the other San Francisco and Honolulu. The circuit to Honolulu introduces the new single side-band system, through which it is anticipated that economies will be made both in the use of radio frequencies and in the amounts of power required to operate the circuits. One of the existing circuits to London was also converted to single side-band operation.

### "Quirk of the Season"

Salt Lake City—KSL engineer Ralph Stevenson was riding about the city here recently in station's mobile transmitter unit, W6XBK, a 17-watter. He sent out a signal. It was heard in South Africa. Chief Engineer Gene Pack explained that "a very unique condition of the ionosphere must have existed." He hailed the stunt as the "technical quirk of the season."

### CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
FOR RADIO STATIONS  
244-250 WEST 49th STREET  
New York City Tel. Circle 6-5470-1

## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2,109,475—Control System. Walter N. Fanning, Alameda, Cal.  
2,109,536—Method of Stray Compensation in Tuned Antennae. Wolfgang Kautter, Berlin, Germany, assignor to Telefunken Gesellschaft für drahtlose Telegraphie m.B.H.  
2,109,561—Modulated Carrier Wave Receiver. George M. Wright, Little Baddow, Chelmsford, England, assignor to RCA.  
2,109,752—Oscillator. Waldemar J. Poch, Collingswood, N. J., Ciro C. Martinelli, West Collingswood, and Alfred H. Turner, Collingswood, N. J., assignor to RCA.  
2,109,760—Amplifier Circuit Scheme with Push-Pull Output. Rudolf Urtel, Berlin, Germany, assignor to Telefunken Gesellschaft für Drahtlose Telegraphie m.B.H.

2,109,834—Electron Discharge Apparatus. Felix C. Blanca, Manoa, Pa., assignor to RCA.  
2,109,835—Antenna with Reduced Zenith Radiation. Henri Chireix, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.  
2,109,843—Apparatus for Generating and Applying Ultrashort Electromagnetic Waves. Ernst E. Wilhelm, Kassner, London, England.  
2,110,016—Antenna System for Motor Vehicles. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.  
2,110,046—Broadcasting with Reduced Band Width. Nicolaas Koomans, The Hague, Netherlands.  
2,110,082—Electrical Oscillation Mixing Circuit. Harold Granger, Alexandria, Va., assignor, by mesne assignments, to Bendix Radio Corp.

## Station Improvements

Chicago -- WLS has been granted permission by the FCC to move transmitter site, install new equipment and make changes in antenna.

Providence -- License to use old main transmitter as an emergency auxiliary has been granted to WPRO here. FCC also gave the station permission to install new equipment.

Louisville, Ky. -- CP authorizing change in transmitter site and installation of new vertical radiator has been issued by the FCC to WHAS.

Laconia, N. H. -- WLNH has received permission to make changes in automatic frequency control equipment.

St. Louis -- Permission to install new transmitter has been granted by FCC to Station WEW here.

Carthage, Ill. -- WCAZ here is seeking permit to make change in equipment and increase power to 250 watts.

Jackson, Tenn. -- WTJS has applied to FCC for permit to install new transmitter and vertical antenna.

### On Tabernacle Control Job

Salt Lake City -- Engineers Dick Evans and Mel Wright have been assigned to new sound control within famous LDS Tabernacle, to rush finishing touches on job for KSL here. The two will drop their studio assignments for the work.

Station also contemplates moving transmitter site.

Milwaukee, Wis. -- CP to make changes in equipment and increase power to 250 watts is being sought by WEMP here.

Salina, Kan. -- KSAL has applied to FCC for permission to change frequency to 1120 kcs. Station would also make changes in equipment, install directional antenna for night use, and increase power to 500 watts night, 1 kilowatt day.

Jackson, Mich. -- Authority to make changes in automatic frequency control equipment is sought by WIBM here in an application to the FCC.

Wilson, N. C. -- CP to change frequency to 1420 kilocycles, make changes in equipment, and change power to 2450 watts day, unlimited time, is being sought by WGTM here.

Gallup, N. M. -- KAWM is seeking authority to make changes in equipment, boost power to 100 watts night, 250 watts day, and make changes in vertical antenna.

### Completing Control Console

San Antonio -- Maintenance chief Theil Sharpe of WOAI will shortly complete intricate wiring on station's new control console which can operate three new WOAI studios simultaneously. Work on the studios will start soon.

## Boake Carter Home Studio Designed Like City Room

Philadelphia—Work is rapidly nearing completion on Boake Carter's new "home" studio in suburban Philadelphia. Studio, to be housed in a new wing to the commentator's home, "is planned along the lines of small local city room," Carter said. There is a six-sided copy desk where one man will sit in the "slot" and handle all the news items that come across the desk from various sources. Carter will sit on the "rim" and select, condense and check the items he plans to use on his evening broadcasts. A bank of teletype machines close at hand will carry the latest news from all parts of the world, and a direct telephone line from the commentator's home to his Philadelphia office will facilitate quick check-ups.

Carter's initial broadcasts for his new sponsor have originated in New York, pending completion of the new layout. He got the idea for the "private" studio while confined to his home last July suffering from an attack of pleurisy. At that time, a temporary broadcasting setup was installed at the house.

### Universal Mike Bulletin

Inglewood, Cal.—Universal Microphone Co. has issued a special bulletin illustrating its various types of hand microphones, with circuit diagrams for call systems in hospitals, paging systems, police and other portable transmitters.

SAY  
*When...*

You'll get your job  
when you want it . . .  
as you want it. Our  
facilities make service  
a matter of routine.

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Telephone . . . . . COLUMBUS 5-6



**B**ILL BACHER, erstwhile producer of "Hollywood Hotel" and briefly of "Good News of 1938," is reported readying a new show in which Leopold Stokowski and Deanna Durbin would be the featured personalities, with a symphony orchestra utilized in the manner of "100 Men and a Girl." Bacher also has an airshow in work with the Marx Brothers, and still another in the discussion stage with Dick Powell and Joe E. Brown the proposed headliners. General Motors is hinted as the sponsor being aimed at.

Constance Bennett must file an amended complaint showing actual monetary loss through the alleged libelous statements of Jimmy Fidler over the air before she can recover any part of the \$250,000 asked for her suit against the air chatterer, Judge Robert Kenney ruled in Superior Court yesterday. The jurist gave Miss Bennett's attorneys 10 days in which to amend the complaint and charge slander and financial loss rather than libel.

Haven MacQuarrie had his watch and pocketbook lifted by a sneak thief backstage during his last Sunday's broadcast at the El Capitan Theater. Nice way to treat a home town boy on his return visit.

Gene and Glen get a new sustaining period on KECA and the NBC Pacific Coast Blue Fridays at 6-6:15 p.m., with probable added session on Tuesdays at the same hour after March 15.

Larry Kent and his orchestra will be heard via KNX from the Beverly Wilshire nightly at 11:00-11:30, and will be routed over CBS on Friday nights at 9:30-10.

Wesley Tourtellotte, KFI-KECA staff organist, replaces Sibil Chism as organist for "One Man's Family" when Mrs. Hal Bock moves over to the rival network to provide the organ accompaniment for "Lum and Abner" on their new Postum series.

Union Oil is dropping the perennial favorite, "Thrills," written and produced by Frederick Dahlquist of American Radio Features, in favor of a new show headed by John Nesbitt, Donald Novis, The King's Men and David Broekman's orchestra. New one initials on April 27, on the same 6:30-7 Wednesday night schedule over NBC Pacific Coast Red.

Alice Faye and Tony Martin will guest with George Fischer on his Mutual "Hollywood Whispers" Sunday night. Broadcast will be from the forecourt of Grauman's Chinese, and the occasion is the impression in imperishable concrete of the hand and footprints of the two stars.

KMTR has a "Wishing Well" in the patio of the new studio on Cahuenga. So everyone can wish for a sponsor?

## RADIO PERSONALITIES

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

### ARCH SHAWD

**"T**HAT which is worth doing, is worth doing well" is perhaps more indicative of the character and business acumen of Arch Shawd, sales manager for King-Trendle interests, than paragraphs and paragraphs of description and delineation.

Arch, as he is familiarly known to his colleagues, has at last found his niche. Radio, as he himself states, is his preference and joy. The road to his present situation, however, pictures a long travail starting from early teen age, when after high school hours he broke into newspaper work selling want ads.

Finding newspaper work to his liking, after college days, he eventually broadened his experience on Chicago newspapers, later followed by selling display advertising on the Metropolitan papers of Detroit.

The newspaper background equipped Shawd unwittingly for radio and stands him in good stead today in his capacity as sales manager for WXYZ and the Michigan Radio Network.

Arch's fetish is ideas. His ambition to bring ideas that click to radio invites contact with any and all sorts of people in all phases of life and all to the purpose of furnishing valuable entertainment with charm.

Arch Shawd's outlook for 1938 predicts substantial increase in Michigan Radio Network billing due to the constantly increasing quality of offerings and the strengthening of listening habits of radio families whose loyalty and appreciation for the home town station constantly builds increased listener volume.

Shawd was born in Ohio, but sojourned to Michigan shortly after the World War, during which he served in the Marine Corps.



His fetish is ideas—and doing things well.....

### ST. LOUIS

Josephine Halpin, KMOX "One Woman's Opinion" commentator, bankrolled by St. Louis Dairy Co. for a trip to her home town of New Orleans, where she'll handle description of Mardi Gras for KMOX and CBS.

"Lone Ranger" ETs have been bought by Papendick Bakery over KWK for a year.

Walter Remedy Co., Alka-Seltzer ETs and Barton Mfg. Co. announcements are among latest KMOX business.

Frank Rand and Jack Van Volkenburg of Chicago were recent visitors here.

"Mrs. O'Brien's Boarding House," daily KWK program, gaining favor. It's directed by Bert Igou, new talent head.

### WQAM, Miami

Peggy Stone, head of station relations for International Radio Sales, visiting friends here.

Ted Husing worked the P.A. system for Sonja Heine's ice carnival.

Dinty Dennis, Kellogg sports commentator, awarded two gold trophies to top fishermen in Greater Miami Fishing Tournament.

Texas Dave McHenry is back on WQAM warbling staff after a year in vaude.

Leslie Harris aired ceremonies at laying of new Miami Beach Post Office. Postmaster General Farley chief speaker.

### DALLAS

KRLD is breaking in a pair of new announcers, Roy George, formerly of KTAT, Fort Worth, and Howard Bogarte, from Dallas Little Theater Drama School. James Crocker is shifting from mike staff to sales department.

WFAA will carry the series from the State Penitentiary starting Tuesday via WBAP, Fort Worth.

William Karn of KPDN, Pampa, won out in auditions for a new WFAA announcer to replace Bill Hightower, who joins Southwestern School of Radio Broadcasting.

Earl Kalusch, veteran WFAA announcer, will be the daily news commentator with Griffin Shoe Polish and A. Harris & Co. store each sponsoring three days weekly.

Lasses and Honey, oldtime vaude actors recently heard on Rudy Vallee program, will guest Sunday for Pepper-Uppers program.

### WDAS, Philadelphia

A. W. Dannenbaum Sr., prexy, is returning next week from a fortnight in Florida.

Pat Stanton, vice-prez, thought it would be a good idea to air a symposium on business conditions. After several statements from so-called economic royalists, he gave up. Statements unsuited to fragile WDAS mikes.

Harold Davis, program director, assumes new role as Early Bird on "Breakfast Express".

Evangelist John Ford of Washington now heard in a series tied up with his personal appearances at Scottish Rite Temple.



**W**HEN Boris Karloff comes here March 18 for five-week guest appearance on "Lights Out" at NBC he will be supported by Betty Winkler, Betty Caine, Helen Behmiller, Harold Peary, Phillip Lord, Arthur Kohl, Macdonald Carey, and Bill Joyce handling sound effects.

Trading Post, Chicago store, launching three a week Hollywood News program featuring Betty Ann Brown as commentator over WIND. Account is handled through Burnet-Kuhn agency by Lew Goodkind.

Forrest Lewis of Buck and Wheat comedy team heard on "Aunt Jeannette" show back from Florida.

Charlie Agnew's orchestra playing at Merry Garden's is on NBC, spot having capitulated to demand of \$100 week service charge for remote sustainers.

Carl Harris, director of promotion and publicity for J. Walter Thompson Co., in New York conferring with the home office.

Leonardo Aramesco, European operatic tenor, is here for several guest turns on the Germania hour on WIND. He sang at Salzburg last summer.

### WPTF, Raleigh, N. C.

"Tar Heel Tales", historical episodes about the state, starts March 10 for Commercial Printing Co.

John Field Jr., formerly with Free & Peters, arrived this week to take up his new duties as sales manager.

Two presentations of "The Melody Boys" and resulting mail response fetched a sponsor in Zebulon Supply Co. (farm and home supplies). "The Yodelling Kid", ET presentation, also won a sponsor in Smith's Heating System, Kinston, N. C.

Ralph Burgin Jr., from WSJS, Winston-Salem, joins the announcing staff March 14.

"Red River Valley" is rehearsing for an early debut. John Rae will emcee, with The Melody Boys and Kingham Scott at the organ.

### WPAY, Portsmouth, O.

Try-Me Furniture Co. is conducting an elaborate campaign, using two daily shows. John Seagel in 15 minutes of ET hymns is presented in the morning, while Audrey Moore, hillbilly ballad singer, appears at 5 p.m.

Jack Nobel, hillbilly who hails from Chillicothe and journeys here each Saturday for his half-hour program, is the station's biggest mail-puller.

### WICC, Bridgeport

George and Juanity, hillbillies, take over 8:30 a.m. spot in response to demand.

Actress Dion Sabatini is a new voice in the station's production group.

## PHILADELPHIA

John Thorp, former sports writer, takes over the KYW sports broadcasts of Kerby Cushing, resigned.

Horace Feyhl is now the emcee on "Studio A" revue over WCAU.

Gene Moore and Gertrude Altrogge of WIP's "Music Box" will trek altarward shortly.

Alan Scott, who has been confined to his home with a leg injury, returns to the air shortly.

Jack Steck is emceeing WFIL's latest "Auditions on the Air," now emanating from a 1600-seat auditorium.

Lou London has taken on the added job of music librarian as well as announcing at WPEN.

Norris West and George Hogan of WCAU are working on a new series of dramatic programs, which will be announced shortly.

Vernon Crawford is now handling one of WFIL's newest programs, "Dog Heroes."

Carol Cramer's "Keyboard Capers" are now being heard over WIP.

Robert Eilmore will be heard at the organ over WFIL.

A new program over WIP features Bob Nellor and his dummy, Dizzy Dugan, who interviews patrons of a local nite spot.

Frances Carroll is now singing in an afternoon spot over KYW.

Mills Spooner and Dave Tyson are now heard on WFIL's "Melody Man" program.

Ann Tannin is latest addition to the song staff of WIP.

Rodger Williams is again being heard over KYW.

## WJR, Detroit

Ron Gamble, formerly at WHIO, WKZO and WJTM, joins the announcing staff here next week.

Last hour of the N. Y. Philharmonic-Symphony will be piped by WJR to WJBK starting Sunday. The local CBS outlet also is feeding the symphony program to WTOL, Toledo.

## WJNO, West Palm Beach

Manager George A. Hazlewood has received many comments on new station setup, which includes all the CBS commercials that come into Florida. Station has made rapid strides in the short year since its debut.

Last night's "National Used Car Week" broadcast, with Edsel Ford and other speakers, had WJNO on its list of outlets.

## ONE MINUTE INTERVIEW

BOB CARTER

"No longer are announcers announcers. Today they're more like staff emcees. With the trend to vox pop and special events programs bigger than ever, the crack announcer now needs plenty of fast-thinking and lib ability. Especially is this true of independent stations where program variety must be obtained with minimum expense."

## ★ Coast-to-Coast ★

IN the medal award included in Annual Advertising Awards for 1937, made by Advertising & Selling to the advertiser, agency, broadcast facilities or individual for excellence of commercial announcements, this particular award went to N. W. Ayer & Son Inc., with a special reference to the Kellogg "Singing Lady" and Atlantic Refining Company "Football Broadcasts." Included in the latter was special mention to the Virginia Broadcasting System, which carried 13 Virginia and Maryland games last fall. Included in the VBS network were stations WRNL-WPHR, Richmond and Petersburg; WGH, Newport News; WBTM, Danville; WLVA, Lynchburg; WCH, Charlottesville; WDBJ, Roanoke, and WSVA, Harrisonburg, Va. The campaign used by Atlantic and placed through N. W. Ayer included broadcasts of football games from the field, gridiron forecasts, contests, dealer tie-in window displays, and dealer handbooks. Most of the Virginia games were fed to VBS by WCH, Charlottesville.

A group of four Negro boys and girls called at WHK, Cleveland, the other day and asked: "Could we please have an audition?" They finally got to Russell W. Richmond, WHK-WCLE program director, who immediately gave them a 15-minute spot on Fridays at 7:15 p.m. The group is called "The Jungle Bugs."

Faith Baldwin, author, will speak in the Higbee Auditorium before members of the Women's Advertising Club, Men's Advertising Club and members of the Panhellenic Congress, and a group from the Cleveland Playhouse will dramatize characters from her latest books as a part of the program to be carried by WCLE and Mutual on March 12 at 2-2:30.

Ed Norton, chairman of the board of WAPI, Birmingham, and majority owner of WMBK, Jacksonville, recently was host to Father Godin, president of Loyola University, New Orleans, owner of WWL. Father Godin visited the transmitters of all Birmingham stations—WAPI, WSGN and WBRC.

A special three-hour broadcast will be presented over WOR early Sunday, 2-5 a.m. Arranged through the cooperation of the Newark News Radio Club, a world wide organization, the broadcast will salute club members in every state in the Union and several foreign countries. The Newark

News Radio Club is composed of men and women broadcast and short wave listeners whose hobby is logging distant stations.

Etna Young, stewardess-nurse on the "Shenandoah," crack New York-Chicago limited of the Baltimore & Ohio Railroad, will be guest of Glenna Strickland on her "Kitchen Capers" program over WNEW, tomorrow at 11:00 p.m. Miss Strickland will interview Miss Young, who is one of the first train stewardesses in the East, about her work. Reginald Bailey, 13 year old boy soprano, who was to have been Miss Strickland's guest on this program, will not appear but will be guest at some later date.

Shirley Temple will broadcast for the second time in her career at 11:30 tonight when she speaks from the lobby of Grauman's Chinese Theater in Hollywood, at the preview of her latest picture, 20th Century-Fox's "Rebecca Of Sunnybrook Farm." As on the previous broadcast (the premiere of "Wee Willie Winkie" last summer) Shirley's voice will be carried over the Mutual Network. Program will originate at KHJ, Los Angeles, and will be aired in the east by WOR. Other principals in the cast who will be heard in the half-hour lobby pickup are Randolph Scott, Jack Haley, Gloria Stuart, Slim Summerville and Bill Robinson. George Fischer of the "Hollywood Whispers" program will emcee.

"Platter Chatter," a new mid-day program, heard for the first time this week over WINS, brings to the microphone a new WINS personality, Jack Negley, who comes to radio via stage and screen. The title of the program derives from Nick Kenny's Saturday column of the same name, and will feature, on one broadcast every week, recordings recommended by the radio columnist.

Beginning Monday at 2:15-2:30 p.m., a new musical program known as "Songs By—" will be heard Monday through Friday on WINS. Program will feature a different singer on each broadcast, to be selected by Louis Katzman, WINS musical director. No announcement will be made of the identity of the soloists until the actual broadcast.

WBIL today presents the first of a series of the Beethoven Symphonies to be heard on Fridays at 2-2:45 p.m. Richard Norman will act as commentator.

## SAN ANTONIO

George W. Johnson, KTSA manager, back from Oklahoma City visit.

Pan-American Tower is the new name of building housing KMAC.

Vernon Geyer, organist, featuring DeLores, songstress, in a nightly KMAC broadcast from Alhambra Club, will shortly be sponsored on a hookup by Nevio for Nerves and Starkist Floatation Toothpaste.

Manager Howard Davis of KMCA is having a huge amateur show in Mundy Auditorium on April 1 at 8:30 p.m.

## WJBK, Detroit

Return of Jack Douglas, local favorite, is being announced by multi-colored posters on all Detroit street cars. In addition to being the "Old Nightwatchman" for 2¼ hours each morning starting at 6 a.m., Douglas has taken on the half-hour 12:30 "Sunshine Express."

George Hall, program director of UAW Radio Dept., which airs daily over station, recently married Sally Huxford of Evanston, Ill.

Silvertone Quartet is providing harmony for the Saturday night UAW program.

Angus Pfaff, chief announcer, and Mrs. Pfaff are off for two weeks in Florida. On their return, Bob Longwell, merchandising director, visits his home town, Indianapolis, for two weeks.

Townsend Plan Committee has taken a 15-minute talk on Sunday afternoons. Wonder Bread is another new account, using one-minute announcement in Polish preceding WJBK's two daily Polish hours.

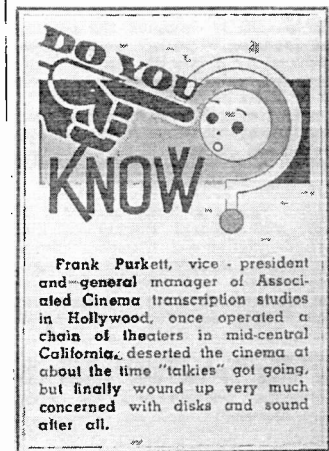
## WAAF, Chicago

Jack Odell and Don Bolt are collaborating on a new Sunday afternoon show, "News Oddities."

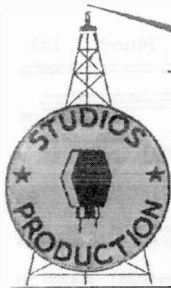
Joe Silver is announcing "Songs of Yesteryear," new Sunday a.m. commercial for Halco Institute.

"The Canary Serenade" has turned out to be the station's biggest mail puller.

Joy Fairman, soprano, has started a series of light classical songs, with occasional pop numbers.

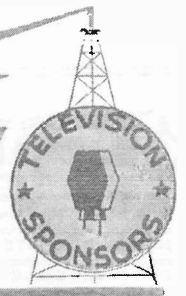






# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 45

NEW YORK, N. Y., MONDAY, MARCH 7, 1938

FIVE CENTS

## 748 Stations in Nat'l Airmail Week

### OAKITE PRODUCTS SETS SPRING SPOT CAMPAIGN

Along with newspaper advertising, Oakite Products Inc., will conduct an increased spot radio campaign this Spring, placed by the Calkins & Holden agency. KDKA, WTIC, WCAU and WBZ are now being used, with other outlets to be added. Company states that, by consistent use of radio and newspaper advertising, company's sales have maintained an uptrend even in the recession period.

### Makelim Adds to Staff; Plan New WHIP Studios

Chicago—Edmund A. Faulkner has been engaged by Hal R. Makelim, manager of WHIP, as a new member of the sales staff. Faulkner has had  
*(Continued on Page 3)*

### George Case Takes Over Program Post at WDNC

Durham, N. C.—George T. Case, who recently resigned his announcing and production post at WIS, Columbia, S. C., to join WDNC here as production manager in charge of all programs, takes up his new duties today. Case previously was associated with stations in Cincinnati and Chicago.

### Wheeling Steel Expands

Wheeling Steel Corp., using five outlets on Mutual since Jan. 2, went coast-to-coast yesterday, adding the Don Lee network with exception of Washington and Oregon stations. Steel company has been using company talent. Richfield & Co. is the agency.

### Lucky Ill Wind

Philadelphia—When Gene Edwards had a tire blowout and didn't show up at WDAS to announce the "Kiddies Follies," Musical Directress Marian Black thought it would be a good idea to let each kid announce himself. A sponsor liked the idea and bought the show. The salesman on the account bought Edwards two new tires—for being late.

### Toscanini Tale

Dr. Frank Black vouches for this. When RCA and NBC bosses introduced Toscanini to the newly formed symphony orchestra they had much praise for most of the men, but apologized for the oboe player. He wasn't really tops, they said. Story got around that Toscanini would give the oboe boy the devil after the first rehearsal, and everybody was primed for it. Instead, the maestro approached the timid fellow and said: "Signor, you are a great artist." It worked. The guy has been playing as if inspired—and now is regarded the ace oboe player of the country.

### McNINCH AGAIN REVEALS OPPOSITION TO TAX BILL

Washington Bureau, RADIO DAILY  
Washington — As indicated two weeks ago in a RADIO DAILY interview, FCC Chairman Frank R. McNinch reiterated his objections to the Boylan bill, which seeks to place a wattage tax on stations, in a letter last week to Chairman Doughton of the House Ways and Means Com.  
*(Continued on Page 3)*

### Philco's 1938 Business Headed for New Record

Philadelphia—There is no recession in the use of radio sets, according to Philco, which reports that results of its parts and service division in the first two months of this year point to one of the best years, if not the best, in the company's history. January parts business was 25 per cent ahead of the corresponding  
*(Continued on Page 2)*

## ★ THE WEEK IN RADIO ★

### AFM Prepares Disk License

By M. H. SHAPIRO

EXECUTIVE Board of the AFM held sessions during the week . . . mostly taken up with the question of licensing the transcription and phonograph record makers . . . as is generally known, this is the plan whereby the smaller stations are expected to be brought into line in the matter of hiring musicians, if in the opinion of AFM the outlet can afford it as judged by gross receipts less usual

### Record Network is Assembled to Promote Event—Charles Crutchfield is Directing Radio Activities

By NORMAN WEISER

### GENERAL MILLS, P. & C. SHIFTING THEIR SHOWS

The General Mills "Gold Medal Hour," which switches from CBS to NBC-Blue network the first week in June, will be replaced on May 30 in its 1-2 p.m. period by Procter & Gamble. With five 15-minute programs five times weekly now on CBS, it is expected that one show will be aired on a split network to  
*(Continued on Page 10)*

The largest number of stations ever assembled to promote any one single event—748 outlets in all—has been set by Charles H. Crutchfield, WBT program director, who has been named National Radio Director of the National Airmail Week, May 15-21. A preliminary send-off will be given the event in a broadcast over the three major networks on March 31.

Crutchfield, who has secured the full co-operation of every outlet in  
*(Continued on Page 3)*

### Batch of New Business Added to WINS Schedule

A. Schillin, recently appointed sales director of WINS, has added the following new accounts to the station's books since Feb. 28: Michaels Credit Department Store, six half-hour periods a week (music)  
*(Continued on Page 2)*

### New WLS Transmitter Ready by Next October

Chicago—Having received FCC authorization for its new \$250,000 transmitter, WLS will begin construction at once on 586-ft. Trucson steel tower and 50,000-watt RCA equipment, with plans to have it in operation Oct. 1. WLS has been sharing with WENR since 1931. New transmitter will greatly expand station's listening area and afford better reception, according to Manager Glenn Snyder.

### ROI TAN BACK APRIL 1 WITH BIGGER CAMPAIGN

Spot campaign for Roi Tan cigars is being resumed April 1, with the station list still incomplete. Approximately 60 outlets will be used according to present setup. Some towns will have two campaigns on as many stations, other small watters in some cases will be eliminated as compared to last year while additional announcements will be placed elsewhere  
*(Continued on Page 10)*

### Petrillo Reported Seeking Return of Chi Air Outlets

Chicago—While James C. Petrillo, musical boss, declined to let band leaders dig down into their pockets when big stations began assessing remote spots \$100 a week service charge which resulted in most major places going off the air, he is now said to be seeking to work out ar-  
*(Continued on Page 2)*

### Radio Annual Out

First edition of Radio Annual, published by RADIO DAILY, is on its way to subscribers today. The volume is of standard book size, numbers 960 pages, with a hand-some blue, red and gold cover, and packed with information about radio stations, programs, artists, television, facsimile and the many other departments and phases of the business of broadcasting.

*(Continued on Page 2)*



Vol. 3, No. 45 Mon., Mar. 7, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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**FINANCIAL**

(Saturday, Mar. 5)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135 1/4	135 1/4	135 1/4	—
Crosley Radio	8	8	8	—
Gen. Electric	40	39 1/2	39 1/2	+ 1/2
RCA Common	6 1/2	6 1/2	6 1/2	—
RCA First Pfd.	51 1/2	51 1/2	51 1/2	—
Stewart Warner	9 1/2	9 1/2	9 1/2	— 1/2
Westinghouse	93 1/2	93	93 1/2	+ 1/2
Zenith Radio	14 1/2	14 1/4	14 1/4	—

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	5 1/2	6 1/2

**"Hollywood Hotel" Show Flooded Out of East**

Due to impaired facilities resulting from the California flood, last Friday night's "Hollywood Hotel" broadcast over CBS did not reach the east until the last eight or ten minutes of the hour program. Columbia Symphony Orchestra was rushed into the breach.

**International Disking Series**

International Radio Productions, Hollywood, transcription division of International Radio Sales, Hearst Radio affiliate, will produce the radio version of "Jungle Jim" and "Feature Story of the American Weekly," effective April 10. Both programs are heard over 250 stations at present.

Series was formerly handled direct by King Features, but the entire radio department at that organization has now been disbanded. Howard Esary, managing director of IRP, will supervise all casting, direction and promotion of the two features.

**WANTED**

Address of B. J. WILLIAMS, active in promotional sales. Address W'OPI Bristol, Tenn.

☆ **THE WEEK IN RADIO** ☆  
AFM Prepares Disk License  
(Continued from Page 1)

to make sure the ET and record situation will work out satisfactorily in accordance with AFM promises. . . .

Coast stations were badly hampered by the floods . . . while ad agencies and program departments of networks and others were in a dither until the last minute, wondering whether programs were coming through from the Coast or whether substitute shows would go on from the East . . . fast work by engineers and traffic men solved the problem and service came through on schedule for the most part . . . Used car campaign using some 400 stations for spot announcements . . . AFL goes after time on the air, with Bill Dolph of WOL, Washington, handling the situation . . . but if the AFL gets time, sustaining or otherwise, then the CIO believes everything is Jake and will also want the equivalent of whatever the AFL gets. . . .

WLW hearing on limitation of power will come up before the FCC on May 16 . . . there are about 15 other big watters who seek 500 kw. authorizations also . . . Supreme Court in Washington upheld the Circuit Court of Appeals in reversing the conviction in the lower courts of Norman Baker and E. R. Rood for violation of FCC whereby disks made this side of the border were shipped and broadcast from the other side . . . Court held that the language of the Communications Act does not actual-

ly forbid such practices . . . Dr. Otto Fulton, facsimile inventor and pioneer of facsimile transmission, died suddenly of a heart attack . . . his demise will not disrupt the facsimile organization with which he was connected. . . .

NBC made an agreement with Arturo Toscanini to conduct NBC Symphony concerts for three more seasons at least . . . the eminent maestro will be back in October for NBC . . . Two Idaho outlets were added to NBC network, reaching the 146 station mark for its two webs . . . Ascacp test of the constitutionality of the Florida anti-Ascacp law was heard in New Orleans and decision reserved . . . Florida attacked the suit's jurisdiction in the Federal court because the law was aimed at monopolies and restraint of trade and not copyright owners . . . Tyrus Norwood headed Florida counsel. . . .

CBS artist bureau keeping its doors wide open for new talent, mostly that which can be developed into personalities . . . not that CBS ever completely closed its doors to such, but special efforts are being made at the present time, with the important item being the personal manager recognition . . . Another bill introduced in Albany asked regulation of radio companies by the Public Service Commission . . . New cyclopedia ready for the press shows 36,800,000 radio sets in the U. S.

**Batch of New Business Added to WINS Schedule**

(Continued from Page 1)

cal show) and 18 five-minute news periods a week (Hyman Levy Agency); Howard Co. Jewelers Inc., six 15-minute periods a week on Alan Courtney's "Gloomchasers" (Hyman Levy Agency); Meier Credit Co., 28 spots a week (Hyman Levy Agency); American Institute of Food Products, six half-hours a week, "Woman's Page of the Air," and six 15-minute periods a week on "Foodcaster" (Sheck Advertising Agency); American Clothes, six 15-minute periods a week on "Platter Chatter" program; Abelson's Inc., 50 spot announcements a week; Riverbank Canning Co., six 10-minute periods a week on "Gloomchasers" (Klinger Agency); Harris Motors, spots, and Barney's, spots (Alvin Austin Agency); Flemolyn, twelve 5-minute news periods a week (H. M. Kieswetter Agency); Quick Washer, six 15-minute periods a week on "Song Contest."

Renewals for the same period are: Jad Salts, six 15-minute periods a week on "Musical Clock" (Blackett-Sample-Hummert); Postal Telegraph, 60 spots a week (Grant, Wadsworth & Cashmir); Empire Gold Buying, 70 spots a week (Friend Advertising Agency).

**Philco's 1938 Business Headed for New Record**

(Continued from Page 1)

month last year, according to Robert F. Herr, parts and service manager. Most striking increase was noted in New Orleans, where business ran 219 per cent ahead.

**Petrillo Reported Seeking Return of Chi Air Outlets**

(Continued from Page 1)

agement whereby leading orks will be on the air again. Said to fear that present situation will keep visiting name bands out of Chicago, with result that added revenue of 10 per cent assessed on them will not be forthcoming to union's benefit fund.

**Sound-Facsimile**

William G. H. Finch of the Finch Telecommunications Laboratories has obtained a patent on a new invention to make possible the combining of sound with facsimile. A radio loud speaker is utilized for the sound.

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

**COMING and GOING**

GORDON HENRY, manager of CFAC, Calgary, Alberta, arrived in Hollywood last week on a brief business trip.

BLAIR WALLISER, production director at WGN, Chicago, is vacationing in New Orleans and Biloxi. QUIN RYAN, sportscaster of same station, returns today from Florida, while FRANK COUCHLIN of the continuity department leaves March 18 for a jaunt to Mexico City.

O. P. SOULE, president of KFI, Twin Falls, Ida., and KSEI, Pocatello, returns to Idaho from the east after completing arrangements for the two stations joining NBC on March 15.

FRANK MULLEN, assistant to David Sarnoff, president of RCA, is expected in Chicago this week on business.

LINTON WELLS, the "Magic Key of RCA" roving reporter, and Mrs. Wells plan a trip to Europe soon and Wells will originate some "Magic Key" interviews from there. They are also considering a South American cruise.

CHARLES CRUTCHFIELD, program director at WBT, Charlotte, spent the week-end in New York and Washington holding conferences on the observance of Air Mail Week, which will be celebrated by broadcasts originating at WBT.

SOL BORNSTEIN, head of Berlin Music, left for the coast yesterday.

MARY MARGARET McBRIDE has returned from Washington, where she attended the Women's Press Club dinner Saturday.

BERT LEBHAR of WMCA is expected back today from Chicago.

H. K. BOICE, CBS vice-president in charge of sales, went to Chicago last week to coordinate details in connection with consolidation of Procter & Gamble programs into a solid hour.

JOE RINES, orchestra leader, is flying to Florida for two-week vacation. Stopping at the Dempsey-Vanderbilt.

A. H. CINMAN, president of Canadian Marconi Co., sailed last week on the Conte di Savoia for a two-month trip abroad.

**C. Merwin Dobyns Marooned**

Long Beach, Cal. — C. Merwin Dobyns, owner and general manager of KGER, Long Beach and Los Angeles, returned from the east last week just in time to be marooned here for nearly two days as transportation to Los Angeles was made impossible by damaged bridges. Commercial Manager John Dobyns also was stranded at his Monrovia ranch, and kept in touch with business by telephone.

KGER did exceptional public service during last week's disaster, keeping abreast of rapid emergency developments over a wide area through remote control lines, mobile recording equipment and constant telephone contact with law enforcement and relief organizations.

**COMMERCIAL MANAGEMENT**

I am interested in taking over the commercial management of a station and will pay the station a fixed cash management fee with an immediate down payment of twelve months' fee, payable cash in advance.

I will expect to bring with me my own experienced sales force. Box A-140, Radio Daily, 1501 Broadway, New York City.

**WBT and CBS Answer Southeastern Papers**

WBT, Charlotte, with the cooperation of CBS and its other 17 outlets in the Southeastern group, this week will issue a brochure to all regional and national advertisers answering the charges about radio coverage made by 28 Southeastern newspapers in a national ad on Feb. 24. Newspaper advertisement, it is charged, was destructive to all business and media, and gave an untrue picture of that section of the country.

Brochure points out WBT's efficient coverage of the Southeast through 888,930 radio families; effectiveness of radio in reaching better-buying-power homes; that radio set ownership is strong in Southeast, there being 51 per cent radio homes in the Charlotte area as compared with 21 per cent who regularly read the leading newspaper, and lower rates for radio advertisers.

Station and network point out that the brochure is issued only to combat the so-called unwarranted attack on the radio industry by the 28 newspapers, a close parallel to the recent attack made by the Crowell Publications.

**Makelim Adds to Staff; Plan New WHIP Studios**

(Continued from Page 1) seven years' newspaper experience and also was with Borden Co.

Bob Myers, formerly with KXBY, Kansas City, and with the Missouri State Highway Patrol radio division, joined WHIP on Saturday as chief engineer.

Hazel Beeman, home economics expert, returns to Chicago and WHIP next month.

Station also is reported planning spacious new studios in the Chicago Loop area.

**McNinch Again Reveals Opposition to Tax Bill**

(Continued from Page 1) mittee. The letter was in reply to a query sent by Doughton to McNinch.

The FCC chairman declared that the system of taxation proposed in the Boylan measure is not consistent, fair or equitable, and that the bill is designed to produce more revenue than is necessary to administer the communications act. McNinch again intimated that much study of the situation is needed before attempting to enact a tax.

**Garoway at KDKA**

Pittsburgh—David Garoway, formerly with NBC in New York, has been added to the KDKA announcing staff.

**KMMJ**

Clay Center, Neb.

The favorite family station

**NEW PROGRAMS—IDEAS**

**WCCO "Swing Appreciation"**

A "Swing Appreciation Hour" has been instituted by WCCO, Minneapolis and St. Paul, as a weekly affair. The programs feature "The WCCO Ad Lib Club," a swing orchestra.

Although there are many swing programs on the air, there has never been a weekly program designed to analyze this particular style of music. During the course of the broadcasts, the individual members of the orchestra will be interviewed, will perform solos on their instruments, and explain the function of their instruments in the performance of a swing number.

As the program progresses, the station plans to develop a "Swing Clinic" to which listeners may write for information about swing music.

**Movies Burlesqued**

"Safety Legion," kid show over KTSM, El Paso, has added a burlesque on current pictures playing at local movie houses to its hour session. Scripts, written by Conroy Bryson and adapted to talents of the regular performers, so far have included "The Bucking Ear," "The Bad Man of Soapstone," and "Goldberg's Folly."

**WINS "Showcase Revue" Gets Night Club Stars**

A big array of stars will be heard on the WINS "Showcase Revue" during the week starting today, when the program moves to its new spot, 5:05-5:30 p.m., Monday through Friday. In addition to the regular cast, which includes emcee Happy Lewis, Claire ("Bootsie") Sherman, Stubby Kaye, and Alan Drew and the "Butch MacTavish" Orchestra, the "Showcase Revue" will feature the following luminaries of stage, screen and night clubs:

From the Casa Manana, Doc Rockwell, Oscar Shaw and Tom Patricola, on Monday, Wednesday and Friday, respectively; on Tuesday of the same week, Pinky Tomlin, just back from a screen engagement; and on Thursday, Johnny Messner and Jean D'Arcy of the Hotel McAlpin's Marine Grill.

The 6:05 Monday through Friday spot formerly occupied by the "Showcase Revue" will be taken over by a new program known as "Michaels Melodiers," featuring soloists Don Richards and Lorraine Barnett and the Melodiers Orchestra. The new series will also be heard on Sundays at 6-6:30 p.m.

**KTUL Adds Orchestra**

Tulsa, Okla.—An eight-piece orchestra under direction of Wade Hamilton has been added to the talent list at KTUL.

**New Swing Program**

KTSM, El Paso, has inaugurated "Jam Time," new thrice-weekly swing session, with Roy Chapman as emcee. Musical quiz is featured, with members of studio audience asked to identify three "lucky jam tunes" when played by Frank Moser and his ork. Dollar is awarded for correct answer.

**New Comedy Show**

This one is ballyhooed as "screwy." In fact, they call it radio's screwiest. Airing over KTUL, Tulsa, under title "Nonsense and Notes to You," stint presents a wise-cracking commentator (Ken), and an organ-playing stooge (Wade). Sponsored by Hales-Mullaly, State Electroflux distributor, and piped to KOMA, Oklahoma City.

**"How About Music?"**

WORL, Boston, plans to spot this 15-minute musical feature at different times each day, also varying type of music. Thought, says g.m. W. Cort Treat, is to learn kind of music public likes when—, and mail response will be carefully studied.

**748-Station Hookup In Nat'l Airmail Week**

(Continued from Page 1)

the country, will personally supervise the cutting of a series of 23 disks which will be sent to each of the 748 stations. In addition, an elaborate set of promotion stunts, broadcast ideas, scripts and continuity will be sent to each station. A form, printed by the Government, will be submitted to the stations with instructions to mark down every broadcast aired and then submit to Crutchfield. One station will be selected from the 748 for outstanding services and will receive a bronze plaque from FCC chairman Frank R. McNinch as a permanent record of its work in the campaign.

Paul R. Younts, National Chairman, and Postmaster General James A. Farley, Honorary chairman, will be speakers heard on the first broadcast, March 31. Following broadcasts will be supervised by 48 State chairmen who will work under Crutchfield. Local airings will have the full cooperation of all airway lines, and special event programs will be encouraged. Some special Airmail Week broadcasts are expected to originate in the studios of WBT, Charlotte, N. C.

Campaign is being promoted as a purely educational measure, celebrating the 20th anniversary of the inauguration of airmail service, and will culminate with a broadcast over NBC, CBS and MBS from Hollywood.

**MICHIGAN**

**TEST ANY WORTH WHILE PRODUCT**

- ON 8 Stations**
- IN 8 Major Cities**
- ON 1 Complete Network**
- AT One Low Cost**

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

## AGENCIES

RALPH W. NELSEN, formerly with Newell-Emmett Co. Inc., has joined Abbott Kimball Co. as production manager.

COLMAN O'SHAUGHNESSY, formerly with McCann-Erickson, is now with Arthur Kudner Inc.

NEWELL-EMMETT CO. says the April campaign for Liggett & Myers Tobacco Co. on Chesterfield cigarets will continue the "pleasure" theme and will tie in directly with point-of-sale displays, radio and other advertising.

N. W. AYER & SON'S "Advertising Advertising" series this year will be carried in more than 1,600 daily papers and farm journals in the U. S. and Canada. The Ayer advertisements are intended to promote better public understanding of advertising and to encourage the purchase of advertised goods and services.

CHAUNCEY LANDON has joined Compton Advertising Inc. as a vice-president.

ARTHUR KUDNER INC. has been appointed advertising counsel for Pan-American Coffee Bureau.

N. W. AYER & SON INC. will serve as advertising counsel to Lightoller Co., manufacturers of lighting fixtures and portable lamps.

MacWILKINS & COLE INC., Seattle, has been greatly expanded with a new setup in 914 Republic Building and enlarged personnel.

## AFL and CIO on "Town Meet"

Homer Martin, president of United Automobile Workers of America, CIO affiliate, and John P. Frey, president of the Metal Trades Department of the AFL, will debate the question, "How Can Labor Settle Its Differences?" on next Thursday's "American Town Meeting of the Air" over NBC-Blue at 9:30 p.m.

## "Kitty Kelly" Year Old

"Pretty Kitty Kelly," sponsored by Continental Baking over CBS, has just celebrated its first year. Cast is headed by Arline Blackburn, supported by Clayton Collyer, Helen Choat, Blain Cordner, Edgar Stehli, Joseph MacCawley and Announcer Andrew Stanton.

## New Addis Ababa Station

Addis Ababa, Ethiopia—A powerful radio station is to be built here for the inauguration next year, according to current reports. A 1-kw. station was opened Feb. 1.

## BIRTHDAYS

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Greetings from Radio Daily

March 7  
Sidney Flamm  
Edward Jewett



## PETTY CASH VOUCHER

Week ending March 4th.

● ● ● Saturday... Since midnight when we attended Stan Shaw's "Millman's Matinee" with Critic Robert Coleman and Editor George Lait, we begin a tour of the spots, winding up at Leon & Eddie's at closing time, then to Dave's until daybreak, when Coleman decides on a drive thru Central Park—but somehow we wind up in Staten Island—and get lost en-route back, landing in Jersey.

● ● ● Sunday... For some unknown reason, probably because we slept from Sat. afternoon until today, we go to Coney Island and ride the merry-go-round—winning two brass rings.... Later we attend Emery Deutsch's party at Leon & Eddie's, where we see David Wolper and his frau, Jerry Kruger, etc.... Then to the Casa Manana, where the singing of John Griffin is surprising to our ears—especially in a cabaret.

● ● ● Monday... Word arrives from WDAS, Philly, that Buzz Davis, conductor of the nitely sports show, has received several warnings from bookies who want him to quit airing his opinions on the outcome of fights and basketball games. Seems people don't lay down their bets until Buzz makes his predictions—which last week were 100 per cent correct.

● ● ● Tuesday... Dinner at the Roosevelt, where Guy Lombardo threatens to "Mickey-us" in the ice cream for something we printed. It ends up by Guy saying he was "so happy that we dropped in and wouldn't we come again".... Later to Jimmy Dorsey's opening, where we spot Jonie Taps and his fiancée, Doris Rhodes; Barry Wood and his frau, Abe Lyman, Howard Phillips, Tommy Rockwell and his entire crew, plus lovely Carol Bruce—who is warbling there.... Buddy Green sitting with Jean Ellington and Wee Willie Horowitz—admits that he's been a shy, secret groom for four months.... Arriving home we find firemen wrecking our homestead which had gone up in flames—and we plug "Disappointed and Disgusted" for the first time—because we feel that way.

● ● ● Wednesday... At a party in the Georgian Room of the Hotel Piccadilly, opera singer Dorothea Lawrence amazes her guests by telling that Rabbi Stephen S. Wise is a member of the Loyal Order of the Sons of St. Patrick—because the Rabbi's birthday is March 17.... We listen to the Ben Bernie show, then to the "Hollywood Parade" which gags about the floods out there. We can just picture the Miami papers handling this crisis!

● ● ● Thursday... To the Deanna Durbin party, where flicker execs are stunned by the girl's beauty.... Dinner in Lindy's with Ray Block, and we watch Eddie Cantor enter with his Ida and one of their Five Girls.... To the Famous Door, where we learn that Louis Prima (who is entertaining Louis Sobol and Paula Stone at the moment) will depart in three weeks—which makes us so unhappy.

● ● ● Friday... Hear that though Cantor prepared a complete show to fill-in for the expected cancellation of "Good News"—and then at the last moment it wasn't needed—Cantor told the agency to forget about remuneration—he was happy to be of service—which is just like Cantor.

TOTAL EXPENSE: 25 cents for the bargain-price of six rides on the m-go-r.

AUDITOR'S REMARKS: Request denied. What about the two free rides because of the brass rings?

LAST WORD AT LAST: We took them home for proof!

## GUEST-ING

SYLVIA SIDNEY, on Paul White-man program, March 11 (CBS, 8:30 p.m.).

EDWARD G. ROBINSON, JANE BRYAN and ALLEN JENKINS in "A Slight Case of Murder," on "Hollywood Hotel," March 11 (CBS, 9 p.m.).

EDNA MAY OLIVER, on Al Jolson program, March 15 (CBS, 8:30 p.m.)  
RAMONA and JIMMY DORSEY, on "Saturday Night Swing Club," March 12 (CBS, 7 p.m.).

LOIS BENNETT, with Carl Hoff's orchestra, on "Your Hit Parade," March 12 (CBS, 10 p.m.).

JOSEF HOFMANN, on Philharmonic - Symphony Orchestra, March 13 (CBS, 3 p.m.).

EDWARD STARTZ, Dutch announcer and studio manager, interviewed by Bob Trout, March 13 (CBS, 1:30 p.m.).

FRANCISKA GAAL, on Bing Crosby program, March 17 (NBC-Red, 10 p.m.).

JOSE ITURBI, on Ford Sunday Evening Hour, March 13 (CBS, 9 p.m.).

JOHN FEENEY, tenor, on "Schaefer Revue," March 17 (WEAF, 7:30 p.m.).

ROBERT MONTGOMERY, on "Good News of 1938," March 10 (NBC-Red, 9 p.m.).

## F. T. C. CASES

F. W. Fitch Co., Des Moines, under a stipulation entered into with the Federal Trade Commission, agrees to discontinue advertising that Fitch's Dandruff Remover Shampoo will rid the hair or scalp of dandruff, keep the hair healthy, and impart vitality to lifeless hair; that it will prevent falling hair or baldness, unless this claim is limited to excessive falling of the hair and to such types of baldness as may be caused by dandruff, dirt or foreign matter, and that Lloyd's of London backs Fitch's guarantee that its preparation will remove dandruff with the first application.

## Prescott to Write Shorts

Allen Prescott, "The Wifesaver," has been signed to write a series of movie shorts for RKO. The first of these shorts, which will feature Sheila Barrett, is called "How to Buy A Hat!"

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.  
366 Madison Ave., N. Y. C.—Mu 2-5747.

# Business is made of Men

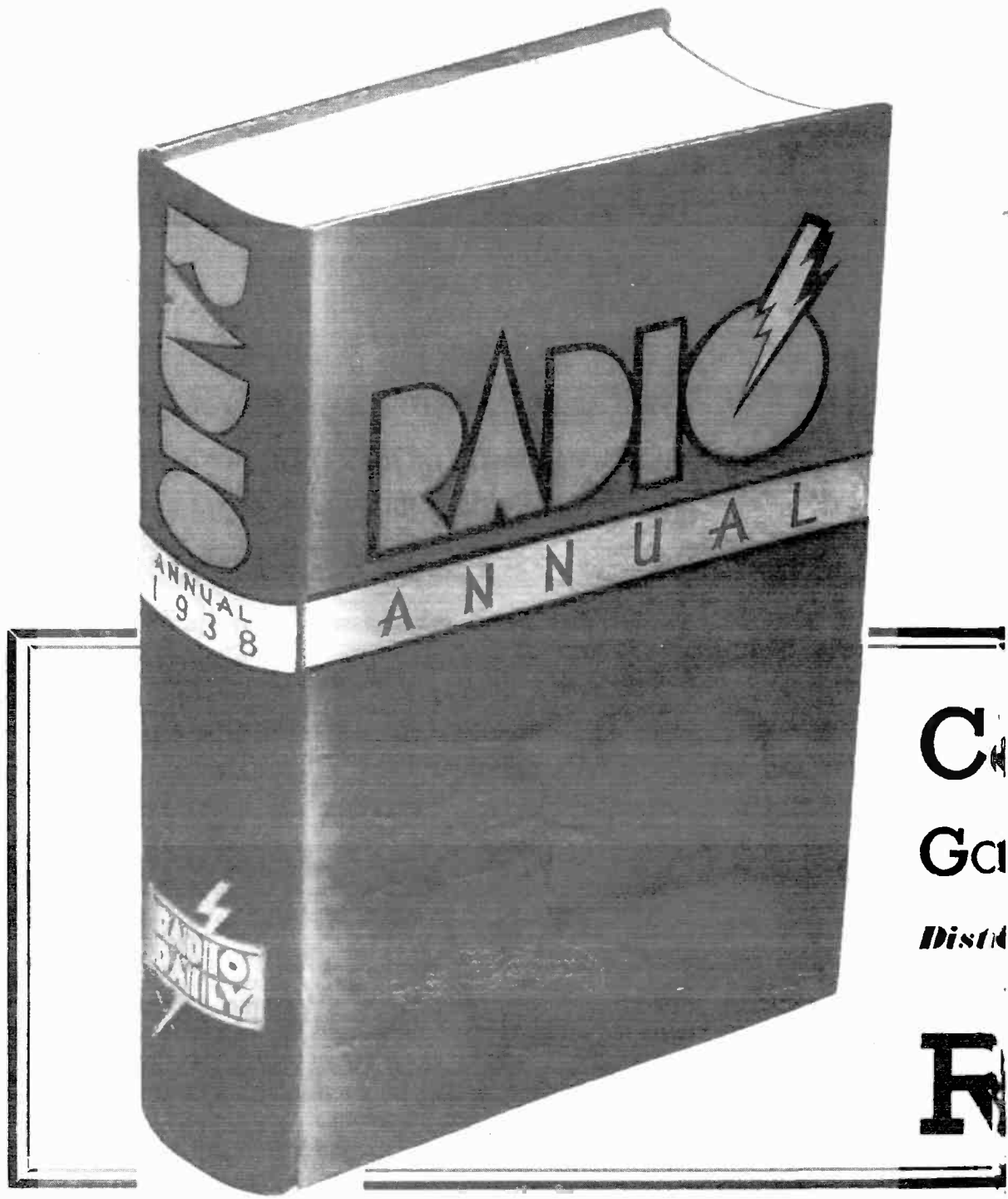
**Y**EARS ago this organization adopted a standard: *each man must have at least ten years specific, successful sales experience in the national advertising field.* Because the Paul H. Raymer Company has rigidly adhered to that standard, there have been few losses from its personnel, no changes in its organization. And year by year the business of the stations represented has increased . . . new business, made of men.

KERN, Bakersfield	·	WBRC, Birmingham	·	WDOD, Chattanooga
WJJD, Chicago	·	WXYZ, Detroit	·	KMJ, Fresno
WOOD-WASH, Grand Rapids	·		·	WMBR, Jacksonville
WLAC, Nashville	·	WDBO, Orlando	·	WPRO, Providence
KOH, Reno	·	WRVA, Richmond	·	WHEC, Rochester
KFBK, Sacramento	·	WTOC, Savannah	·	KSOO, Sioux Falls
WSBT, South Bend	·	KWK, St. Louis	·	KWG, Stockton
WSYR, Syracuse	·	WDEL, Wilmington	·	WORK, York
WNBX, Springfield	·	Michigan Network	·	WJTN, Jamestown

PAUL H. RAYMER COMPANY

Radio Station Representatives

NEW YORK      DETROIT      CHICAGO      SAN FRANCISCO



**C**

**G**

*Distd*

**R**

# NOW BEING DISTRIBUTED



BEING DISTRIBUTED COMPLETELY  
EVERYWHERE IN RADIOLAND

*Granted Complimentary to Radio Daily Subscribers  
As Part of*

RADIO DAILY SERVICE

**INTERNATIONAL PRODUCTION STUDIOS**

**FOTOTONE SOUND SYSTEM**

**STUDIO RECORDING**

**ELECTRICAL TRANSCRIPTIONS**

**OFF-THE-AIR RECORDING**

**33 West 60th Street  
New York, N. Y.**

**Telephone  
Columbus 5-7366-7-8**



**PROGRAM REVIEWS**

**"The Story Behind the Headlines"**

Presented under auspices of the American Historical Ass'n in cooperation with NBC, this new Blue network Friday program has for its object the discussion of the outstanding news event of the week. It is intended primarily as an educational feature, and judging from the initial broadcast last Friday night at 7:15-7:30 p.m. it should attract interest on its merits as an engrossing as well as instructive quarter-hour.

Caesar Searchinger, the commentator, talks with quiet authority, and both his voice and manner of speaking are pleasant to the ear. The subject of the first broadcast was Anthony Eden's resignation from the British cabinet. Searchinger gave a good deal of background pertaining to the situation, including past wars in Europe and their relation to the diplomatic and economic pattern in which England is situated.

The commentator did not conjure up bugaboos or make alarming predictions, but stated simple facts in temperate dialogue, and thus he served the purposes of an educational program just about as well as it can be done.

**Briefly**

Radio listeners who like Bing Crosby's program because of its natural-sounding and pleasant informality are taking strongly to the Paul Whiteman show for the same reasons. Whiteman has the same graceful facility as Crosby for creating an amiable atmosphere.

Abe Lyman's waltz program on Friday nights over NBC-Red has become a staple commodity in radio entertainment. Fads and fancies come and go on the air, but here is one show that can go on forever.

Lots of dialers will be glad to know that the "Grand Hotel" series which has been heard over NBC-Blue on Monday nights is to be continued in some other spot instead of being taken off in the Spring as recently reported. Jim Ameche has built up quite a following for himself on this dramatic program—with everybody marveling at the marked similarity between him and his brother Don Ameche. Betty Lou Gerson, leading lady of the show, also has done fine work.

Frank Crumit continues to do a swell job in holding down the Coca-Cola CBS show's emcee spot on Friday nights. The work of Nadine Conner, Alice Cornett, Reed Kennedy and Gus Haenschen's orchestra also combine to make a very diverting show.

**ORCHESTRAS - MUSIC**

**H**ORACE HEIDT'S Brigadiers have re-recorded the all-time best phonograph record seller for Brunswick. Selection is "Dardanella" and it features the Four Kings, the Four Jacks and the Glee Club in the vocal end. The band also waxed "Bewildered," with Larry Cotton in the vocal; "Lillian," which features the Three Trumpeteers, and "A Gypsy Told Me," with Charlie Goodman singing.

Incidentally, Heidt is quite elated these days over the sensational success of "Ti-Pi-Tin," new waltz song composed by Madam Maria Grever. The maestro introduced the number before it was published some six weeks ago. Immediately thereafter the song was published by Leo Feist, and then began its swift rise.

A program of sacred music in observance of the second week of Lent will be given in compliance with many requests from listeners when Victor Bay conducts the "Essays in Music" over CBS on Thursday at 10:10-10:30 p.m. Doda Conrad, European basso now concertizing in America, will be the soloist and David Ross the narrator.

In the 20th Century-Fox film, "Rebecca of Sunnybrook Farm," which will be released March 18, Shirley Temple sings Raymond Scott's "The Toy Trumpet." The tune, originally written by Scott as the theme song for a children's novelty program, had to have special lyrics concocted for it by Lew Pollack and Sidney Mitchell.

At least a dozen name bands of the air are planning to pay honor to Milton Berle with special radio presentations of his latest songs. Berle made his initial venture into the songwriting field with three tunes—"For The First Time In My Life," "I Hate To Say Goodnight" and "Violins And Violets"—all published by Exclusive Publications.

Alfredo Antonini, who will conduct the orchestra and chorus on the new "Continental Melodies" commercial starting Wednesday over WOR, recently became the father of a boy.

Alice Remsen has placed six songs for children with the Dave Ringle Music Publishing Co. They will be brought out separately and in folio form and will be released in two weeks.

**WALT FRAMER**

Freelance originator of  
**RADIO SWAPS HEARD DAILY**  
OVER WWSW  
Pittsburgh, Pa.

**C**OMPETING against ten top-flight bands, KRNT's "Northwesterners" took first honors in the 1938 Iowa String Band Contest held at the Shrine Auditorium in Des Moines during two capacity-house performances. The championship events, arranged by Larry Sunbrook, president of the National Fiddlers Association and Hollywood promoter, also included fiddling and yodeling contests. Second in the string band competition went to Natchee and his Indian Tribe of Arizona, while third place was awarded to the Oklahoma Outlaws of WHO. Six teams from KMA and WMT were also contending. In the purely Iowa competition, Chuck Davis and Uncle Twid (Lou Martin), both of KRNT, were first and second, respectively. The open yodeling contest saw a tie for first place between Buck Rasch, KRNT and Jerry Smith, WHO, with Betty Jean and Zeldia Scott, both of KRNT, taking second and third prizes, respectively. In the girls' yodeling contest, Betty Jean, KRNT, took first place, Zeldia Scott, KRNT, was second, and Louisiana Lou, WHO, third. Awards were based on audience applause. Featured guest artists at the hillbilly jamboree were Uncle Ezra and the Hoosier Hot Shots of WLS.

**Coming Events**

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

**"Community News" Clicks**

Baltimore -- WFBR's "Community News and Views" program has proved such a success the station has assigned a full time man to contact and develop other communities for the program. Purnell Gould, commercial manager, thus adds George Shaffer to his sales staff for this purpose. The series will continue to be produced by Brent Guntz, originator of the "Varsity Club."

**A NEW RECORD!**



RECORDING  
**78 QUARTER HOUR**  
**MUSICAL PROGRAMS**

IN  
**9 Days (6 Hours Daily)**

**T**hanks to the close cooperation of the Axton-Fisher Tobacco Co., McCann-Erickson, Inc., and the World Broadcasting Company, we have just completed a series of 78 musical quarter hours in the record-breaking time of 9 days—six hours daily.

My thanks also to Martin Block, the Pickens Sisters, The Melodeers, Roy Campbell's Royalists, the Eton Boys—and other guest stars on the show.

We are now continuing society dance engagements in New York and Boston.

NEXT?

**JOE RINES**  
AND HIS ORCHESTRA

Available thru' Your Own Agent or Direct—Circle 6-1300

## NEW BUSINESS Signed by Stations

WSM, Nashville: Allis Chalmers Manufacturing Co., "Grand Ole Opry," half hour, through Bert S. Gittens Agency; Dr. Pepper Dixie Network show, renewal, through Tracy-Locke Dawson.

WHIP, Chicago: Publishers' Service (Women's World Magazine), contest, through Albert Kircher Co.

WROL, Knoxville: Fortune Shoe, "Famous Fortunes"; Dr. Pepper Bottling Co., "Pepper Uppers," program; Nehi Inc. program.

WCKY, Cincinnati: Climax Wall Paper Cleaner, spots, through Roger Williams Co.; Fanger & Kampe, Inc. (Conformal Shoes), spots; Procter & Gamble (Dreenc), spots, through H. W. Kasor & Sons; Interstate Sakekus (Butter-Nut Bread), "The Lone Ranger," E.T.s, through R. J. Potts & Co.; Fred Fear & Co. (egg dyes), spots, through Menken Advertising Co.

WSPR, Springfield, Mass.: DuPont Paint Parade, E.T.s; Olson Rug Co., spots.

WFAS, White Plains, N. Y.: Carter Products, spots, through Spot Broadcasting, renewal; Campaigne Parisienne, E.T.s, through Northwest Radio Advertising; Hotel Roosevelt Health Club, "Your Voice of Yesterday," program, through J. Walter Thompson.

WOR, New York: Nu-Enamel Corp., "Martha Deane," through Nef-Rogow; Rival Packing Co. (Rival Dog Food), E.T.s, through Charles Silver & Co.; Time-Tested Laboratories (paints), "Helpful Harry's Household Hints," program, through Meldrum & Fawcett; Borden's Ice Cream, participation, "Uncle Don," through Pedlar & Ryan; Julius Grossman (shoes), "The Lamplighter," program; Wesson Oil & Snowdrift Sales Co., "Martha Deane," through Calkins & Holden.

KGER, Long Beach & Los Angeles: Union Pacific R. R., spots, through Walter Bidick Co.; Stricklin's Radio Stores (Kalevinator), time signals; Nat'l Automobile Mrs. Ass'n (used cars), spots, through Young & Rubicam; Bastian Water Heater Co., spot announcements.

WIP, Philadelphia: Shell Union Oil, "Shell Curiosity Court," program, renewal.

## This Year's Vocal Crop Superior, Says Pelletier

General level of vocal aspirants this year is higher than ever before, according to Wilfred Pelletier, conductor-judge of "Metropolitan Opera Auditions of the Air," which yesterday reached the semi-final stage in the series broadcast over NBC-Blue network on Sundays at 5 p.m. Pelletier, a conductor at the Metropolitan for the past 20 years, has the job of listening to all the preliminary tryouts for the Met and testing applicants on repertoire and general musical background before they may sing for the final auditions committee, of which he also is a member.

Since the public auditions were started in 1935, Pelletier has heard 2,207 applicants from all parts of the U. S. More men have been applying this season than in previous years, although women still numbered 445 out of 707 voices auditioned this year.

## NAB Executive Board Meets in Louisville

Louisville Executive board of the NAB held a conference here over the week-end, with Mark Ethridge, temporary chairman, presiding.

## RADIO PERSONALITIES

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

### BURRIDGE DAVENAL BUTLER

RADIO'S "grand old man," Burridge Davenal Butler, probably the oldest man active in radio operation, celebrated his 70th birthday Feb. 5 by signing a contract to purchase a new transmitter, entailing the expenditure of \$250,000. More intent on progress and activity than are most men half his age, Butler at 70 is looking ahead to the radio of tomorrow.



A giant of a man, towering 8 feet 3, Butler is an outstanding figure in two major industries—journalism and radio. Contrasted with his tremendous driving energy is his keen appreciation of the fine arts. A grandson and great-grandson of clergymen, Butler left his home town of Louisville when he was still in his teens. Was discharged from a job as street car conductor because he permitted an old lady to ride free because she lacked the necessary fare. He began his newspaper career in Grand Rapids in 1885—as a reporter, later becoming editor. Made reportorial history with his coverage of the Johnstown flood for Associated Press. Shifting to advertising, he was an advertising manager in Chicago from 1894 to 1899—then to Omaha, Nebraska, where he founded the Omaha Daily News. In 1900, he founded the St. Paul Daily News and, three years later, the Minneapolis Daily News. He also had interests in the old Kansas City World, Des Moines News and other middle western publications.

Disposing of his interests in newspapers, Butler purchased Prairie Farmer in 1909. Radio offered an even greater opportunity than did the publishing business for the expression of his dynamic good-will and in 1928 he took over station WLS. Under his guidance, WLS has established for itself a unique place in radio. The Prairie Farmer Station weighs every program with a view, primarily, of appealing to the home and the family, whether they be on the farm or in the city.

Few people know of Butler's philanthropies or that he has financed the education of half a hundred girls and boys.

Butler maintains a home at Phoenix, Ariz., where he spends most of his winters in directing WLS's sister station, KOY, and the Arizona Network. His pet agricultural hobby is cactus-growing.

## Roi Tan Back April 1 With Bigger Campaign

(Continued from Page 1)

to compensate for such differences. Actually the campaign will be an expanded one compared to where it left off early in the winter. Herschell Deutsch, account executive for Lawrence Gumbinner agency, is making time placements.

## Stock Dealings Reported

Washington Bureau, RADIO DAILY

Washington—Dewitt Millhauser, an RCA director, has retired as a partner of Speyer & Co., who owned 1,000 shares of RCA common stock, and coincidentally acquired 500 of the shares, representing his total holdings, according to semi-monthly report of the SEC.

E. F. McDonald Jr., president of Zenith Radio, listed 1,600 common shares at month end, plus 66,131 shares through Seneca Security Corp. after that company disposed of 500 shares.

## WMAZ Starts Tests

Macon, Ga.—Following its recent boost to 5,000 watts, WMAZ last week began making tests with its new transmitter.

## General Mills, P. & G. Shifting Their Shows

(Continued from Page 1)

allow P. & G. to stick to its block, General Mills, which is replacing "Hollywood in Person" with new Joan Blaine serial, "Valiant Lady," effective today, now has all of its network radio time concentrated on NBC. P & G will add substantially to present station list on new schedule to allow for continued coast-to-coast coverage.

## New Anti-Liquor Bill

Washington Bureau, RADIO DAILY

Washington—Senator Johnson of Colo. and Congressman Culkin of N. Y. are behind a new companion measure to prohibit liquor advertising by radio. Senator Capper of Kan. has a similar bill, with newspapers included.

## Arthur Godfrey Renewed

Hecker Products Corp. has renewed its early morning WABC program featuring Arthur Godfrey. Show originates at WJSV, Washington, at 9-9:15 a.m. Erwin, Wasey & Co. is the agency.

## ☆ F. C. C. ☆ ACTIVITIES

### APPLICATIONS GRANTED

Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

WGAR, Cleveland, CP to install new transmitter and increase power to 5 KW L.S., 1 KW.

Paul F. Godley, Montclair, N. J. CP for new high frequency station. 41800 kc., 1 KW.

### APPLICATIONS DENIED

William W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

KSD, St. Louis. Mod. of license to increase hours of operation to unlimited.

KFUD, Clayton, Mo. Mod. of license to increase hours of operation to unlimited.

Gemesee Radio Corp. Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

Journal Co., Milwaukee, CP for new special broadcast station. 1570 kc., 1 KW, unlimited.

Mid-Atlantic Corp., Washington, CP for new special broadcast station. 1570 kc., 1 KW, unlimited.

### HEARINGS SCHEDULED

Mar. 8: National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.

Mar. 9: Pawtucket Broadcasting Co., Pawtucket, CP for new station. 1390 kc., 1 KW., unlimited.

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

### EXAMINERS' RECOMMENDATIONS

WGBI, Scranton, Pa. CP to increase power to 1KW, be granted. 880 kc., share time.

Sam Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime, be granted.

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

Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 KW., 5 KW. L.S., unlimited, be denied.

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

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. L.S., unlimited, be granted.

### APPLICATIONS RECEIVED

WHDP, Calumet, Mich. Authority to transfer control of corp. from A. L. Burgan to Mining Gazette Co. 333 shares common stock.

Oregonian Publ. Co., Portland, Ore. CP for new facsimile station. 31600, 35600, 38600, 41000 kc., 15 watts.

WSVA, Harrisonburg, Va. Invol. transfer of control of corp. from Floyd Williams, deceased, to Mabel Linton Williams.

## Waltz Series for Mutual

"Invitation to Waltz," featuring oldtime waltz favorites, makes its debut March 12 at 8-8:30 p.m. over WOR-Mutual. Alfred Wallenstein will conduct, with Helen Snow and Raoul Nadeau as vocalists.

## "Tish" Series Off Till Fall

The "Tish" series based on Mary Roberts Rinehart's stories, presented over CBS by the WPA Theater Radio Division, has faded until next Fall.

## Carol Bruce for New Yorker

Carol Bruce, radio and stage singer, has been set for appearances at the Hotel New Yorker. Rockwell-O'Keefe handled the deal.



**FRED STONE**, 31, staff announcer at KGFJ, died following an operation at General Hospital. Survived by his wife, Lillian, and daughter, Caroline, both active in radio.

Christopher Candy Co. has signed for a 13 weeks series of "Two Writers in Search of an Idea" on KECA Thursdays at 5:30-5:45 p.m. The two writers are Bert Butterworth and Hy Lane.

Frank Robinson Brown has opened an office in the Otto K. Olesen Bldg. and embarked on production of transcription programs and recording audition platters.

KFWB has a new "child psychology" program called "The Parent's Forum" on which Marion Nichols discusses pertinent problems, Fridays at 5:15 p.m.

Alterations under way at Frank Purkett's Associated Cinema Studios will double present second story office space, providing new production office suite.

Clover Kerr celebrates the start of her second year on KFWB this week. And had never contemplated radio as a career until the unfortunate accident which left her with no legs and only one arm.

Jerry Lynton, drama coach at KFAC, and A. Stephen Charlton have gone into the transcription and program producing field under the firm name of Unit Productions, with offices at 116 North Larchmont Blvd.

Captain Dobbie of the old "Ship of Joy" program bobs up with "Dobbie's Happy-Timers" on KFRC, San Francisco and the Don Lec net Tuesday and Thursday mornings at 8 for Williams Laboratories. Now bossing cowboys instead of sailors.

The Broadway Department Store is a new participating sponsor of Fletcher Wiley's early morning "Sunrise Salute" and afternoon "Housewives' Protective League" on KNX. The contract is for 13 weeks, and was set by Jefferson Kaye Wood in the interests of "Red Goose" shoes for children.

KEHE initiated a new program Sunday with the airing of "The Bible Question Box." A local minister who prefers to be known only as "The Preacher," will answer all queries on controversial interpretations of biblical puzzle.

The Mutual audience participation show, "True or False," conducted by Dr. Harry Hagen in New York, will be released by KHJ-Don Lee in future. Time is 7-7:30 Monday evenings, which will necessitate a shift for the local "The Marines Tell It to You."

**Wilford Davidson to Montreal**

Winnipeg — Wilford Davidson, senior announcer at CKY, leaves here March 25 to join the Montreal announcing staff of Canadian Broadcasting Corp.

**CKLW Feeds to Mutual Auto Parade from Detroit**

Detroit — CKLW, Windsor station managed by Frank Ryan, on Saturday picked up highlights of gigantic parade at 12:15-12:45 p.m. from in front of Detroit City Hall inaugurating National Used Car Week. Besides description of the event, CKLW interviewed in vox pop manner many of the most prominent figures in the auto industry.

Unique feature of the broadcast, however, was that Mutual System, through CKLW, was the only network carrying the event, considered of national interest.

**Grombach Re-Signs Ted Sills**

Ted Sills, radio, motion picture and stage director, has been signed to a new employment and management contract by Grombach Productions Inc. He has been senior director of Grombach Productions for the past three years, as well as being managed on free lance direction by their organization. Sills has been signed by Grombach Productions to direct a Broadway play during the coming season. He will continue to direct the Grombach programs with which he has been associated.

**Carlo Morelli in Series**

Carlo Morelli, Metropolitan Opera baritone, will star in a new WOR weekly series starting Wednesday at 8-8:30 p.m. A 15-piece orchestra conducted by Alfredo Antonini and a mixed chorus of 16 voices also will be heard. Program will feature Spanish, Italian and other continental music. Program is titled "Continental Melodies," sponsored by La Rosa Co. Commercial Radio Service is the agency.

**Garner Joins McGillvra**

Chicago — Richard W. Garner, formerly in the research radio department of H. W. Kastor & Sons agency here, has joined the sales staff of Joseph Hershey McGillvra. Before going with Kastor, Garner was associated with Procter & Gamble in sales and advertising departments.

**Hyland with Vitaphone**

Irving D. Hyland, formerly handling contact between Warner Bros. and Lord & Thomas agency on the Lucky Strike show and later assigned as eastern field representative for Warners, is now in charge of publicity for the company's Vitaphone studios in Brooklyn.

**WIP Portable Named**

Philadelphia — Call letters of W3XIP have been assigned by the FCC to the WIP short wave portable transmitter. It operates on 31.1, 34.6, 37.6 and 40.6 megacycles, with 10 watts power.

**CBS Adds Announcers**

Niles Welch and Stanley Peyton, former actors, have been added to the CBS announcing staff in New York. Both appointments become effective immediately.

**Harold Smith to Return For Albany Convention**

Albany — Harold E. Smith, g.m. of WOKO-WABY, now recuperating in Florida, is expected back for the Constitutional Convention to be held starting April 3. Despite erroneous reports printed elsewhere, Smith is still legislative chairman for a group of N. Y. state broadcasting companies. Duell Richardson, his assistant at WOKO-WABY, who was reported as new chairman, merely has been watching things during Smith's absence.

**WFBL Remotes from Wash'n**

Syracuse — WFBL inaugurated a special series of programs yesterday at 1:45 p.m. when Congressman Clarence E. Hancock took to the air by remote control from Washington to explain to his central New York constituents just where he stands on the controversial Ludlow amendment for national referendum on declaration of war.

According to Vice-President Robert G. Soule of WFBL, the program will become a weekly service of the station, with many of America's greatest legislative figures talking to the central New York voters.

Time is turned over completely to speakers for factual and timely discussions. Transcriptions are being made by NAB in Washington.

**Negro C.C.C. Camp on KGFF**

Shawnee, Okla. — KGFF is getting quite a bit of attention on the sustaining program it offers the first and third Tuesday mornings (9-9:30) of each month when the Negro C.C.C. camp, located at Konawa, is on the air.

Broadcast is made up of talks and musical numbers. Latter are furnished by the camp quartet and chorus of 15 voices. Chorus is directed by Prof. Earl J. Perry, educational advisor of camps 28 and 29. Prof. Perry gathers his singers around him, says "Now boys, watch my hand," and the harmony is perfect.

**"Baseball Prevue"**

Women sports fans get a show of their own in John Sneeberger's new "Baseball Prevue" over WTMV, East St. Louis. Stint is aired daily at 1:45 p.m., featuring behind-the-scenes and personality stuff. Sneeberger is a staff writer and sports announcer.

**Herb Wixson Joins KHJ**

West Coast Bureau, RADIO DAILY, Los Angeles — Herb Wixson, formerly connected with KHQ and KGA, Spokane, has joined the sales staff at KHJ-Don Lee.

**WBRY, New Haven**

Perry Lafferty, station's music supervisor and junior in Yale Music School, has written words and music for "1066 and All That," coming Yale presentation.

Irma Wulle, new pop songstress, plays her own accompaniment in a weekly series starting Thursday.

Yolanda Ciolfi, kid singer-accordionist, is a new find for the Saturday programs.



FIRST of Zenith Radio's new "radio nurses" have been distributed among J. Walter Thompson execs and others closely associated with company for home testing.

Diana Clifton, young lyric soprano, has joined staff of WAAF and has three programs of her own each week.

Jim Cook, formerly of NBC press department and now handling publicity for State of Michigan Tourists Association, at Grand Rapids in town renewing acquaintances.

WAAF has launched a program titled Bureau of Information which gives radio editors a chance to refer the many people who ask them questions to that station. Lec Thorpe proposes to answer any question asked him on this show.

Charlie Richter has resigned as advertising manager of the Drake Hotel and joined Rockwell-O'Keefe office under Tom Thatcher and George Hillman. Marvin Green, who has been in advertising business for himself, takes over the Drake advertising post. Martha Hoagland will be in charge of publicity.

**New WMCA Accounts**

Business signed by WMCA last week included a 26-week contract with Chiropractic Education Bureau, Palsade, N. J., for a Sunday show titled "Keep Smiling" at 6-6:15 p.m.; Zenite Products, featuring Mae Murray, through McCann-Erickson; Community Opticians of Jamaica, "Five Star Final," through Commonwealth Adv. Co., Boston; renewal of Chevrolet "Musical Moments," WBS transcriptions, and Studebaker Corp., used car campaign.

**Virginia Sale Renewed**

West Coast Bureau, RADIO DAILY, Los Angeles — Virginia Sale has had an option renewal for another 13 weeks on Pond's "Those We Love." Gene Mann was the agent.

**Biddick Handling KROY**

West Coast Bureau, RADIO DAILY, Los Angeles — Walter Biddick Co. has been appointed exclusive Pacific Coast representative for KROY, Sacramento.

**Marcelli to Direct Special**

Rico Marcelli has been selected as musical director of the special program Tony Wons and four child violinists will give on the Jeanette MacDonald show next Sunday at 7 p.m. over CBS.

**NAT BRUSILOFF**  
MUSICAL DIRECTOR  
New York's Own Station  
WMCA  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200

## Randolph F. Hall Joins Standard Radio on Coast

West Coast Bureau, RADIO DAILY

Los Angeles — Standard Radio, Hollywood transcription firm headed by Jerry King, has appointed Randolph Franklin Hall editor-in-chief of its continuity division. Closely identified with advertising and radio since his graduation from Princeton in 1927, Hall at various times has been associated with McCann-Erickson, Batten, Barton, Durstine & Osborn, L. Bamberger & Co., Kenyon & Eckhardt, and Topping & Lloyd, and more recently as copy chief for Chambers & Wiswell, Boston advertising agency. He has been active in production of radio shows for Hudson Motors and Mobilgas and on "Real Folks" and "Ripley's Believe It Or Not," as well as writing copy for dozens of national accounts. Hall will function directly under Don Allen, Standard's production chief.

## OKLAHOMA CITY

Albert V. Davis is a new member of sales department of KTOK coming from Daily Oklahoman advertising department. Was prior to that with Chicago office of H. W. Kastor & Sons.

Earl C. Hull, chief engineer WKY, back from Washington, D. C. business trip.

General Mills sponsored broadcasts of the Oklahoma City Indians baseball games will be carried by KTOK. Joseph W. Lee, station manager, has signed contract with Knox-Recves Agency. Home games will be broadcast from Texas League park here with road games given play-by-play from Western Union telegraph service.

## Havrilla Narrates Film

With Alois Havrilla as narrator, "Hat Parade," a 25-minute motion picture, the first sound and music film to be made in the hat industry, has been completed by Pathoscope for Frank H. Lee Co., makers of Lee Water-Bloc Hats. Birmingham, Castleman & Pierce agency handled the details.

## ONE MINUTE INTERVIEW

### LAURENCE MENKIN

"Actors often grouse that directors play favorites in casting their shows. Few stop to reason that directors use certain people repeatedly for their stability and dependability as much as their capability. A director in the control room during a broadcast must be certain that his actors will know what to do and do it well when signaled to stretch or speed-up his show. There are no retakes in radio. The actor who is most often on his toes will most often be working in front of the mike."

## ★ Coast-to-Coast ★

HENRY BURBIG starts his 15th year of radio work on the March 16 broadcast of "Cheer Up America" over NBC-Red. Supporting him on the program, sponsored by Mennen Co., are the Funnyboners, Kay Renwick, John Holbrook, and Frank Novak and orchestra.

Allice Faye, Fred Allen, Tony Martin, Jimmy Durante, Gregory Ratoff and others in the 20th Century-Fox "Sally, Irene and Mary" will be seen for another week at the Roxy.

Sam Hammer will have a couple of stenos from the Piccadilly Hotel on his "How About It?" program over WHN tomorrow night at 8:30.

Lawson Zerbe, the youthful radio actor who is currently featured in leading dramatic air shows, is penning an experimental dramatic serial which will call for the appearance of more than fifteen actors on a single show.

True Story Magazine will open the radio celebration of the American Legion's founding 19 years ago by dedicating its March 11 broadcast over NBC to the organization. Other Legion broadcasts are scheduled for

### WFAS, White Plains, N. Y.

John Dillon, formerly of WNYC, New York, has joined announcing staff, replacing B. Franklyn Rowland, resigned.

Warren Ives, Air Theater member, has been appearing in the Alden Home Hour programs sponsored by Alden Estates Inc.

Bruno Klohoker, in charge of four German programs weekly, is readying a special version of his program stressing the advantages of Westchester in the summertime.

Millicent Tralle, WFAS director of women's programs, has booked a number of prominent guests for her Saturday morning "Visiting with Millicent" programs.

Neal Ormond, who produces "Uncle Neal's WFAS Kiddie League" one of the oldest programs on the air, gave a talk before the Westchester Drama Association on "Organizing the Little Theater." Ormond is president of the Sherwood Little Theater, Yonkers.

### WRC-WMAL, Washington

John Dodge, commercial manager, returned from Florida vacation with a nice shade of tan.

Lee Everett, announcer, has been house hunting since arrival of his family from North Carolina.

Mrs. Frances Mae Harrison is the latest staff addition. She's night hostess.

Mary Mason, Home Forum expert, has invited Jules Charbneau to bring along the tiniest radio station in the world and describe it to her listeners March 9. Charbneau collects midget curiosities.

the following week. In the dedicatory program, True Story's A. L. Alexander will pay a tribute to the Legion from the New York studios, and Frank Samuel, National Adjutant, will respond from Chicago.

Jane Pickens, singing star of the Ben Bernie show on CBS, will play the lead in a new musical play titled "Paradise P.M." being produced by Edith Beckton. Patti Pickens and Robert Simmons, tenor, also will appear in the show.

Karl O. Wyler, manager of KTSM, El Paso, addressed the El Paso Open Forum at the Modern Liberal Church about a week ago on the subject: "Should we have advertising in radio?" Wyler, who recently returned from a visit to Canada, compared the British, Canadian and American systems of broadcasting. After the talk, he answered questions put to him by members of the forum.

Lucille and Lanny, NBC duo, are no longer associated with Lester Lee, talent manager. Team is heard currently three times weekly on a sustaining basis and also on the Fred Allen show.

### CKTB, St. Catharines, Ont.

While the idea is not new, the Vox Pop craze has taken hold of St. Catharines, Ont., with a vengeance. Sponsored by a prominent ointment company, CKTB is broadcasting three of these popular programs a week. Paul Frost, who is fast becoming a favorite with CKTB listeners, conducts the broadcasts in a friendly, informal style each Tuesday and Thursday at 8 p.m., and each Saturday at 12:45 p.m. The points of broadcast are strategically located in front of a large restaurant, in front of a theater, and on St. Catharines' busy market place.

The lovers of the ultra-modern swing music are provided with an extra treat each Saturday afternoon at 3:30. Bill Bradley and his Swing Band, who proved so popular on one of Ken Sobie's Amateur Hours last year, have been augmented into a complete orchestra under the direction of Henry Kelneck. The program, known as "Swing Matinee", draws a capacity studio audience each Saturday.

### WIOD, Miami

Station has been selected to test a series of FBI G-men broadcasts under direct supervision of chief G-man J. Edgar Hoover. Programs feature FBI Agent R. L. Shivers of the Miami division.

Vincent Lopez is heard nightly from Royal Palm Club.

WIOD's Vagabond Microphone went into the fastness of the Everglades last week to get the story of an execution by Chief John Osceola of the Seminole Indian Tribe.

## WCCO "Barnyard Follies" Is Given Script Award

Minneapolis — WCCO has received the Radio Review award for March for the outstanding script of the month, according to an announcement by E. H. Gammons, general manager of WCCO. The award was made for a script prepared by WCCO for the Saturday evening "Barnyard Follies" program, sponsored by the Keystone Steel & Wire Co.

Scripts for this program are written by members of the WCCO continuity department. Vincent Edwards & Co., publishers of Radio Review, stated in an announcement that this script was "chosen from scores of programs submitted for reviewing, because it contains many fine ideas that lead themselves with equal effectiveness to adaptation on other types of programs."

"Barnyard Follies" is a variety show, broadcast Saturdays at 7-7:30 p.m. over WCCO. It is patterned after meetings of ruralites at a Grange meeting. The show features Hugh Aspinwall, well-known Northwest radio entertainer, as emcee. Music is provided by the original WCCO "Barnyard Symphony," performing rhythm and harmony numbers.

Several months ago, WCCO was awarded the National Research Bureau "Certificate of Merit" for the "Vacation Varieties" program, heard Saturdays 9:45-10:15 p.m. under sponsorship of Fitger Brewing Co.

## NASHVILLE

Steve Cisler, now manager at KTHS, Hot Springs, Ark., was a visitor last week, renewing old friendships at WSIX.

Dave Stone, WSM "Grand Ole Opry" emcee, has been making personal appearances with The Vagabonds.

WLAC has set aside a daily 15-minute period for use of high schools of the city. Programs will include short plays by the school dramatic clubs.

Jim Turner, WSIX sportscaster, has interviewed quite a few of the big shot pitchers during the layoff months.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 46

NEW YORK, N. Y., TUESDAY, MARCH 8, 1938

FIVE CENTS

## RCA \$50 Television Sets Due Soon

### Looking On ... AND LISTENING IN

**AT RANDOM** The time will come when national advertisers won't be able to afford to stay off the air for any length of time—least competitive products displace them in public consciousness.

Radio "circulation" is the most consistently stabilized of all mediums; for buying of magazines and newspapers often declines, but the radio set in the home is always on duty.

How about the use of "trailers" to build up listeners for important radio shows, in somewhat the same manner as movie trailers? It could fetch some spot announcement revenue, and prove worth while to the sponsor.

Dramatic and serial programs ought to do their casting from a wider variety of actors. The continual use of a small favored circle of players is spreading the impression that radio dramas are put on by a single stock company.

A lot of the best minds in the industry believe that Philip G. Loucks is the right man for the NAB presidency.

The entertainer who would be a big and lasting success on the radio must establish a definite personality—one that is liked—and then stick to it.

A specific and aggressive public service policy on the part of broadcasters not only is needed but eventually will be demanded, according to the way the wind is blowing in Washington; so the smart thing for broadcasters to do is to beat 'em to the punch.

—D. C. G.

### Hollywood Strain

West Coast Bur., RADIO DAILY  
Los Angeles—Sick list of the past few days has claimed several personalities who double in radio and films. Martha Raye took the count early last week and had to give up her spot on the Al Jolson program. Tyrone Power was fighting illness while doing his Sunday night broadcast. Alice Faye is down with flu.

### DURATION OF DISK PACT TAKEN UP BY AFM BOARD

Executive Board meeting of the AFM yesterday was taken up with the question of effective date and length of the term of the license agreement to be executed with transcription and phonograph record manufacturers. Scheduled meeting with the disk makers did not take place, but has been postponed for a day or two. Today Mark Woods of NBC and Phil Loucks of the NAB will meet with the Executive Board. Loucks has just conferred with the

(Continued on Page 3)

### Crosley Stations Get Facsimile Equipment

Crosley radio stations will shortly install Finch facsimile equipment, it was announced yesterday by William G. H. Finch of Finch Telecommunications Laboratories. Powell Crosley Jr., president of the Crosley Interests, has already been licensed under the Finch facsimile patents, and his first order for equipment was placed on

(Continued on Page 3)

### Facsimile Schedule Is Started by WSM

Nashville—After several weeks of tests, WSM has started a regular facsimile schedule at midnight to 2 a.m. Fifty receiving sets, bought for test purposes, have been distributed by Harry Stone, station manager, to remote areas from 10 to 1,000 miles away. Jack DeWitt,

(Continued on Page 3)

### Five NBC Originations Are Scheduled from KYW

Philadelphia—Starting this week, KYW originates five programs for NBC-Red network. They are: "Music for Moderns," Tuesdays; "Singing and Dancetime," Mondays; Frances Carroll and orchestra, Wednesdays; KYW Top Hatters, Saturdays, and "Campus Capers," with orchestra under Jan Savitt.

### KCMO Biz Tops 1937

Kansas City—Business at KCMO so far this year is 50 per cent ahead of 1937, according to Jack Neal, sales manager. February billings made it the best month since station went on air in May, 1936.

### Regular Visual Broadcasts From Empire State Building to Start in Six Months—Warners Make Offer

### U. OF CHICAGO TO USE COMMERCIAL STRATEGY

Chicago—With the objective of selling itself to the general public, the University of Chicago has embarked on a long-range program of using the radio. Under guidance of William H. Benton, vice-president in charge of public relations, formerly head of Benton & Bowles agency, the University is definitely cutting loose from the tactics of oldtime educational broadcasts and coming much closer to using the strategy of commercial broadcasters in putting over its objectives.

Benton has just returned from New York, where he hired Charles

(Continued on Page 3)

### AGRAP Delays Report On AFRA Affiliation

AGRAP has completed the majority of the balloting in its AFRA affiliation vote, it has been learned, but will hold up announcement of results pending a serious turn of events in regard to numerous local station affiliates. Two New York outlets have already practically disbanded their organizations, with the announcers signing contracts which ban any union activities. Other local

(Continued on Page 3)

### Mendel Jones Named WCKY Studio Manager

Cincinnati—Mendel Jones, production and promotion manager of WCKY, has been assigned the added duties of studio manager by L. B. Wilson, president and g.m. Jones succeeds Lee Goldsmith, who resigned due to ill health.

### Bernie Into Cantor Spot

U. S. Rubber on March 30 will shift its CBS Ben Bernie show into the 8:30-9 p.m. spot which is being vacated by the Texaco-Eddie Cantor show. Bernie is now heard on the same night but at a later period, 9:30 p.m. Campbell-Ewald Co. of New York is the agency.

RCA and NBC, through the television transmitter located in the Empire State Building, will begin a schedule of visual programs in approximately six months, it is learned, with plans also calling for an extensive marketing of television sets by RCA at a retail sales price of \$50. Sets are now available from \$150 and up, but prices will be lowered as soon as broadcast schedule can be arranged. All programs are expected to be of a local nature, and will not extend beyond New York at the beginning.

CBS, it is understood, has no plans for a regular broadcast schedule for its television station now under construction. Present construction plans will continue, and, if economic situation is right, problem of regular schedules will be worked out.

It has also been learned that negotiations are now on between television companies in the east and Warner Bros. on the west coast whereby that company would take over production of television on the coast on an exclusive basis. Understood that Warners is offering complete facilities, including artists, studios, technicians and radio facilities. Deals, however, are still in the negotiation stage.

### Tyson Calls a Meeting Of Western NAB Group

West Coast Bureau, RADIO DAILY  
Los Angeles—Leo Tyson, general manager of KMPC and president of Southern California Broadcasters Ass'n, has called a meeting of members of the national association in

(Continued on Page 5)

### Two of a Kind

Boise, Ida.—On NBC's Horace Heidt program Saturday night, the Brigadiers headman brought to the mike a chap who said his name was Bill Phillips. Occupation: announcer. His station: WBRE, Wilkes-Barre. On duty at KIDO here and listening to the program, which nearly bowled him over, was Chief Announcer Billy Phillips. Both stations are NBC outlets.



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**JOHN W. ALICOATE** : : : Publisher  
**DON CARLE GILLETTE** : : : Editor  
**MARVIN KIRSCH** : : : Business Manager

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**FINANCIAL**

(Monday, Mar. 7)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net
Am. Tel. & Tel.	135 3/4	134 3/4	134 3/4	1/2
Gen. Electric	39 1/2	38 3/4	38 3/4	1/2
RCA Common	6 1/2	6 1/2	6 1/2	1/2
RCA First Pfd	51	49 1/2	49 1/2	2
Stewart Warner	9 3/4	9 1/4	9 1/4	1/2
Westinghouse	94	91 3/4	91 3/4	2 1/2
Zenith Radio	14 3/4	14 3/4	14 3/4	3/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	1/2
Majestic	1	1	1	1/2

**OVER THE COUNTER**

Stromberg Carlson	Bid 5 1/2	Asked 6 3/4
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**Ferde Grofe Concert Set for Carnegie Hall**

Ferde Grofe and his Symphonic Orchestra will give a concert of modern American music at Carnegie Hall on March 25, under direction of Consolidated Radio Artists Inc. Soloists will be Herman Wasserman, pianist; Abe Borodkin, cellist; a guest vocalist; Felicia Sorel, ballet, and Leonard Lieblich, commentator. Mrs. William Randolph Hearst's milk fund will share in the box-office receipts.

**Corregan to Testify**

Washington Bureau, **RADIO DAILY**  
 Washington — The Committee for Reciprocity Information, which will begin hearings March 14 on the British-American trade treaty, announces that F. H. Corregan of RCA Manufacturing Co. will appear March 18 to testify on radio apparatus, phonograph records and motion picture sound apparatus.

**WROK IS THE**

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

**NETWORK SONG FAVORITES**

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

Selection	Publisher	Times Played
I Double Dare You (Shapiro-Bernstein Inc.)		30
Sweet As A Song (Robbins Music Corp.)		30
I Can Dream, Can't I (Mario Music Co.)		26
Tipiti (Leo Feist Inc.)		24
Thanks For The Memory (Paramount Music Corp.)		23
More Than Ever (Miller Music Co.)		22
It's Easier Said Than Done (Olman Inc.)		21
The One I Love (Leo Feist Inc.)		20
Whistle While You Work (Irving Berlin Inc.)		20
You're A Sweetheart (Robbins Music Corp.)		20
You're An Education (Remick Music Corp.)		20
Always And Always (Leo Feist Inc.)		19
Good Night, Sweet Dreams, Good Night (Shapiro-Bernstein Inc.)		19
I See Your Face Before Me (Crawford Music Corp.)		18
It's Wonderful (Robbins Music Corp.)		18
Let's Sail To Dreamland (Spier Music Corp.)		18
Dipsy Doodle (Lincoln Music Corp.)		17
Outside Of Paradise (Sandy Bros.-Joy Inc.)		17
Good Night, Angel (Irving Berlin Inc.)		15

**Obtain Release on Disks Direct from Ork Leaders**      **Geo. Luck to Establish KLZ Merchandising Dept.**

Philadelphia—Local outlets finding themselves in the middle of the controversy regarding vested rights in phonograph records are taking precautionary measures to the extent of obtaining releases direct from the orchestra leaders making the disks. NAPA, Decca and Victor are disputing certain rights and even though some outlets have obtained licenses from the NAPA, it is believed that further protection is necessary. Reported that to date Tommy Dorsey, Fats Waller and Bunny Berigan who are not members of the NAPA, have signed or signified their intention of giving releases to the stations in question. It is possible that this will be the usual procedure in the future for stations using records.

**Johnstone Handling Dramas**

Jack Johnstone, who joined the Biow Co. yesterday as director of radio dramatics in the agency's radio department, will present the "Thrill of the Week" and "Front Page News" on the Philip Morris programs starting tonight. Johnstone, formerly with N. W. Ayer & Son, is a writer, director and producer. He had the "Buck Rogers" series on the air from 1932 to 1936.

**George Dewey Hay at WSM**

Nashville—George Dewey Hay, better known as The Solemn Old Judge, returns to the WSM "Grand Ole Opry" after an absence of 14 months, due to illness. Announcer Dave Stone, who has been in charge of the "Grand Old Opry" during the Judge's absence, will remain as assistant to Hay on the four-hour broadcast.

**Wilkes Joins W. L. Post**

Alan Dale Wilkes, formerly associated with Geenar Radio Productions, has been named radio director of W. L. Post. Wilkes will be in charge of radio production.

Denver—Vested with the authority to establish a complete merchandising department at KLZ in Denver, George T. Luck, former director of sales promotion at KGNC, Amarillo, has resigned as radio director of the Betts Advertising Agency here to assume his new duties.

Creation of the new merchandising department under Luck, a well-known figure in the national advertising field, is designed to increase the scope of KLZ's activities but will in no way alter the station's past policies in offering sponsor aid. His retention will serve to augment services already extended advertisers through screen trailers, press releases and various displays, with Luck assigned to conduct direct contact merchandising campaigns among dealers and jobbers.

**Williamson Joins Fizdale**

Chicago—A. R. Williamson, until recently assistant to the publisher of the Minneapolis Star and prior to that for nine years manager of the press department for NBC's Central Division, has been named vice-president in charge of the mid-west office of Tom Fizdale Inc., publicity and radio relations.

Williamson's appointment is concurrent with the announcement that the Fizdale organization has been appointed by Blackett-Sample-Hummert to handle publicity on all of the General Mills radio shows as an additional assignment in Chicago.

**GELLET BURGESS**

Radio's Master of Friendly Satire and Amiable Nonsense  
 Author of current best-seller "LOOK ELEVEN YEARS YOUNGER"  
 exclusive management  
**DOROTHY WORTHINGTON**  
 501 Madison Ave., N. Y. WI 2-2759

**COMING and GOING**

**TOM FIZDALE** arrived in New York yesterday from Chicago to look over his New York office.

**JOHN D. CLARK**, president of Transamerican, has been in Hollywood conferring with Bill Ray, Transamerican head there, and Harry Matzlish, general manager of KFWB.

**DAN RUSSELL**, NBC announcer in New York, arrived on the coast last week to spend a fortnight's vacation.

**SNEDDEN WEIR**, studio manager of WABY, Albany, accompanied 12 winners of station's amateur contest to New York for auditions and a trip through Radio City.

**SAM LYONS** is back in New York after an extended stay in Hollywood.

**ARTURO TOSCANINI** sails tomorrow for Italy.

**EDDIE CANTOR**, **BOBBY BREEN**, **DEANNA DURBIN**, **BERT GORDON**, **VICK KNIGHT** and other members of the Texaco Town program, leave for Cleveland on Thursday to make a personal appearance there at the Shriners' Convention.

**ALFRED J. McCOSKER**, president of WOR, has returned to his desk after a month's vacation at Miami Beach.

**KENNETH FRY**, NBC-Chicago special events director, is in town for the remainder of the week.

**J. J. ARNONE**, NBC architect, has returned from Cleveland, where he was working on the new WTAM studios.

**Zenith's Guardian Ear**

Chicago—Zenith Radio officials have confirmed **RADIO DAILY'S** exclusive story of last week that its new product would be an extremely sensitive sound transmitting device to be called Radio Nurse. It consists of two units, one the Guardian Ear which will pick up the slightest sound in the room where it is placed and make it audible considerably amplified in any other part of the house or apartment. Both units become operative when plugged into light sockets.

**KLZ DENVER**  
 Representative: The Kitz A.

**AGRAP Delays Report  
On AFRA Affiliation**

(Continued from Page 1)

chapters are now being approached with same offer from station owners, while the networks and agencies are known to be working on an independent affiliation with AFRA.

Officials of AGRAP, it is learned by RADIO DAILY, are aware of the fight to make them disband in favor of AFRA, and as a result are keeping any balloting done by the membership to date secret pending new developments.

First indications in present balloting showed a strong pro-CIO feeling among the local chapters.

**WFBR Auto Week Parade  
Compares Old and New**

Baltimore—WFBR, NBC-Red outlet, in cooperation with the Automobile Trade Association of Maryland, yesterday aired a short wave description from its mobile radio station while participating in the association's novel parade of used cars. Fifteen cars in excellent condition and fifteen of questionable quality made a four-hour tour of the Baltimore streets. The exhibition was rolling proof of the fine buys now in the used car field and the relics that should be discarded. The broadcast was a portion of WFBR's and ATA's contribution to National Used Car Exchange Week.

**Cole Airing from Bed**

Charlotte, N. C.—Surrounded by flowers of every hue, with a pretty nurse standing by and a hospital orderly holding his microphone, Grady Cole, ace WBT news commentator, is broadcasting his twice-daily programs from his bed in a Mercy hospital room. Cole had two operations—one for appendicitis and the other for tonsils.

Cole is doing nicely and his hospital-room programs have aroused much interest in the WBT audience. He has received thousands of letters since his illness began a week ago.

**Harriet Parsons Renewed**

West Coast Bureau, RADIO DAILY  
Los Angeles—Harriet Parsons will continue her commentary series for another 13 weeks for the Emerson Drug Co. over NBC-Blue, under a contract extension running into June.

**Fair Seeks Toscanini**

Officials of the World's Fair are attempting to sign up the Toscanini NBC series next year to emanate from the grounds it has been learned. Toscanini, who has an agreement with NBC, may broadcast from the RCA, NBC building on the site if the negotiations are successful.

**NEW PROGRAMS—IDEAS**

**WIL Puts Clubs on Air**

A new feature was inaugurated Monday by WIL, St. Louis, when the first broadcast of the proceedings and the address of the guest speaker was broadcast from the weekly meeting of the Traffic Club. WIL intends to air these programs from all of the service clubs in the city. The number of service clubs in St. Louis makes it possible to remote these shows five days a week, Monday thru Friday. Beside the Traffic Club organizations to be included are: Kiwanis, Optimist and Rotary clubs, also advertising clubs and businessmen's associations. Advance information from the luncheon groups indi-

cates that an impressive list of interesting and educational talks are in store for WIL listeners.

**Feature "Good" News**

Strictly on the optimistic side is the current program titled "Good News," presented daily at 5:45 p.m. from WJW, Akron. Using as a musical base peppy tunes with cheery titles, the program features items and commentaries on the sunnier side of the news. Presented first as a sustainer, it soon went commercial for W. F. Jones Ford Co., with commercials tied in as other good news items.

**Duration of Disk Pact  
Taken Up by AFM Board**

(Continued from Page 1)

Executive Committee of the NAB in Louisville.

In rewriting the language of the proposed license for the disk men, the only question that arose was Paragraph 7, which formerly read: "That this license may be terminated by either party without cause or for any reason."

Definite term of one year, six months or other will be inserted, also the effective date of any license agreement is to be definite. Fly in the ointment is the annual convention in June which has to pass upon contracts for a year or more. The IRNA proposition was taken up in advance as to length of contract term. Not wishing to take action which may be voided by the convention, the Executive Board is faced with planning a license going into effect next September, or making it effective for a short period and then wait upon the action of the convention for a longer period. Matter of AFM permission to musicians for making disks is also to be considered on a definite basis when making terms for AFM licenses to the manufacturers.

**Orson Welles' Forum**

Series of four forum discussions under direction of Orson Welles and devoted to the producer's modern Shakespearian productions will be aired starting today 5:15-5:45 p.m. over MBS. Cast of Welles' New York and Chicago productions will participate, with first program originating in New York and succeeding three in Chicago. Title is "Orson Welles' Forum."

**Harry Harvey Joins CBS**

Lincoln, Neb.—Harry Harvey, recently resigned technical supervisor of KFAB-KOIL-KFOR, here and in Omaha, has joined the Chicago CBS engineering staff. First assignment is to work out synchronization between KFAB and WBBM, Chicago. Harvey built KFAB 14 years ago.

**U. of Chicago to Use  
Commercial Strategy**

(Continued from Page 1)

(Chuck) Newton from the J. Stirling Getchell agency and formerly with H. W. Kastor here as radio director of the University. This apparently means that the University will begin to cut loose from the University Broadcasting council which co-ordinates radio activities of the three big schools here with the aid of local stations.

Newton, after brief vacation in Bermuda, will come here and give his attention first to the University of Chicago Round Table. Four weeks ago Mr. Benton launched a policy of paying the round tablers \$50 per appearance.

**WCLE to Feed Musical Event**

Cleveland—WCLE will feed Mutual a special program by the Oberlin Chapter of the Ohio Young Artists Club on March 19 at 4:30 p.m. The program has been accepted by the Mutual network because of the excellent opportunity it affords to demonstrate the advancement in musical training which has taken place in the Cleveland area.

**Jay Bell Joins WOWO-WGL**

Fort Wayne, Ind.—Jay Bell of Pittsburgh has been added to the announcing staff at WOWO and WGL.

**Crosley Stations Get  
Facsimile Equipment**

(Continued from Page 1)

behalf of WLW, Cincinnati. Similar equipment will be added later for WSAI and for the three Crosley short-wave stations, WBXNU, WBXAL and WBXIR. Twenty-three stations are now licensed by Finch.

**Marek Weber Renewed**

Marek Weber, conductor-violinist, has been renewed on the NBC "Carnation Contented Hour" for another nine months starting April 3 through CRA.

**POINT OF PURCHASE**

at the retailer's counter... that's where the final decision is made...  
•• where retailer meets customer  
•••• that's why a retailer is judge and jury of advertising results ••  
•• retailers in Michigan's eight major markets prefer, by actual experience, the....

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

**WQXR**  
**MORE**  
for your  
**RADIO DOLLAR**  
**INTERSTATE BROADCASTING CO.**  
730 FIFTH Ave., New York

## ORCHESTRAS MUSIC

**F**ESS WILLIAMS and his ork from the Rosebud in Brooklyn will be heard over WHN on Tuesday and Thursday nights at 11-11:30 p.m. starting tonight. Another new WHN remote is Kostia Krummel and his Balalaika orchestra from the Russian Bear restaurant, Monday-Wednesday-Friday at 11 p.m.

Bernice Beers is the new vocalist with Irving Aaronson and his Commanders. She will be heard at 8:45-9 p.m. Tuesdays and Thursdays.

Robbins Music has signed Adrian Rollini, radio vibraphonist and composer, to an exclusive contract for publication rights to his forthcoming tunes.

Ken Sisson has suggested to songwriters in Montreal that they write more tunes boosting the homeland, such as "A Little Home to Run to in Toronto," "On the Trail at Lake Louise" and "I Lost My Heart at Jasper."

Mark Warnow is obtaining all those orchestral effects on the Heinz Magazine of the Air using only 28 musicians. He is employing nine violins in the string section.

Del Courtney's orchestra opens at the Schroeder hotel, Milwaukee, March 10, following Woody Herman, local lad, whose engagement was extended an additional week. Music is carried over WTMJ, Casper Reda and his orchestra has returned to WTMJ with airings each Tuesday, Thursday and Saturday at 6:30 p.m.

Al Goodman is employing 25 first violinists in his "Hollywood Parade" orchestra, which, he claims is more than the New York Philharmonic uses.

"College Humor," Larry Clinton's latest contribution to swing, will make its radio debut when the "Saturday Night Swing Club" session salutes college students of the United States on March 12 over CBS at 7:30 p.m. Clinton is the composer of "Dipsy Doodle," the current swing rage.

The first performance of Bernard Rogers' new Symphony No. 3 will be given by Dr. Howard Hanson and the Rochester Philharmonic Orchestra in the third program of "Milestones in American Music," to be broadcast Thursday, 8:45-9:30 p.m., over the NBC-Blue Network.

**In Atlanta  
THEY LISTEN TO  
WATL**

## MAIN STREET OL' SCOOPS DAILY

● ● ● Jacques Renard will continue as musical director for Cantor on the Camel series... Bobby Ereen now claims to be the first to sing "B. M. B. D. S." and will bring Sholem Secunda to the Texaco show tomorrow to prove it... CBS has in preparation Dick Hyman's book, "It's the Law," for a half-hour series... Marx Brothers are ready to go on the air. Seems that their previous objection was bad script—but they have good material now... Ralph Wonders left the coast without fanfare and destination unknown... "Alexander's Ragtime Band" will have SIXTY songs in it... Irving Lazar, the lawyer-man, who was bought out of his contract on Henny Youngman by the comic, is now with MCA... Did you hear about the unfortunate fellow with women—when his girl was sawed in half, he wound up with the part that EATS!

● ● ● At Leon & Eddie's birthday party for Col. Jay C. Flippen the other dauning it remained for Columnist Hy Gardner to steal the show with a bit of tomfoolery. Henny Youngman was never better and Jack Waldron handled the hecklers in beautiful style. Hank Greenberg, Bobby Feldman, Truman Talley, Toots (Tavern) Shorr, Al Shayne, Arihuro Brown, Ted (Gagster) Husing, Louis Sobol, Barney Ruditsky, Wm. R. Hearst, Jr., Billy K. Wells, George Lait, Eddie Dowling were among those present to celebrate a swell guy's natal day. Helene Standish is now featured vocalizing there. ... Frank Hingley, giant page boy at KLZ, Denver, is being treated with respect now by his fellow-workers because he was crowned champ during a tournament conducted by Denver's five senior high schools besides playing on the championship pigskin team... His supremacy was once challenged by an announcer—who was beaten in 13 seconds flat—thus preferring to have his identity remain a secret!

● ● ● Deal for General Motors to use Haven MacQuarrie's "Do You Want I. E. A. Actor?" to plug their used cars is expected to be closed this week... John Nesbitt has two offers—one to succeed the west coast's Union Oil Thrill series—and a coast-to-coaster for Lucky Strike with Felix Mills' band and Ken Carpenter wordslinging... Harriet Parsons has been renewed for 13 weeks on Bromo-Seltzer... Dave Tough, drummer with Bunny Berigan, succeeds Gene Krupa on the pots and pans for B. Goodman... Charles Ruggles will do a turn for Jolson in April... Jimmy Grier's crew will be aired from the Academy Awards Ball the 10th which CBS will carry from the coast... Sylvia Sidney will replace Kate Smith on the Chesierfield vacancy Friday... Billie Holliday, colored singer, will vocalize with Art Shaw's crew... Bob Burns' flood damage amounts to \$6,000... A letter just arrived from the coast: "I'd like to have you visit me in the house I just finished building—Kenny Baker"... It was postmarked before the floods!

● ● ● Fan mail, valentine, requests for autographs, etc., are received daily by Michael, a dog owned by Don Douglas, announcer at KOIN, Portland, Ore. This is all due to the time that Ivan Jones, Walter Stewart and Frankie Trevor, airing the KOIN Klock, had Michael bark into the mike as a gag. Right then the custom was established—and now on the rare a.m.'s when Mike refuses to bark a "good morning" to his fans, numerous inquiries are invariably received concerning the canine star... From Columbia, S. C., comes this "crack of the week": As a voluble soprano blasted into "The Star Spangled Banner" on a local show, WIS' Chief Engineer Scott Helt rang the control room moaning: "For Pete's sake, boys, let's give the country back to the Indians!"... Our auditor, Albert G. Ashcroft, on Saturday became the 1938 light-heavyweight champion wrestler of the Met. A.A.U.—which means that we won't piffle over pennies in our "Petty Cash Voucher" with him hereafter!

## AGENCIES

HARRY COOPER has joined the Chicago staff of Ruthrauff & Ryan, where he is handling publicity. At present he's concentrating on "Jack Westaway Under Sea" series.

McKEE, ALBRIGHT & IVEY of Philadelphia has been appointed to handle the advertising of Southern Dairies Inc.

J. DONALD NEWMAN, formerly with Hanff-Metzger agency in Los Angeles, has joined the recently formed Goldblatt & Smith agency in the Lloyd Bldg., Seattle, to handle research and sales promotion. Carl W. Smith and Al Goldblatt are partners in the new agency.

### Tom McAvity in Hospital

West Coast Bureau, RADIO DAILY

Los Angeles—Tom McAvity, supervising all Lord & Thomas radio programs here, was taken to the hospital late last week following a nervous breakdown as the climax of several days illness. McAvity has been directly in charge of the Warner-Lucky Strike "Your Hollywood Parade" and the Mickey Mouse show for Pepsodent. Jack Runyon will take over during the month McAvity is expected to be away from his desk.

### Scott's New Robot Radio

Chicago—E. H. Scott, manufacturer of deluxe receivers, will introduce his new Telematic robot radio next week. Set has no dials, buttons or switches and is completely remote-controlled. Special clock attachment, at extra cost, will enable listener to set up complete program schedule for twelve hours on as many as six channels, if he chooses. Clock apparatus also will permit interruption of listening for any period desired and then turn on set again when desired.

### Urges San Diego Gov't Station

Washington Bureau, RADIO DAILY

Washington—In a radio address last week, Senator Chavez of New Mexico urged public support of the bill sponsored by himself and Senator McAdoo to establish a government-owned station at San Diego to combat foreign propaganda broadcasts to Latin America.

### Another Way to Tell the KVOO Story!

N.B.C. Edward Petty and Co. Rep. other Oklahoma station 25,000 watts. more spendable income than any population, more radio sets and the heart of the Triangle. More Dallas and Denver, covering tion between St. Louis. This is the KVOO.





**G**ENE and GLENN, radio comedy team best known in the middle-West, who have been doing double duty on KFI and KECA since coming out here six months ago, open a week's engagement at the Paramount Theater on Thursday.

Albert G. Bergman, prominent Los Angeles attorney, begins a new series of "Law in Everyday Life" on KECA Monday nights at 8:45, similar to the program muted last May which the lawyer had conducted as a KECA sustaining feature for years.

Vocational Service Inc. of Eagle Rock has contracted for a series of 15-minute transcriptions on KNX for Fridays at 9:15-9:30 p.m. Program is "Dr. Dollar," commentator, and the account is handled by R. H. Alber Co.

Lazar Samoiloff, vocal coach who has a KPWB program on which he presents his most promising pupils, has been switched from his former Tuesday evening at 9 spot to Mondays at 8:30.

Howard Swart, now writing and acting in the CBS "Newlyweds" series, used to have a "Gravelpit Courtroom" program which was familiar to Southern California dialers three or four years ago. Luckily, Swart still has the scripts, so when CBS line operations failed because of the recent deluge of liquid sunshine and KNX had to improvise a continuous schedule, "Gravelpit Courtroom" again took to the air.

The Hollywood contribution to the special American Legion broadcast of March 15 on NBC-Blue, in celebration of the 19th birthday of the Legion, will include: Jack Benny, Dick Powell, Marion Talley, Olsen and Johnson, Priscilla Lane, Frank Forrest, Johnny Davis and Frank Hodek and orchestra. Program will cut back and forth between New York, Hollywood and Washington, airing at 9-10 p.m.

Jack Gross, manager of KEHE, and Bobby Kaufman of the Hearst station sales staff, were in San Francisco last week for a few days.

R. Calvert Haws, formerly producer of "Hollywood in Person," presented his original sales-drama, "Buyers on Parade," before the Sales Managers' Association of Los Angeles at the Breakfast Club meeting last week.

**BIRTHDAYS**

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

Greetings from Radio Daily  
March 8  
Victor Arden      Tex Fletcher  
Franklyn MacCormack  
Jerome J. Cohen

**NEW BUSINESS**

WNEW, New York: Alladin Home Appliance Corp., news, through Scheer Advertising Corp.

WIP, Philadelphia: Varady of Vienna.

KYW, Philadelphia: Johns-Manville Corp., ETs, through J. Walter Thompson; Chevrolet, "Musical Moments", ETs.

WFIL, Philadelphia: Bayuk Cigar, spots, through McKee, Ivey & Albright; Ralston Purina, music; Lever Bros. (Sprey), spots through Ruthrauff & Ryan; Nash-Kelvinator, spots, through Geyer, Cornell & Newell.

WDAF, Kansas City: Armstrong Cork ETs, through BDD&O.

KSL, Salt Lake City: McKesson-Robbins Drug Co., spots; Glidden Paints, ETs; Chevrolet, "Musical Moments," ETs, renewal.

WSM, Nashville: Dr. Pepper Dixie Network program, through Tracy-Locks-Dawson; Akron Lamp Co., additional morning programs.

WSIX, Nashville: Coca Cola, "Singing Sam", through D'Arcy.

WBT, Charlotte: Walker Remedy Co. (poultry remedy), spots, through Weston-Barnett, Inc.; Bayer Solesman Co., announcements, through Thompson-Koch Co.; DeVoe Reynolds Co. (paints), ETs, through J. Stirling Getchell; Rit Products (dye), spots, through Earle Cudgin Inc.; Bona Allen Inc. (shoes), announcements, through Groves-Keen Inc.; Duke Power Co., programs, through J. C. Brantley Adv. Agency; Automobile Mfrs. Ass'n (Nat'l Used Car Exchange Week), announcements, through Young & Rubicam.

**Heavy Vote is Cast In KSL Talent Search**

Salt Lake City—A total of 32,182 votes, representing one-sixth of the entire population of Salt Lake City, was tabulated in the "Search of Talent" auditions held by KSL and The Desert News. Finals were aired from the stage of the Assembly Hall, with 2,200 persons present and 600 turned away. Winner was Lily Craven Trembath, soprano, of Centerville.

Due to success of the series, Wilby Durham, talent editor, announces a new talent search which will be started immediately.

**WLBC Program Director**

Muncie, Ind. — Carl "Doc" Noble, well known in musical circles and musical director of WLBC, has been appointed program director by Don Burton, station owner and general manager. Complete revision of station's program policy is underway with Noble developing several live talent shows.

**Powell Joins News Features**

Edward M. Powell, formerly publicity director of N. W. Ayer & Son, has resigned from the Institute of Public Relations to become vice-president of News Features Inc., publicity and promotion organization.

**WISN, Milwaukee**

"WISN Sports Parade", sponsored by Charles E. Turmock Co. in interest of Fairbanks-Morse refrigerators, has been renewed for a year. A new prize contest accompanied the program, with Alan Hale announcing. Excerpts from annual Milwaukee Junior League charity ball drama will again be aired tonight at 8.

**WIS, Columbia, S. C.**

James Young, from WWNC, Asheville, has joined announcing staff. "The Sundial", new morning show, is being handled by Frank Burger. George Case, who ran "Alarm Clock Melodies", left Saturday to become program director and production manager of WDNC.

**Tyson Calls a Meeting Of Western NAB Group**

(Continued from Page 1)

Southern California, Arizona and Nevada, comprising District 16 of the NAB, for March 14 at the Blitmore Hotel. Meeting will be presided over by Donald W. Thornburgh, CBS vice-president, who was elected a director of the national board at the recent Washington convention. Purpose of the gathering is to discuss organizational setup and policies, with Thornburgh due to leave March 18 to attend national board meeting in Washington on March 21.

**Sign Miker for Coast Games**

West Coast Bureau, RADIO DAILY Los Angeles — Mike Frankovitch, adopted son of Joe E. Brown, has been signed by West Coast Advertisers to be their commentator for the baseball games from Hollywood and Los Angeles, over KFAC, starting March 18.

**Kemp Handling KTHS Show**

Hot Springs, Ark.—Everett Kemp has been appointed producer and leading character of the KTHS "Country Store", oldtime music show, aired Tuesday nights at 8:30-10. Full KTHS talent staff, including Texas Wanderers, Friend Brothers, Dick Huddleston and his Pine Ridge Neighbors, Irl Hudson, Barney and Hollis, and others, are heard on the program, which has been a KTHS feature for nine years and was a starting point for "Lum and Abner."

**Brinckerhoff Waxing "Wifesaver"**

E. V. Brinckerhoff recording studios have obtained contract for waxing the Procter & Gamble "Wifesaver" series starring Alan Prescott. Entertainers appearing in the series include Joey Nash, Jack Lathrop and Henry Hilvern. Gregory Williamson of Pedlar & Ryan handles the account, and show is directed by John Wiggan.

**Ray Linton Resigns**

Ray Linton has resigned as Chicago representative for WMCA. Bert Lebar, recently returned from Chicago, will announce successor within the next few days.



**K**ENNETH D. FRY, NBC special events director, left Saturday for New York on business. Before he returns he will meet Mrs. Fry who is returning from a vacation in the Virgin Islands.

Lou Jackobson, new WGN production director, is handling the Bob Becker show for Morrell's on both WGN and NBC.

Lloyd G. (Bucky) Harris of NBC production is laid up for second time this winter with illness.

Don Morris has been added to University of Chicago publicity staff to handle promotion for the University of Chicago Round Table aired over NBC.

**Facsimile Schedule Is Started by WSM**

(Continued from Page 1)

chief engineer, also has arranged exchange broadcasts with KSTP, St. Paul, and WHO, Des Moines, to test distant reception.

**Disk Series for Canada**

S. C. Johnson & Son Ltd. (Johnson's Wax), through Needham, Louis & Brorby, has started a transcription series in Canada on CJRC, Winnipeg; CJRM, Regina; CFCN, Calgary; CFRN, Edmonton; CFQC, Saskatoon. CKAC, Montreal, also is included with a special French show. Kellogg Co., through N. W. Ayer, also recently placed "Howie Wing" ETs on CJRC, CJRM; CFRB, Toronto, and CJOR, Vancouver, Joseph Hershey McGillivra is rep for the stations.

**CBS Shows to Switch**

"Phil Cook's Almanac" and "Manhattan Mother" will replace the Sunday night Wrigley and Vick's programs effective March 27. "Almanac" will be heard 6:30-7 p.m. and "Manhattan Mother" at 7-7:30 p.m. Both programs will be heard as sustainers.

*Did you know that many of our students after completing courses in The School of Radio Technique have been accepted on commercial broadcasts?*

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

## PROGRAM REVIEWS

### "VALIANT LADY"

with Joan Blaine  
General Mills

WABC-CBS, Monday through Friday,  
1:45-2 p.m.

Knox-Reeves Agency

FIRST-RATE SERIAL, ADDED TO GOLD MEDAL HOUR, IS EXPERTLY HANDLED ALL AROUND.

Taking over the 1:45-2 p.m. period in the Gold Medal Hour, formerly occupied by "Hollywood in Person", this new serial should catch on very quickly and carry a good-sized audience on its entertainment merits. As one of its first assets, there is Joan Blaine in the starring role of a talented young actress who is faced with choosing between her career and her family and friends. Miss Blaine makes the character appealing from the start.

Authorship of the series is by Bayard Veiller, the playwright, which should assure a consistently good job, as indicated by the opening installment. Direction of the serial is in the hands of Charlie Schenck, who likewise knows his stuff and demonstrated it in initial chapter.

As the story opens, the "valiant lady" played by Miss Blaine is about to be given the chance of a lifetime to play the lead in a new show due to an accident to the leading woman on the opening night. Episode fades on the right note of suspense.

### "THE LAMPLIGHTER"

Julius Grossman Shoes  
WOR, Sunday 2-2:15 p.m.

Sterling Advertising Agency

SPOT ACCOUNT RETURNS WITH AN ESTABLISHED PHILOSOPHER-COMMENTATOR WITH A FOLLOWING.

Jacob Tarshish as The Lamplighter is heard again in an intimate quarter-hour of philosophical chatter, bringing a message to his listeners in entertaining style without being too much of the pedagogue. He has a clean cut delivery and sounds a sincere note, yet avoids the namby-pamby gush often dispensed on such programs. A little incidental music further enhances the period. Grossman shoes as usual stress the foot trouble corrective lasts and other qualities, also listing the addresses of their three stores in New York and Brooklyn.

### "Their Greatest Stories"

New WPA Federal Theater Radio Division series has a stronger array of the best stories by well known authors and contributors to national magazines. Arrangements were made with authors, magazines here and abroad, also with estates owning copyrighted material. Much has been made available for broadcast purposes, over WOR-Mutual on Sundays at 8-8:30 p.m.

Initial yarn was one that appeared in Esquire, by Herbert Lewis. Story revolved around a "death house" correspondent for press associations and individual newspapers and his sending in of an account of the execution of a murderer. At first it appears

## Minneapolis Stations Cooperate

Minneapolis—Edward P. Shurick, assistant g.m. of WDGY, Mutual outlet was up a tree the other night. Through a misunderstanding, Methodists in the Twin Cities were advised that a special program on 200th anniversary of Methodism would be aired at 9 p.m. by WDGY, which goes off the air at 7:15 p.m. Shurick called Stanley E. Hubbard's KSTP, NBC-Red affiliate, which had lines into WDGY, and they agreed to cooperate. E. H. Gammons' WCCO, CBS outlet, with lines from KSTP, also agreed to help feed the program to WTCN, NBC-Blue outlet. So program was fed by WDGY to KSTP, through KSTP to WCCO, through WCCO to WTCN and from WTCN to the Wesley Church, where Methodists heard it.

## NEW ORLEANS

Tony Almerico and his band are going into the Plantation, following Burt Massengale. WDSU wire.

Attempts to settle the union squabble with WSMB and WDSU here looked like they met with no success again.

### John B. Gambling's 13th Year

A pioneer in the technical and entertainment phases of radio, John B. Gambling, WOR's Human Alarm Clock, celebrates his 13th anniversary on the air March 14.

that the foreign professor has no color, nothing at all upon which to hang a good story. Subsequently an eye witness running story of the proposed execution and the applied psychology of the condemned professor makes a hair-raising drama.

Basically, the story was a good one. Production and casting were unusually good for the most part, the correspondent being outstanding in his handling of the part. Re-write man was somewhat weaker, but nothing really interfered to lessen the suspense and maintain the listener's interest. In spots smoother continuity would have been an aid where the slack could have been taken up. Initial show portends a highly exciting series and should acquire a considerable audience among the dial twisters that do not go too strongly for variety on an opposition network.

### "Idea Exchange"

New WHN sustainer, which started Saturday night 8:30-9 p.m. smacked of the "my invention" pattern, which is no longer a novelty, yet it had humor and proved amusing. Listeners are invited to send in letters suggesting ideas. Members of studio audience are invited to read them. Five dollars goes for best letter; two for best reading. Initialer aired brainstorming ranging from compulsory penny-a-day lotteries to make everyone a millionaire, to an insurance system bringing girls from the country to the big cities regularly. It was entertaining, but possibly could be sharpened in a 15-minute groove. Arthur Daly and Howard Merrill are in charge.

### Ted Weems

Ted Weems and his orchestra returned to the Varady of Vienna show Sunday over MBS, 1:30-1:45 p.m. after a two week layoff during which Bernie Cummins filled in. Weems, as usual, offered a well diversified program in a scintillating manner.

## OKLAHOMA CITY

Neal Barrett, Hearst Radio v.p. in the Southwest, has been named a director of the Oklahoma City Better Business Bureau.

A series of weekly broadcasts, consisting of dramatized skits on Better Business Bureau activities, will be aired over WKY.

Ken Linn and Wade Hamilton are featured in "Nonsense and Notes to You," new Electrolux commercial, over KOMA-KTUL twice weekly. Show originates at KTUL.

John Blatt, promotion director for the Oklahoma Publishing Company, operators of WKY here, KLZ in Denver and KVOR in Colorado Springs, has left the office here to direct a \$3500 ten-week promotion campaign for KVOR.

### WTMJ, Milwaukee

With Sam Levy going to Hot Springs to cover spring training of the Milwaukee Brewers, Charles Nevada takes over the "Sports Spell-down" Saturdays at 6 p.m. Nevada's nightly "Last Word in Sports" continues.

The new commercial, "Apple a Day," will have Fred King, tenor; Margot Gilmore, actress; piano team of Lillian Iargay and Jack Martin, and George Comte, announcer.

Neale Bakke, globe-trotting salesman, is back from a three weeks vacation sojourn in Mexico City.

Claude Kirchner, announcer, late of WTMJ and now with NBC, Chicago, did a "visiting fireman," as did Don Gordon, another announcer alumnus who is free-lancing in the Windy City.

Bob Heiss and Warren Meade are handling the "Question Bee," recently sold to Krier Preserving Co.

### WLBC, Muncie, Ind.

Al Lee and Helen Schayer, formerly librarian at Denver, will be married at Indianapolis on Sunday at the home of the WLBC's announcer's parents.

Henry Hank Marks, announcer, and C. X. Castle, engineer, busy now reading cupid publications in anticipation of solving bachelorhood problems and joining the marital ranks of station.

Bill Craig, commercial manager, busy making plans for Chicago trip. Pierre deMiller making plans to expand his photo-facsimile department.

Don Russell, local salesman and Fred Ayer, merchandising director, talking to each other through masks as result of recent colds.

## PROMOTION

### Used Car Stunt

WMBH, Joplin, Mo., developed a "Battle of Wits" Used Car sales promotion program for the R. & S. Motor Sales Co. of Joplin. The contest features a sales contest between nine used car salesmen, and each salesman appears on WMBH once each day during the week. Prizes are awarded to the salesmen by the company. Each salesman has a booth and a number of used cars assigned to him for the contest, and also a common stock to draw from.

The salesmen were prepared with written copy for their first broadcast "sales talk," in which most of the standardized used car sales talks were presented. Afterwards, they were permitted to go on ad lib, because it was found that they would do better. The original contest was for one week, with a renewal in sight because of its success.

Program aired at 12:45-1:15 p.m.

### NBC Revives Listings

NBC has revived its network commercial booklet listing all the commercial programs on the Red and Blue networks. Feature sustaining programs also are a part of the new book. Network late last year discontinued the publication. Book will be published monthly.

### General Mills Additions

Chicago—When General Mills hour on CBS moves to basic NBC-Red with Mountain and Pacific networks on May 30, additions to network will include six Blue stations. Program will be heard at 2-3 p.m., an hour later than at present. Procter & Gamble will consolidate its shows in the present General Mills CBS spot.

### Form Co-Op Booking Bureau

Maurice Leffert, attorney, announces formation of Cooperative Booking Offices Inc., stock of which will be held by artists, managers, buyers, etc., in all fields of entertainment. Purpose of the organization is to represent, offer, and arrange mutual working agreements by and between artist-manager and buyer interests.

### Sidney Robards Transferred

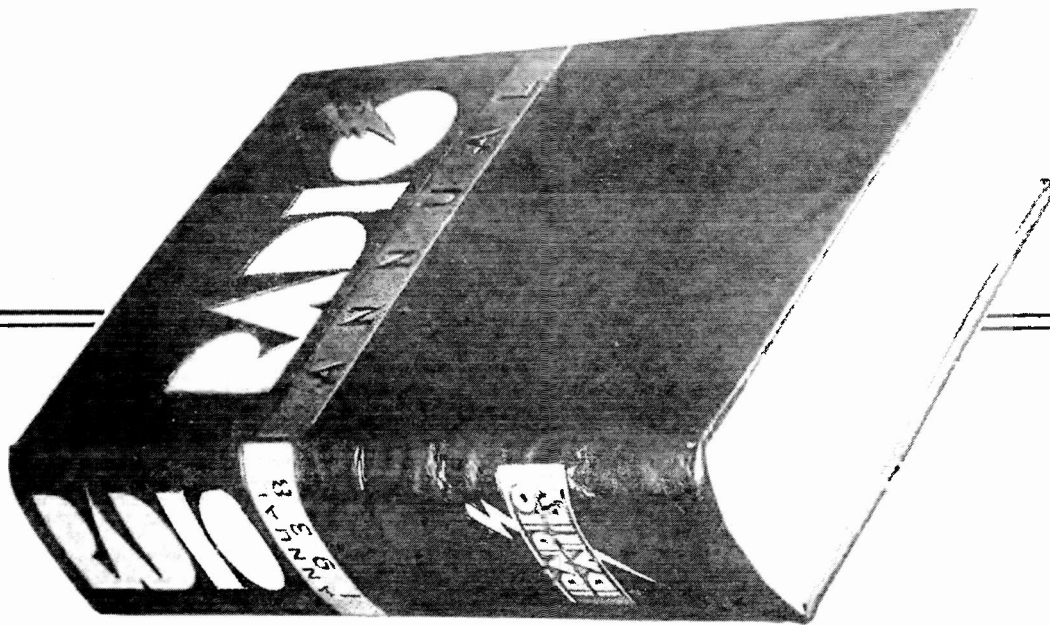
Sidney Robards, NBC press department, has been transferred to RCA Department of Public Information, where he will work under Frank Mullen.

### R-O-K Signs Carl Freed

Carl Freed and his Harmonica Lads have been signed by Rockwell-O'Keefe for five years.

### Blomness Joining NBC

Portland, Ore.—Chet Blomness, sales manager of KGW-KEX, resigns effective March 15 to join the NBC sales organization in San Francisco.



NOW\* BEING DISTRIBUTED  
COMPLIMENTARY

TO



**RADIO DAILY**



*Subscribers Everywhere*

*\* ~ Out On Time As Promised ~*

*~ Radio Daily Service As Usual*

## KANSAS CITY

Fred Weingarh, WDAF sports announcer, back on the job after a crash on the ice during a storm.

Helen Lee, KCMO sales rep. is back from an Omaha business trip.

Webb Wittmer, WDAF announcer, has returned to work after being out several days due to illness of his father.

KCKN fan mail response for February was more than double the total of February, 1937.

Arthur B. Church, president of Midland Broadcasting Co. (KMBC), and Mrs. Church are back from a Caribbean cruise.

Carter Ringlep, KMBC regional sales director, is on a business trip through Missouri, Oklahoma and Kansas.

Bob Caldwell, WIB announcer, attended the funeral of his grandfather in East St. Louis.

John Larkin of KXBY staff is narrating the new "Swingphonic Hour," a burlesque of Deems Taylor symphonic airings.

Frank Groves ("Yours Truly Mister Dooley") has joined KCMO staff.

General Mills and Socony-Vacuum will co-sponsor baseball games over KXBY, with Walt Lochman at the mike.

Ellis De Long, WDAF announcer, handling the recently revived "Night-hawk Frolic."

Harry Kaufmann, WDAF program director, pilots the ark for a new thrice-weekly sustainer, "Silhouettes."

## WROL, Knoxville

S. E. Adcock, president, is back from a Florida sojourn. He was accompanied by Mrs. Adcock and their daughter, also a guest from New York.

"Pa" Harry Moreland (Cousin Harry), announcer, is now an actual pa. It's a boy.

"Home Folks Frolic", new daily morning show sponsored by J. G. Moser Furniture Co. features the Fields and Hall Mountainers, the Buccaneers male octet, and baritone John Seagle singing hymns with organ accompaniment.

## ONE MINUTE INTERVIEW

## SAMMY KAYE

"So much controversy is raging over credit for originating the style of singing title introductions to orchestral numbers that an explanation is in order. In 1927, I heard a Gus Arnheim recording of 'Getting That Swing' and 'Doing That Thing' in which Gus, more or less accidentally, I believe, used a singing introduction to break the mood in mid-record. I adopted it immediately for my high school band as a means of keeping rhythm between numbers and have used it as a regular feature ever since."

## ★ Coast-to-Coast ★

**DALE EVANS**, songstress, will be next Sunday's feminine guest star on the "Pepper Uppers" program over the Dr. Pepper-Dixie Network. Frank Barden also will sing on the show, emceed by Jimmie Jafferries.

Special events department of WTAQ, Green Bay, Wis., is making plans to air the annual Marinette-Menominee Smelt Carnival, April 2-9, with possibility of a network hookup.

WBRY, Waterbury, Conn., made the front page of the Waterbury Republican with its broadcast of Raymond Moley being interviewed by Paul Cornell of the Romford School. The program was one of a series on "The Road Ahead," in which prominent speakers will give their views about government, business and other subjects of vital public concern. Dr. Thomas Parran, Surgeon General of the U. S., Paul DeKrief, P. B. Noyes and Charles Hanson Towne are others who have appeared in the series.

Joe Austin, control engineer at WELI, New Haven, is laid up by mumps.

KMO, Tacoma, fed its first musical contribution to Don Lee-Mutual last week when the "World's Biggest Swing Band" furnished a Paul Bunyan musical feast from the musicians' annual ball.

Comedian Oliver Wakefield, who started on the current Paul Whiteman series in a guest capacity, has already been heard on ten broadcasts, and is scheduled to appear for quite some time yet.

"Adventures of Ace Williams," about a daredevil newsreel cameraman, has been renewed by KGBX.

## Kyser in Theaters

Chicago—Kay Kyser and his "College of Musical Knowledge," which goes from Mutual to NBC-Red on March 30, opens March 18 at the Chicago Theater. After Kyser goes east he will be spotted in eastern houses. Prizes will be offered contestants picked from audience.

## Mendelssohn Joins KFH

Wichita — Milton Mendelssohn, formerly with Kirtland Engel agency, Chicago, has joined KFH here as sales promotion and production manager.

## Gov't Plan Denied

Washington Bureau, RADIO DAILY  
Washington—FCC officials deny reports that a way is being sought to assure a national audience for radio programs formulated by government departments.

Springfield, Mo. W. E. Long Co., Chicago, is the agency.

A program telling how to raise poultry is being aired at 6:55 a.m. these mornings by KRSC, Seattle.

Ruth Parks in "Magic Console" moved from Cleveland's WCLE to WHK on Sunday. The move is brought about by an increasing demand to spot the show during the evening hours.

Eight members of a University of Colorado journalism class studying radio news took over the entire operation of the news service at KFEL, Denver, last Friday. KFEL lent its facilities to the students on request of their instructor, Vernon F. Loughran, to give them a practical introduction into the operation of a radio news service.

Marian Shockley, Hollywood screen star, currently featured in "Censored" at the 46th Street Theater, will be feted by visiting cinema colleagues on Saturday night in the Georgian Room of the Hotel Piccadilly. Jenö Bartal is in charge of the musical arrangements.

Florence Baker, New York radio actress, has migrated to Hollywood and will remain there permanently.

Just as Frank Daniels introduced the speaker on the program of American Bureau for Medical Aid to China over WVFV the other day, he looked out the window and saw a fire in a neighboring block. Thus began a scoop, describing the blaze from the WVFV studio, including first reports into listeners' homes.

Kent Owen, radio editor of the Racine, Wis. Journal-Times, is now featured twice weekly over WRJN on the "Along Radio Lane" program.

## John Mayo Resigns

John Mayo has resigned as sales manager of Sound Reproductions, it was announced yesterday by E. L. Bresson, president.

## Foster Joins CBS Publicity

Michael J. Foster, former sports writer for the New York Journal, has been added to the CBS publicity department. He replaces Pat O'Toole, who resigned to join Leading Attractions Inc.

## Book Campaign Starts

Muncie, Ind.—Test program of the Radio Better Book Review, crusade to promote reading of better books, started Sunday on WLBC. Program and crusade being supervised by Fred W. Ayer, WLBC merchandising director.

## BOSTON

Arthur F. Edes, program director of WEEI, addresses Charlotte Cushman Club on the subject "Radio, Too, Demands Good Theater."

Bill Cunningham is now heard from Florida's Sarasota Hotel during his regular Friday evening broadcast over Yankee network for Kellogg.

New series being aired over WEEI called "Youthful Loveliness," Wednesday morning at 9:15.

Whitty Manufacturing Company of Boston, who are this Spring entering the New England domestic heating market with the Whitty "O-P" Bituminous Stoker, will use daily spot announcements in connection with the weather reports given by E. B. Rideout on WEEI. Account placed through Dowd-Ostreicher Inc. WBZ and WBZA have inaugurated a new series known as "Women in the News," a 15-minute commentary by Bob Evans.

Mrs. Roy Marks, wife of the sales manager of WEEI, is resting comfortably after an appendectomy.

Marjorie L. Spriggs is now handling publicity for WORL.

Harold La Fount, headman of WCOP and WORL, was in town looking over his stations.

Jimmy Gallagher, who returned to the airwaves last week over WORL, is now emcee at Lindy's as a result of his first broadcast.

Helen Lyman is presenting "Fashion Chatter and Movie Gossip" from WBZA each afternoon at 1:45.

Bob White has started "What Are You Doing Tonight?" over WBZ.

WBZ will feed a half-hour of Harvard's Hasty Pudding show from local studios to NBC-Blue network on March 23. The AAU boxing bouts from the Boston Garden also will be fed April 6.

Sandra Bruce broadcasts a kiddie show from the Copley Plaza's Swiss Room each Saturday morning.

## WKRC, Cincinnati

Paul Wilson of Chicago offices of Radio Sales was a visitor last week.

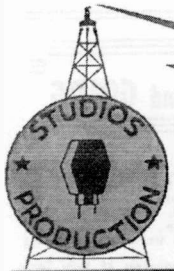
Wendell Campbell II, who has handled Domestic Arts Guild where "Meet the Missus" broadcasts are conducted, resigned to join Radio Sales in Chicago.

"Rhythm Rockers," new instrumental group heard each Monday at 10 a.m., includes Gladys Lee, Ruth Lyons, Johnny Fielden and Bob Keys.

Lee Bland, who conducts "Hollywood Highlights," is in his 75th week.

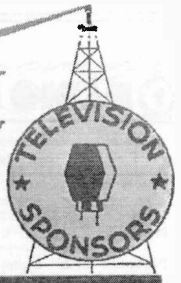


Radio now gets 10 per cent of the total expenditures for advertising in all media.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 47

NEW YORK, N. Y., WEDNESDAY, MARCH 9, 1938

FIVE CENTS

## AFM Asks Small Station Minimum

### TEXACO SUMMER CAMPAIGN IN CO-OP WITH DEALERS

Texaco's cooperative transcription series will be a summer campaign. Agency, Buchanan & Co., is preparing three different sets of disks. Local dealer will select the series he wishes to use. Disks will be quarter-hours, using evening time and airing twice weekly in most instances.

### Another Anti-Ascap Bill Is Introduced at Albany

Albany—Assemblyman R. Foster Piper of Buffalo has introduced an anti-Ascap bill in the assembly. Measure proposes that any combination of authors, composers or publishers, or owners of copyrighted vocal or instrumental music, be declared unlawful if formed for the purpose of fixing license fees for performances by singers, actors or

(Continued on Page 3)

### Nearly 100% Membership In Pacific AFRA Chapter

San Francisco—Pacific and Northwest Chapter of the AFRA reports progress in its negotiations with several stations, including KJBS, KQW, KFPY, KGW-KEK and KGGC, located within its jurisdiction. Membership is declared to be nearly 100 per cent and to date all conferences have been on a friendly basis.

One accomplishment here is the action by the membership in getting

(Continued on Page 3)

### Benny East for Week

Jack Benny is planning to come east for a week at the end of this month, with his NBC broadcasting originating in New York at the time.

### Indian Admiration

San Francisco—Recent visitor to NBC here, Roderick Davis, full-blooded Thimshian Indian visitor from Metlakatla, Alaska, talked interestingly and earnestly about top-hatted, monocled Charlie McCarthy. "I sure would like to take that fellow back with me," Davis sighed. "What a totem pole top he'd make!"

### NBC COMMERCIAL LIST SHOWS INCREASE AHEAD

NBC compilation of programs fading from the network and new programs to come on the Red and Blue webs show that through May, 1938, NBC will gain one-half hour per week in new business. Survey was completed yesterday and includes all

(Continued on Page 3)

### Herring's Review Board Not To Be Compulsory

Washington Bureau, RADIO DAILY  
Washington—Senator Clyde L. Herring, who expects to have the first draft of his measure to create a radio board of review completed within a week, told RADIO DAILY yesterday that "this is not a censorship measure;

(Continued on Page 3)

### Gen. Electric Switch

General Electric will move its Monday night Phil Spitalny "Hour of Charm" broadcast up one-half hour to the 9-9:30 p.m. spot on NBC-Red network beginning March 14. Spot was formerly occupied by Fibber McGee, switched to Tuesday nights. Station set-up remains as is.

## Three New Commercials Start Over CBS in Month

CBS within the next month will inaugurate three new commercials which will run at least through the spring and summer months.

The NBC Household Finance show, "It Can Be Done", featuring Edgar Guest, will switch to CBS on April 6 at 10:30-11 p.m., taking the Hudson "Hobby Lobby" repeat period which is signing off the air. Household has

## Union Board in Parley With Phil Loucks, Who Reverses Former NAB Stand Regarding Small Outlets

### WARNER-GRUEN PROGRAM AS LIVE SHOW ON COAST

West Coast Bureau, RADIO DAILY  
Los Angeles—Gruen Watch Co. program to be supplied by Warner Bros.-Transamerican will be called "Encore Theater of the Air," presented by a new Warner project, The Academy of Acting, and originating at KFVB here Friday at 9 p.m. PST for an initial run of 13

(Continued on Page 2)

### Chi Musicians Lost \$150,000 in Wages

Chicago—Since start of the transcribed music fight, Chicago musicians have lost about \$150,000 in wages, while a lot of recording work was taken out of here to other jurisdictions, it is admitted by James C.

(Continued on Page 3)

### Ethridge Not Candidate

Louisville—Following the meeting of NAB Executive Committee here with Mark Ethridge of WHAS as temporary chairman, Ethridge told RADIO DAILY that he's not considering the post of paid president of NAB and that other members of committee understood his position. Ethridge said he is primarily a newspaperman and wishes to continue his present status as g.m. of Courier-Journal and Louisville Times.

Executive Board of the AFM informed Phil G. Loucks yesterday that it expected the small stations, which are more dependent than anyone else on records and transcriptions, to come into the fold and make a deal relative to the hiring of musicians on a basis similar to that of the IRNA. This means that outlets with gross receipts somewhat above \$15,000 annually will be expected to hire an organist or pianist as the minimum requirement, all according to the wage scale of the AFM local within

(Continued on Page 3)

## RED-BLUE STATION TIME IS OPENED UP BY NBC

NBC effective immediately is offering sponsors its restricted time periods (station time) on both the Red and Blue networks. Theoretically, web is allowing the client to select his own network out of the 144 stations which are affiliated with the net.

Plan will work thus: client wants the Red network, so the station rela-

(Continued on Page 3)

## Eugene Thomas Appointed Sales Manager at WOR

Eugene S. Thomas, yesterday was appointed sales manager of WOR by Frank Braucher, vice-president in charge of sales. Thomas has been assistant sales manager for the past two years and joined WOR in 1934 in the sales promotion department.

### Heavy on News

Montgomery, Ala.—Depending almost exclusively on radio, the Teague Hardware Co., wholesale house of Montgomery, reaches dealers and the general public with 25 programs each week. Twenty-four of the programs are newscasts, aired by WSFA. Four INS newscasts are broadcast daily. Programs have been running for more than a year.

### Musical Respect

Detroit—Playing of "Annie Laurie", "Loch Lomond" and other traditional songs of the heart to swing rhythm has been barred at WJR. Edict came from Leo Fitzpatrick, g.m., after a swing arrangement of "Annie Laurie" brought a flood of protests. P.S.—Station has a batch of nice, expensive swing arrangements for sale cheap.

used NBC for the past seven years. BBD&O has the account.

Joe Lowe Corp. (Popsicle) will begin "Popeye", from the cartoon strip, on May 2, Mondays, Wednesdays and Fridays, 6:15-6:30 p.m. Blackett-Sample-Hummert is the agency.

The Griffin show gets under way on April 19 at 10:10:30 p.m. Talent

(Continued on Page 3)



Vol. 3, No. 47 Wed., Mar. 9, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Tuesday, Mar. 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Ams. Tel. & Tel.	134	132½	133½	— 1½
CBS A	17½	17½	17½	— ½
Crosley Radio	8	8	8	.....
Gen. Electric	39	38	38½	— ½
RCA Common	65½	64	64	— 1½
RCA First Pfd.	48½	46½	47	— 1½
Stewart Warner	9	8½	8½	— ¼
Westinghouse	91½	88	91½	— 1 ½
Zenith Radio	14½	14	14½	— 3/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15½	15½	15½	— 3/8
Majestic	1	1	1	.....
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	5	6		

### NEW BUSINESS

WNEW, New York: Illinois Meat Co. (Broadcast Brand meat products). "Sound Track," with David Lowe, movie commentator, through George H. Hartman Co.; Iodine Manufacturing Co. (corn remedy), spots, through White-Lowell Co.

KNX, Los Angeles: Oneida, Ltd. (Tudor Plate Silverware) "Peggy Tudor", ETs, through BBD&O; Chevrolet, "Musical Moments", ETs, renewal, through Campbell-Ewald.

WCFL, Chicago: Clark Maple Motor Sales, ETs, through Selviar Broadcasting System; Maytag Sales & Service, announcements, through Charles Silver Co.

WMAQ, Chicago: Illinois Bell Telephone Co., announcements, through N W Ayer Co.

### Gen. Mills Buys Games

WNEW has sold five one-time play-by-play baseball shots to General Mills, coming direct from Florida training camps with Earl Harper as announcer and commentator. First game will be heard March 23, and the last one April 8. Games will be those of the Newark Bears, International League.

The PERFECT MARKET'S LOUDSPEAKER WAKO ALBANY, NY  
Newly Equipped for Super Power

## RADIO PROGRAMMING

By ARCHIE W. HALL

Production Manager, KVOD, Denver

EDITOR'S NOTE: Arch Hall has fired the first gun in a symposium for program producers. Others are invited to submit their views and suggestions.

RADIO programming lacks showmanship! It needs lots of imagination. It must have it to keep in pace with the rest of the industry. Seventy-five per cent of our programs are too formal. There is far too much dance music and endless talks. We need to experiment and keep on experimenting. We need bright informal shows, plays, talks and variety programs. We need to discard the tiresome routine and formalities that are predominant on network. The industry needs showmen and should not depend so much on mechanics and personalities. These showmen need a free hand.

Radio needs a streamlining of each day's broadcast to fit in with the listeners day. It is fast becoming a mere humdrum background in the American home. This is due to

the fact that only the expected ever happens. How about some of the unexpected? Broadcasting, in a very general sense seems like a 18-hour theme song repeated daily.

Of course, there are exceptions, but it is necessary for radio to put a premium on showmanship . . . to jar it out of a fast forming "habit"! No other type of show business can sustain itself without imagination. Chiefly, radio needs writers, directors, producers and showmen who, with a free hand who can put a punch in radio that is seldom heard anymore. It needs new people, new minds and new ideas. Radio like milk should be fresh every day and not the sour stale stuff that we are trying to force down the public's throat!

### Warner-Gruen Program As Live Show on Coast

(Continued from Page 1)

weeks. KFVB will feed the show to stations of California Radio System, including outlets in Bakerfield, San Francisco, Stockton, Fresno and Sacramento. Seventeen other stations throughout the country will get transcriptions.

Program, designed to help movie exhibitors as well as provide radio entertainment, and with Warners in complete control except on commercials, which are to be limited, will present young featured players from the film studio's acting academy. First show will have Gloria Dickson and Ronald Reagan in "One Way Passage." Henry O'Neill also will appear in it, while Robert Lord, author of the film story, will be guest along with Dick Foran.

Frank Smith of Gruen Watch Co. arrives here today in connection with the program.

### Ferris Chicago Branch

Chicago—Radio Features Service (Earle Ferris) is incorporating a branch in Illinois, with George Livingstone, now of CBS press department, as president. Ed Reynolds and Howard Klink will be associates. Headquarters in Mather Tower starting March 15. Epes Sargent of Radio Sales promotion department takes Livingstone's berth.

### Western Electric Dividend

Western Electric Co. yesterday declared quarterly dividend of 25 cents a share on the common stock, payable March 31 to stock of record March 25.

### Girl for Ray Hamilton

Ray Hamilton, WNEW singing organist, is the father of another girl. Makes two girls and a boy for the Hamiltons.

### Educational Committee Bars Partisan Speeches

A special committee on radio education, appointed to formulate a policy to guide the Board of Education in the control of broadcasts used in the public schools, yesterday recommended that all partisan political speeches and discussions, commercially sponsored programs and radio shows involving "objectionable propaganda" be banned from use in classrooms. Committee is composed of Jacob Greenberg, chairman; Rufus A. Vance, Herbert S. Walsh, and Albert L. Colston.

Report as submitted requested that individual school principals should be allowed to rule if programs meet with above mentioned specifications. This policy is a direct contradiction of rules adopted by the board two years ago. Also on the recommendation list was a request that the superintendent of schools should appoint a committee to approve all radio programs before they are broadcast in class rooms.

### Robert Moreno Signed

Robert Moreno, dramatic actor formerly under contract to Major Pictures, has been signed by Curtis & Allen for a commercial program now in work.

### Frank Dailey Recording

Frank Dailey and his orchestra on Friday will record numbers from "Rebecca of Sunnybrook Farm", Shirley Temple's new 20th Century-Fox picture for Victor.

First in local accounts in Chicago

WGES

(In the heart of Chicago)

## COMING and GOING

H. ALLEN CAMPBELL, general manager of WXYZ, Detroit, leaves today for Hollywood, Fla., for a month's vacation.

GEORGE W. TRENDLE, president of King-Trendle Broadcasting Corp., owners of WXYZ, has been in Florida two weeks and is taking two weeks more.

C. A. CUTLER, sales manager of Nehl Inc., Columbus, Ga., and TUCKER WAYNE of the James A. Greene & Co. agency, Atlanta, arrive in New York today for the first broadcast of the "Royal Crown Revue" featuring Tim and Irene and George Olsen's orchestra, starting Friday over NBC-Blue Network.

JERRY BELCHER, who broadcast his last Sunday program from San Rafael, will also air his next episode from the San Francisco area.

WILLIAM K. DORMAN, manager of John H. Perry Associates, has returned to New York from a business trip to Perry offices and agencies in Chicago, St. Louis, Louisville and Cincinnati.

PHIL G. LOUCKS, acting head of NAB, went back to Washington yesterday after conference with AFM Executive Board.

JOHN C. PAINE, general manager of Aescap, arrives back from Pittsburgh tomorrow. He inspected local offices of the society.

TOM KEARNS of WOR press department leaves for Washington tomorrow to do advance work for Jimmy Scribner ("Johnson Family"), who opens March 18, at the Capitol Theater.

COL. JOHN W. ALICOATE, publisher of RADIO DAILY and FILM DAILY, sails today for a cruise to the West Indies.

SIDNEY LANFIELD, director, returns today from Florida and will spend some time in New York staying at the Sherry-Netherland.

EARLE BAILEY of MCA sails today for Europe aboard the Queen Mary.

ENID SZANTHOF and ROSA PAULY of the Metropolitan Opera Co. sail for Europe today.

O. E. HANSON went to Philadelphia yesterday on business.

RAY CUY of the NBC engineering department leaves for Washington today to look over NBC outlets in that city.

LOUIS K. SIDNEY returned to Coast yesterday after spending one week in New York.

### Agency Bills Filed

A Albany—Statewide Theatrical Agency bill, introduced in the assembly by Charles H. Breitbart, provides for licensing by labor department of all theatrical agencies and artist booking bureaus. Same bill was introduced in the Senate by Senator Elmer F. Quinn and is known as the Breitbart-Quinn bill. Campaign for the passage of the bill is being waged by the Entertainment Managers Ass'n of New York City.

### Crosley Reports Loss

Cincinnati—Crosley Radio Corp. reports net loss of \$376,915, including fire and flood loss of \$343,314, for 1937. Net profit of \$1,237,057 was reported for 1936.

NORTHWEST'S LEADING RADIO STATION OFFERS LIFELIKE RECEPTION NEW TRANSMITTER INCREASED COVERAGE BASIC RED NETWORK  
KSTP 75,000 WATTS  
MINNEAPOLIS SAINT PAUL

**Small Station Minimum Is Asked by AFM Board**

(Continued from Page 1)

whose jurisdiction the station lies. President Jos. N. Weber of the AFM believed that the lowest scale would average about \$35 a week, or about \$1,750 annually for a station whose gross billing less commissions is a little over \$20,000.

With Loucks at the meeting was Mark Woods, vice-president of NBC, who came in the interest of NBC Thesaurus. Weber stated that a meeting was scheduled today with the phonograph record manufacturers and that the meeting with the transcription men would be held March 24. Transcription men are holding a meeting of their own committee today.

It is expected that the NAB, as it recently offered, will represent those of the smaller outlets which wish to make a deal with AFM. Weber said that he did not plan to take any extreme measures against any outlet which could not afford to hire one or more musicians. At the same time, Loucks impressed upon Weber that a new regime was entering into the NAB and that every possible means would be taken to work out amicable adjustments.

First batch of transcriptions received from stations and companies to be destroyed will be broken up today. This is in accordance with the IRNA contracts which permit certain disks to be made for future broadcasts but which are to be sent to the AFM after use.

**Herring's Review Board Not To Be Compulsory**

(Continued from Page 1)

I simply wish to create a board that will pass on radio programs should the broadcasters so desire."

Herring said he had no opposition from several broadcasters with whom he talked. The bill will not in any way interfere with liquor advertising or any other type of commercials.

Other activity in the legislative line yesterday was a bill offered by Rep. McFarlane of Texas for a 10 per cent gross tax on radio station receipts, as a substitute for the Boylan measure.

**Chi Musicians Lost \$150,000 in Wages**

(Continued from Page 1)

Petrillo, local union head, in current issue of the union's house organ. He said, however, that the AFM will gain \$2,033,000 additional revenue as a result of the fight.

LISTEN TONITE TO  
**DORIS RHODES**  
6:05 P. M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.

**NEW PROGRAMS—IDEAS**

**WHEC Presents Itself**

Gunnar Wiig, general manager of WHEC, Rochester, N. Y., and former sports broadcaster, is conducting a series of talks and interviews on various phases of radio during the Sunday night programs, "WHEC Presents." For example, the audience was recently told of the station's news service, how it's prepared, and so on, by Harry LeBrun and Ken French. A dramatization of the Hindenburg disaster with subsequent news coverage of it, including the exact way the story was first flashed on the air, aided in showing how news is gathered, sent out, and broadcast.

More recent was the interview of J. Gordon Baldwin, WHEC organist, by Wiig. There two probably presented something novel in broadcasting when they took a microphone into the organ chambers of the sta-

tion's Wurlitzer, and told listeners how, when, and where the musical notes were produced. Musical Director Ken Sparnon played "Stooge" and sat at console pushing keys, and taking his cues through earphones which carried Wiig's and Baldwin's description. Musically, this stunt was terrible, but it had plenty of interest and went over with a triple Sforzando.

**"On Broadway" Adds Ork**

John Winters and his orchestra next Sunday will become a permanent addition to the NBC-Blue "On Broadway" program. Show up to now has been using an organ for musical background, but orchestra will be able to furnish more dramatic musical support. General Foods (Diamond Crystal salt) is the sponsor.

**Red-Blue Station Time Is Opened Up by NBC**

(Continued from Page 1)

tions department queries the stations on whether they wish to carry the show. Station has the right to reject it because of contract stipulations. If rejected, NBC under the plan will query the Blue station in that city on whether it will take the show. Result will be a network of both Red and Blue stations.

General Mills will use such a network for its new series which start May 30 in the 2-3 p.m. spot, Mondays through Fridays. Chesterfield will also do the same thing for its series which will be heard Mondays through Saturdays, 6:30-8:45 p.m.

Weekday station time periods on the web are up to 10 a.m., 12 noon to 3 p.m., 6-7 p.m., 7:30-8 p.m., and after 11 p.m. On Sundays, the restricted periods are up to 1 in the afternoon, 4-5 p.m., 6-7 p.m., and after 11 p.m.

**Nearly 100% Membership In Pacific AFRA Chapter**

(Continued from Page 1)

together to abolish signing with an agency or artist bureau on blanket representation. All contracts are to specify show and engagement and contain a 30-day cancellation clause for the artist as well as the agent or agency. Thus artists are paying fees on specified shows only.

**McGrady on Relief Committee**

Edward F. McGrady, director of labor relations for RCA, has been appointed chairman of the radio division of Labor's Committee for Civilian Relief in China. Appointment was made by Matthew Woll of the AFL, national chairman of the committee. McGrady expects to proceed at once to complete organization in the radio broadcasting field as an important division of the Committee.

**Three New Commercials Start on CBS in Month**

(Continued from Page 1)

not set as yet. Client has rejected the show which was originally auditioned. Birmingham, Castleman & Pierce has the account.

CBS shows muting in the next few weeks are the two Vick Chemical periods, Tony Wons and Jeanette MacDonald; Zenith telepathy half-hour and Sanka's "We, the People" program.

**NBC Commercial List Shows Increase Ahead**

(Continued from Page 1)

seasonal advertisers that are due to fade as an annual affair. Switch of General Mills from CBS to NBC, five additional hours per week, was largest transaction.

**Carrigan Joins WIBG**

Glenside, Pa.—Edward T. Carrigan, author of "Suppose It Did Happen" and other radio stories, has joined WIBG and will be in charge of continuity department.

**"The Other Fellow's Job"**

WAPI, Birmingham, has inaugurated weekly period devoted to job discussions under title of "The Other Fellow's Job." Interesting vocational experiences are dramatized, and persons in unusual, as well as more familiar occupations, are interviewed. Show is prepared by Clint Blakely, assistant program director of the station.

**TEST IN MICHIGAN**

for a dependable "yard stick" for nation-wide sales...eight major markets...including America's great metropolitan center...smart, up-to-date manufacturing cities...ranking rural centers and farming districts...in all, completing a cross section of America's spending habits and potential market volume

**MICHIGAN RADIO NETWORK**

WXYZ KEY STATION DETROIT MICHIGAN



The Paul H. Raymer Co., Representative

AGENCIES

NEFF-ROGOW INC. has been selected by the Nu Enamel Corp. of Cleveland, Ohio to direct its eastern radio activities. A campaign, using Martha Deane on WOR, started this week.

JACK JENSEN has been named assistant to Jack Laemmar, new radio time buyer for Blackett-Sample-Hummert, Chicago. Laemmar succeeded Pete Nelson, resigned.

R. R. MCGREGOR, formerly with Thornley & Jones, has been named vice-president of Hays MacFarland & Co. agency, Chicago. McGregor will head a new department of publicity and public relations.

MACWILKINS & COLE INC., Seattle and Portland agency, will launch new advertising for glass jar pack for Golden West drip grind coffee, along the theme of "Spring fashions in coffee-making."

SAMUEL J. WEXMAN has left Kennedy & Co. to organize his own agency, Wexman & Co., Chicago, handling distilleries.

HENRY KLEIN of BBDO, and C. E. Ferris and Richard Marvin of Blackett-Sample-Hummert, Chicago, will speak at the Chicago Federated Advertising Club's spring course on advertising starting March 14.

C. C. CHAPPELLE of H. W. Kastor & Sons is now v.p. and J. J. Martin of Henri, Hurst & McDonald is treasurer of the midwest chapter of American Marketing Ass'n.

Bargain Sales Program Gets Results at WCOA

Pensacola, Fla.—WCOA, local CBS outlet, has inaugurated two daily broadcasts called "The Bargain Revue" to accommodate local merchants in announcing specials and sales. Programs are broadcast at 9:15 a.m. and 5:30 p.m. and feature announcements bought by the various stores. Each sponsor features items specially priced or gives news about sales. "Bargain Revue" programs have met with instant popularity, according to the station, and sponsors report unusually good results.

Lomax to Tour Baseball Camps

Stan Lomax, WOR sports commentator leaves March 17, for a two-week tour of the southern training camps of baseball teams.

RECOMMENDED RECORDINGS

FROM

"COLLEGE SWING"

HORACE HEIDT... "I Fall In Love With You Every Day."  
LARRY CLINTON...  
JIMMY DORSAY...  
ABE LYMAN... "How'd'a Like to Love Me."  
GEORGE HALL...

MAXINE SULLIVAN... "Moments Like This."  
DICK STABLE... "This."

FAMOUS MUSIC CORP.

1613 Broadway, N. Y. C.



PERSONAL Postcards To: Leopold Stokowski: When you return from your sojourn abroad, you'll find yourself conducting the Philly Symphony on a lagoon 100 ft. from shore up in Westport, Conn., as you are slated to open a series of six bi-weekly events up in those parts. Grace Moore and Lawrence Tibbett are on the committee of this project. Nelson Eddy and Jeannette MacDonald are slated to p.a. there together. Erection of the lagoon, etc., costs over \$15,000. Season begins June 29... George Jessel: Ben Rocks, who created your co-op sponsorship set-up, etc., had a nervous breakdown in the studios a month ago but it was hushed up for some reason. He will be at least three months recuperating... Kate Smith: Charles Paul, your organist, has been signed by CBS to pump on a few half-hour shows... Edgar Bergen: Arthur Murray, the dance instructor, is now coaching his staff of teachers who will introduce a new dance this May called "Do'n' The Dopey"—a tribute to Walt Disney's newest America's Sweetheart... Herb Rosenthal: A member of your artists bureau, Mack Davis, who was previously a musician, has written a song with J. Fred Coots. Wonder how the song-writers are doing these days?

"Bucky" Harris, NBC's Chi production director: Going through this month's "Rural Radio" we noticed your picture—but for a time swore it was our publisher, Jack Allcote... Sonja Henie: Eddie Gallaher, sports announcer at KTUL, Tulsa, recently challenged Bob De Haven, sportscaster of KVOO, to a hockey game. The players to be drawn from the ranks of the radio station. Last Saturday the game was played between periods of the St. Paul-Tulsa game. KTUL took the game after numerous spills (fully half the boys had never been on ice skates before!) by 3-1... The place was packed due to the publicity given to the event and it was estimated that 2,500 additional people saw the game—above those attending the McCoy game.

Phillips H. Lord: This time we haven't a complaint—but wish to commend your selection of Garnett Marks on the past two "Gang Buster" shows. He sounded so convincing... G-Man J. Edgar Hoover: Richard Brooks, one of the local commentators, who scooped the nation with the appearance of the intermediary for the Levine kidnaper on his show, received word to "keep hands off"... Judy Starr: Disbelieve the reports that Teddy Powell is through with Abe Lyman. He isn't—and he still picks the tunes for the Blackett-Sample-Hummert shows... Paul Tremaine: From the Chez Paree in New Haven where you're working now, you're slated for a series of one-nighters until June, when you get a location with a few wires... Josef Cherniavsky: Sid Gary, who appeared on your former MBSHOW, and who formerly returned from S. A., returns there in late spring to double between night clubs and radio... Bill Lewis, John Royal and Nat Abramson: We heard Al Shayne sing the other night and still maintain that he's deserving of network recognition in view of the fact that he's been such a favorite with the femmes locally.

Gabriel Heatter: Earl Godwin, in his naive yet "homey" manner of delivering news via WRC-WMAL, Washington, often finds it impractical to use the foreign names so current in world news today... Recently when the three sisters of King Zog of Albania arrived in Washington, Godwin heralded their arrival by referring to the three Princesses as "Winkin," "Blinkin" and "Nod"... The other morning Earl told his listeners of some more royal visitors coming to the nation's capital. This time he described the arrival of "Abou ben Adam Bei Mir Bis Du Schoen"—referring to His Royal Highness Said Bin Taimur Bin Faisal, Sultan of Oman and Muscat!... Zeke Manners: WMTV, East St. Louis, goes wild about hillbilly talent for two weeks only. Station is currently publicizing and arranging talent for the so-called "Mid Western Battle of Hill Billy Champions" to be held Sunday at Afnad Temple.

GUEST-ING

MIRIAM HOPKINS, DAVID NIVEN and MORITZ ROSENTHAL, on Bing Crosby show, March 10 (NBC-Red, 10 p.m.).

RUDOLPH GANZ, with Philharmonic-Symphony Orchestra, March 12 (CBS, 11 a.m.).

CLYDE BARRIE and NATHAN GORDON, on "Magazine of the Air," March 13 (CBS, 5 p.m.).

JOHN GRIFFIN, tenor, and ELTON BRITT, yodeler, with Oscar Shaw and Margaret Daum, on "Hammerstein Music Hall," March 11 (CBS, 8 p.m.).

SAUL CHAPLIN and SAMMY CAHN, composers of "B.M.B.D.S.," on Ray Block's variety show, postponed from last week, March 10 (CBS, 3 p.m.).

JEAN PARKER, on Tyrone Power program, March 13 (NBC-Blue, 9 p.m.).

LILY PONS, on Ford Sunday Evening Hour, March 20 (CBS, 9 p.m.).

EDMUND LOWE, on George Jessel show, March 13 (Mutual, 6 p.m.).

MARGARET WIDDEMER, on "Book of the Month Club Concert," today (WQXR, 8 p.m.). RICHARD LOCKRIDGE, tomorrow; HENRY S. PRINGLE, March 11; CAROL CROW, March 12; GLADYS HASTY CARROLL, March 13.

MAJ. GEN. WM. C. RIVERS, MAJ. GEORGE FIELDING ELIOT and J. MAX WEIS, on World Peaceways Forum, March 14 (WQXR, 9 p.m.).

LUCY MONROE, on American Banks program, March 14. (NBC-Blue, 9 p.m.).

EDWARD ARNOLD and FAY WRAY, in "The Boss," on Lux Theater, March 14 (CBS, 9 p.m.).

JIMMY DORSEY and his orchestra and CHAUNCEY MOOREHOUSE and his 14 Ngoma Drums, on "Sunday Swing Concert," March 13 (WNEW, 11 a.m.).

JOHN CRAVEN, son of Frank Craven, and now playing juvenile lead in "Our Town", interviewed by Doris Smith on "Encores and Epitaphs", March 11 (WNEW, 4:30 p.m.).

EDNA MAY OLIVER, on Al Jolson show, March 15 (CBS, 8:30 p.m.).

MARTHA RAYE, on Jack Oakie program, March 15 (CBS, 9:30 p.m.).

ROY SMECK, guitarist, on Kate Smith hour, tonight (CBS, 9 p.m.).

"ARNO"



2 Year SENSATIONAL ENGAGEMENT AS GUEST CONDUCTOR at SHEA'S Buffalo Theater Featuring Unusual Musical Presentations NOW AVAILABLE FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.



**PROGRAM REVIEWS**

**"THE MONDAY NIGHT SHOW"**

Brewers' Radio Show Ass'n  
WABC-CBS Network, Monday  
8-8:30 p.m.

U. S. Advertising Corp., Toledo

**NEW VARIETY SHOW HAS SPARKLE AND PROMISE OF BEING A MONDAY EVENING HIGHLIGHT.**

Allowing for the usual first-show roughness, program reveals definite possibilities of being a strong variety show since the talent is there and a good author and producer can do the rest. Sponsor is a group of brewers working on a cooperative basis, local breweries getting the credits in their respective territory. In New York, Trommers beer handled its commercials lightly but effectively, comparing the brew to that of the best imported beers.

Talent includes Lou Holtz, Richard Himber orchestra, Ted Husing on sports, Kay Thompson on the vocal end and Agnes Moorehead doing stooge parts for Holtz. Material by Billy K. Wells was good. The introduction for Holtz has been used before but it was funny nevertheless. Holtz himself was in good form, getting away from his stories, but let's hope he arranges to get in a few of the type that does not involve an audience kickback. Situation comedy is ducksoup for Holtz also.

Orchestra, of course, did the usual fine Himber job, but no doubt had some handicaps not known to the average listener due to the allowance for the various local commercials to be completed and sort of vamp accordingly. Himber, however, should be allowed more leeway in rendering a selection or two. Husing was short and snappy with his sports comment, and singing by Kay Thompson enhanced the show. Miss Moorehead fitted into the program nicely with the Holtz comedy.

**COLUMBUS**

David Penn, WCOL newscaster, is doing a series of speaking engagements in nearby communities, much in the manner of Bob French of WHKC.

WHKC is moving its sign-off back to 9 p.m., thus allowing it to take on an additional half hour of Mutual programs each day.

WBNS has practically completed testing and checking of its new transmitter facilities, and this week will switch over to its newly-gained power increase of 5,000 watts daytime and 1,000 night time.

**CHANNING POLLOCK**

Author—Commentator  
His Series—ADVENTURES IN HAPPINESS!  
Now on Heinz "Magazine of the Air"

exclusive management  
DOROTHY WORTHINGTON  
501 Madison Ave., N. Y. WI 2-2759

**ORCHESTRAS - MUSIC**

**PAUL WHITEMAN** broke records for a one night stand in Hartford, when he filled the Bushnell Memorial to capacity for an evening of Modern American Music, in aid of the Hartford Smith College Club. The auditorium, seating 3,500, held standees. The program included highlights of numbers originated by Whiteman, a group called the "Evolution of Swing," the Scottish Suite and Gershwin's first and second "Rhapsody in Blue."

**Jimmy Grier** celebrates his 1,400th broadcast from the *Biltmore Bowl* in Hollywood tomorrow. The ork, heard over NBC, goes on tour in a few days.

**Ted Lewis** and his band are booked into the Paramount Theater, New Haven, March 24.

**Dusty Rhodes** and his ork bowed into the Muehlebach Grill, Kansas City, this week, succeeding Nick Stuart.

**Morton Downey**, who started making Decca records this week, starts off with "When Day is Done" and "End of a Perfect Day".

**Art Ryerson's** "Swing-tuplets", instrumental trio who recently made their New York debut on the Fred Allen show, have signed exclusive management contracts with Consolidated Radio Artists and will be handled for radio by Paul Kapp. **Frankie Tam** and **James Cory** are the other two members of the trio.

**Orrin Tucker** and ork succeed **Guy Lombardo** at the Hotel Roosevelt either March 23 or 30, depending on the start of Guy's booking at the Paramount Theater. Spot has a Mutual wire.

**Gene Krupa** has left **Benny Goodman's** band to form his own.

**Duke Ellington** succeeds **Cab Calloway** at the Cotton Club late this month with a CBS wire.

**Mark Warnow** plans a trip to Hollywood this summer.

**Paul Whiteman's** Rhythm Boys, headed by **George McDonald**, will play for the pre-wedding dinner of Secretary of Labor Perkins' daughter Friday night at the Colony Club.

**Clyde Lucas** opens at the *Beverly Hills Country Club* on April 1 for four weeks with an NBC wire, set by **Rockwell-O'Keefe**.

**Ken Christie**, director of radio choral groups, including those heard on the "Song Shop," "Town Hall Tonight," "Your Hit Parade" and **Chevrolet** recordings, is writing a book about singing designed to help vocalists who aspire to radio fame.

**Joe Frassetto**, whose band is heard at the *Cafe Marguery*, Hotel Adelphia, Phila., has had his tune

"*Belshazzers Ball*" accepted by **Mills** for immediate publication.

**Chick Webb** and his orchestra will be away from **Levaggi's Flamingo Room**, Boston, for two nights, March 11 and 12, while they fulfill **Yale Prom** dates in New Haven. **Webb** will be replaced by **Teddy Hill's** orchestra, the **Four Ink Spots**, and the **Savoy Big Apple Dancers**. **Teddy Hill** has been signed up for the **Brooklyn Roseland**, April 16.

**Hard at work** on his first opera for radio, **Gian-Carlo Menotti** said last week that the work, commissioned last Spring by **NBC** and now bearing the title "*The Old Maid and the Thief*," is nearly finished. It will probably be ready, added the brilliant young composer, for a premiere next Fall over the **NBC Networks**.

**Erskine Hawkins** and the **Bama State Collegians** open a theater engagement in **Johnson City, Pa.**, March 10. Following this, the band will play several weeks of theater and one-nighters in the East.

**Howard Barlow**, **CBS** conductor, will autograph batons each week beginning March 11, for the three children who write him the best letters naming the composition they most enjoy—and explaining why—in connection with the "Music For Fun" programs, broadcast over **CBS** Fridays, 6:05-6:30 p.m. All youngsters up to and including 13 years of age may compete in the letter contest, designed further to increase the interest of children in good music, which every one connected with the program insists is more fun than bad music.

**Savoy Ballroom**, N. Y., has booked **Willie Bryant** and his orchestra to follow **Erskine Hawkins**.

**Hal Hoffer**, who has been **Morton Downey's** accompanist for several years, also is conducting the 11-piece orchestra which supplies the musical background on **Downey's Drene** recordings.

**Carl Hoff** is set on the Saturday "Hit Parade" program over **CBS** through April 9. Orchestra used on the programs has been increased to 54 pieces.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

**KATE SMITH**

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLIN

**PROMOTION**

**Territorial Map on Letterhead**

Desiring to place stress on the residential advantages of the Westchester market it serves, **WFAS**, White Plains, has conceived the idea of backing its letterheads with a picturized map of Westchester County, showing the various clubs, historical points, residential areas, cities, towns, and villages, and traced with an accurate highway plan of its main arteries and parkways, so that it can actually be used as a road-map. The map embraces 27 Beaches, 71 Country Clubs, 29 Parks, 25 Yacht Clubs, 9 Summer Camps, 28 Libraries, 100 miles of Parkways, 100 miles of Bridle Paths, and more than 50 points of historic interest. The maps are black-and-white, selected after experiments were made with color plates.

**Recorded Testimonials**

**WTMV**, East St. Louis, will take instantaneous recording machine into homes of satisfied refrigerator users to disk testimonials for subsequent air presentation for **Norge Refrigerator** distributor. Idea, suggested by station president **Lester E. Cox**, was developed by **Woody Klose**, and may form basis of national campaign by the **Norge** concern. Present plans call for recording 200 interviews—some in homes, some in stores—to be broadcast in five-minute spots five times daily.

**Helping Business**

Following impartial business survey by merchandising department, **WLBC**, **Muncie, Ind.**, is inaugurating campaign to stimulate sales. Short fifteen-word station breaks are used with slogan, "business is better in Muncie," and encouraging listeners to buy various staple commodities. **Muncie** was reported to be among very few cities in State showing 21 per cent business gain over January 1937.



"I Dunno—I Just Don't Feel Right! Guess I'll Try That Tonic They've Been Advertising On WHB"

**WHB** is a Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audienon, but an national repu...  
For time clearance, schedules, information, data, telephone numbers list, collect, or wire collect to—  
**DON DAVIS**, President, **KANSAS CITY, MISSOURI**



**HERBERT T. SILVERBERG**, film and radio lawyer, is now officially established in his new Hollywood offices in the Taft Bldg.

"Your Beverly Hills" is the title of a new KMPC program heard Tuesday, Thursday and Saturday at 9:15 a.m., with comment confined to news and happenings of interest to residents of the community in which KMPC is located.

Celeste Rush is presenting a weekly dramatization of highlights in the news called "Short Shorts" over KFVB Friday nights at 7:15-7:30, and the Federal Theater of the Air also offers a new show over the same station, "Shout Hallelujah," featuring negro spirituals and produced by Buckleigh Oxford, on the same night at 8:15.

Flamigo Sales Co. is participating in the sponsorship of Robert Lee Johnson's "KFI Bridge Club" in the interests of their line of cosmetics, and Time-Tested Laboratories has signed for a series of five minute waxes labeled "Helpful Harry's Household Hints" on the same station to boost sales of Time-Tested Paints.

Poinsettia Cleaners and Dyers has signed for 13 weeks participation in Fletcher Wiley's KNX "Sunrise Salute" on Mondays, Wednesdays and Fridays.

Charles Wakefield Cadman's opus for four strings, written especially for the Boris Morris Quartet, will be "world-premiered" during the KNX-CBS broadcast of that musical organization on Sunday at 11:30 a.m. with the composer at the piano.

Lee Shippey, conductor of "The Lee Side of L. A." column in The Times, will guest on KMPC's "Meet the Author" this afternoon at 3:45. Lee authored "The Great American Family."

#### Charles Pekar Laid Up

Charles Pekar, NBC-Radio City commercial program press writer, is confined to his home for a few days, suffering from a cold.

#### WGH, Newport News

Breaking into the class of "night owl" stations, WGH, Norfolk-Newport News, established a record for itself by continuously operating an additional five hours on March 6 to carry the special WOR DX series of broadcasts, 2-5 a.m.

The specially-designed 1500-foot beverage antenna used in WGH re-broadcasting, according to claims of Edward E. Bishop, general manager, produces a quality of signal of originating station standard.

James (Truck) Young, for several months the sun up spieler over WGH, Norfolk branch, has forsaken his early hour assignment in search of an affiliation with the metropolitan broadcasters.

## RADIO PERSONALITIES

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

### G. B. McDERMOTT

**G. B. McDERMOTT**, former commercial manager of WMAQ and WENR, Chicago, was recently appointed manager of KFJZ in Wichita, Kan., to take the place of the late Cecil Price.

McDermott was with the World Broadcasting System from 1930 until 1933, when he became a network salesman for NBC. This company soon promoted McDermott to the commercial manager of the two Chicago stations, the 50,000-watt Red and Blue outlets.

In the managerial position he succeeded the famed Bill Hay, Amos 'n' Andy announcer. During his incumbency at WMAQ and WENR, McDermott added the department of National Spot, a department whose volume of duties eventually took all of his time.

Since his graduation from Notre Dame, McDermott has gone continually forward from motion pictures, transcription, network station management and National Spot management.



A veteran of the network works

#### LOUISVILLE

Skeets Morris of WHAS hillbilly gang and Lucille Hodges, vocalist, were badly injured in auto crash and missed several broadcasts.

WGRC Louisville studios undergoing alterations to provide new control room and announcers' booth.

Larry Sunbrock, prez of National Radio Artists Ass'n, is promoting a jamboree and fiddlers' contest at Jefferson County Armory on Sunday. Cast headed by Uncle Ezra and Hoosier Hot Shots.

#### WRC Public Forum

Washington—"Forward Washington", a public forum program designed to bring before the public the problems and affairs of the city of Washington, made its debut yesterday at 10:10:30 p.m. over WRC. District government officials, Congressional representative and other civic leaders interested in District problems will be invited to talk. John Hurley is emcee.

#### Lowell MacMillan to Florida

Rochester, N. Y.—Lowell MacMillan, WHEC sports director, leaves about March 15 for Florida to cover training camps of the baseball clubs. He will transcribe interviews and camp gossip and send it back for airing.

#### WIBW, Topeka

"Saturday Night Kansas Roundup," featuring entire troupe of station entertainers, moves to Fox State Theater, tagging on 25 cents admission fee. Heavy requests for advance reservations reported.

Ezra Hawkins, Kansas hillbilly, and his gang proved real drawing card as star performers at Junction City "Municipal Jubilesta." Capacity audience turned out from every town and community in 35-mile radius.

#### FORT WORTH

KFJZ now gives news broadcasts on the hour, every hour from 6 a.m. to 11 p.m.

A new series of sportscasts has started on KTAT each evening.

George Duffy's orchestra plays a return engagement at the Texas Hotel's "Den" beginning March 11, succeeding Joaquin Grill. This lower level spot has KTAT wire.

Anson Weeks orchestra is to play at Rainbeau Garden, the night club at the Southwestern Exposition and Fat Stock Show & Rodeo, March 11-20, and will air over WBAP from this night spot.

#### Foster Brooks to KWK

Louisville—Foster Brooks, senior announcer at WHAS, and who made his name nationally known during the 1937 Ohio Valley flood, has resigned. He will join KWK, St. Louis, March 14. Brooks has been with WHAS for seven years, and will again be associated with Allan Anthony, chief announcer of KWK, also a WHAS alumnus.

#### Dorsey from Theaters

Tommy Dorsey and his Brown & Williamson Show, NBC-Red, Wednesdays, 8:30-9 p.m., starting March 16 and ending April 6 will air the "Amateur Swing Contest" from the stages of theaters in Philadelphia, Washington, Pittsburgh and Cleveland. Last two spots are tentative. BBDO is the agency.

#### Oppose Phelps Bill

Albany—The Buffalo Chamber of Commerce has gone on record as opposed to the bill introduced by Assemblyman Phelps Phelps to exempt owners or operators of broadcasting stations from liability for slanderous or libelous words uttered during broadcast.



**BETTY ITO**, American born Japanese actress featured in "Don Winslow of the Navy," has gone to Washington to visit her sisters Eileen and Joanne. She also will stop off in New York before returning to her work.

Song writing bug is biting hard at Edgewater Beach Hotel. Manager Jay A. Jones, who turned out "De Lawd Won't Let Me Down" recently, is working on his fourth song, and Band Leader Orrin Tucker has written "My Heart Is In The Melody."

Sid Ellstrom has joined the cast of Pillsbury's "Woman in White."

Louise Fitch, CBS actress, and Jerry Rosenthal, attorney, are honeymooning.

Sam Thompson, manager and second tenor of the Cadets, NBC vocal quartet of the Breakfast Club and Club Matinee, has been commissioned a captain in U. S. Army Reserve Corps.

E. R. Borroff, NBC salesman, is off for vacation cruise to Havana and Panama.

William S. Paley, president of CBS spent several days here in huddle with General Mills and Procter & Gamble execs concerning shifts being made by both accounts.

Charlie Arnold, brother of Edward Arnold of the movies, who is playing in "Johnson's Attorney at Law" here, and Marjorie Woods are engaged and plan to marry in June.

Morris B. Sachs Amateur Hour has been renewed for the third year on WENR for a full hour on Sunday afternoons, effective April 24. Show is handled by Schwimmer & Scott agency. Next Sunday the show will be aired from Chicago Opera House before an audience of 4,500.

#### KGVO, Missoula, Mont.

"Boos and Bouquets," is proving valuable aid in formulating program policies. Show invites listeners to offer constructive criticism.

New program, "Stardust," featuring poetry and music collected and presented by Jimmy Barber, program director, starts in Tuesday evening spot.

Manager A. J. Mosby has returned from Seattle, where he attended conference of broadcasters.

Verne Sawyer, special events and sports announcer, has been named chief announcer.

Station has been added to list carrying the CBS Ben Bernie show sponsored by U. S. Rubber.

New featured vocalists on station are Johnny Kay, baritone, and the Symphonic Singers, male quartet.

Chief Engineer Thomas E. Atherton back on duty after attending conference of engineers in Columbus and FCC engineering consultation in Washington.

★ F. C. C. ★  
**ACTIVITIES**

**EXAMINER'S RECOMMENDATIONS**

Louis P. Thornton, Baker, Ore. CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.  
WLAK, Lakeland, Fla. CP to increase power to 100 watts, 250 watts LS. be granted, 1310 kc., unlimited.  
Floyd A. Parton, San Jose, Cal. CP for new station, 1170 kc., 250 watts, daytime, be granted.

**APPLICATIONS RECEIVED**

Utica WUTK Inc., Utica, N. C. CP for new station, 1420 kc., 100 watts, 250 watts LS., unlimited.  
WOV, New York. CP to change frequency, increase power and hours of operation to 1100 kc., 5 KW., unlimited.  
WPG, Atlantic City. CP to change frequency and increase hours of operation to 1100 kc., unlimited.

**WTAR, Norfolk**

William S. Hedges of NBC was entertained by Campbell Arnoux, general manager of WTAR, during his one-day visit to Norfolk.

Jack Light, assistant manager, remarried to Ada Biggs Light.

Charles Pattee, control room supervisor, leads the staff vacation list with a two-week tour through the South, starting March 15.

"Hints To The Homemaker" is the styling of latest addition to program schedule. Mildred Gibson, home economics author and lecturer, will conduct half-hour shows Tuesday, Thursday and Saturday at 10 a.m. Commercials will be on a participation basis. First regular home-making feature since "Aunt Sammy" folded two years ago.

Norman Phelps and his Virginia Rounders, back from Hollywood after parts in four pix, are doing two shows weekly. Lee Chadwick of the staff is emcee as "Marquis of Dismal Swamp."

Marjorie Campbell starting fourth season with "Tone Pictures." Show features her own piano compositions plus original lyrics read by Taylor Jackson.

WTAR string orchestra, under Henry Cowles Whitehead's direction, has started rehearsals and is expected to debut on the 21st.

**WGAR, Cleveland**

Visitor to WGAR last week was "Uncle Neal" Tomy of WJR, Detroit.

Chief Engineer Morrie Pierce is wondering what has jinxed his vacation trip to Florida. He was all ready for the twice deferred departure when the news of the 5 kw. approval necessitated his return to the station.

David Baylor and Maurice Condon of the program department decisively defeated the ace bowlers of the sales department, Earl Sheurun and Bernie Maury, in the station tourney.

"Peace In The News" is new Saturday evening quarter hour with Stanley Friedman, commentator, who gathers news relating to peace from magazines and news services.

John F. Patt is in Detroit.

Standard Brewing Co. will sponsor the St. Patrick's Day parade in Cleveland for third consecutive year. Sidney Andorn and Dave Baylor handle the description by short wave.

**PHILADELPHIA**

James Allen, WIP program director, has scheduled a new series called "Double Feature"; two drama sketches under the direction of Marx Loeb.

Bonnie Stuart, KYW singer, has the "flu" and will be out for a month.

Angelo Palange starts a new series of sport programs daily over WPEN, consisting of sport event resumes and commentaries on all phases of sport.

Larry Vincent and the Stewart Sisters snag a network spot on CBS and, although it will emanate from WCAU, will not be heard by Philadelphians.

Al Stevens, news commentator and staff member of WFIL news bureau, will take over the directorship of the stations "High School of the Air."

Powers Gouraud, confined to his home by illness, is having Alan Scott pinchhit for him on WCAU.

Helen Tannemaum will have a program of her own in a 15-minute spot weekly over WFIL.

Cliff Hall, featured piano player at one of local nite spots, has signed a contract with NBC and will be heard over KYW and the red network in a program of his own.

Barbara Boyd, who alternates with Elsie Carol daily on the WCAU Women's Club of the Air, is back at the mike again after a short illness.

Temple Bailey will appear on the "Homemakers Club" of WIP as its guest star.

Donald Withycomb, WFIL's general manager has been named to the executive committee of the Pennsylvania Constitution Commemoration Committee.

Norman Sickles, who writes and appears in his own shows over KYW, is having his song "Only Memories Remain" introduced by Leighton Noble.

Peggy Morgan, heard over WPEN is a niece of maestro Russ Morgan, who does all the arranging of her songs.

Jean Shaw is now being heard on her own spot on Sundays.

Benedict Gimbel Jr., prexy of WIP, left for a two-week southern vacation.

Ann Tannin is the latest addition to the song staff of WIP.

Whispering Jack Smith is now heard four times weekly over WCAU.

The organ melodies of Karl Bonowitz are again being heard over KYW.

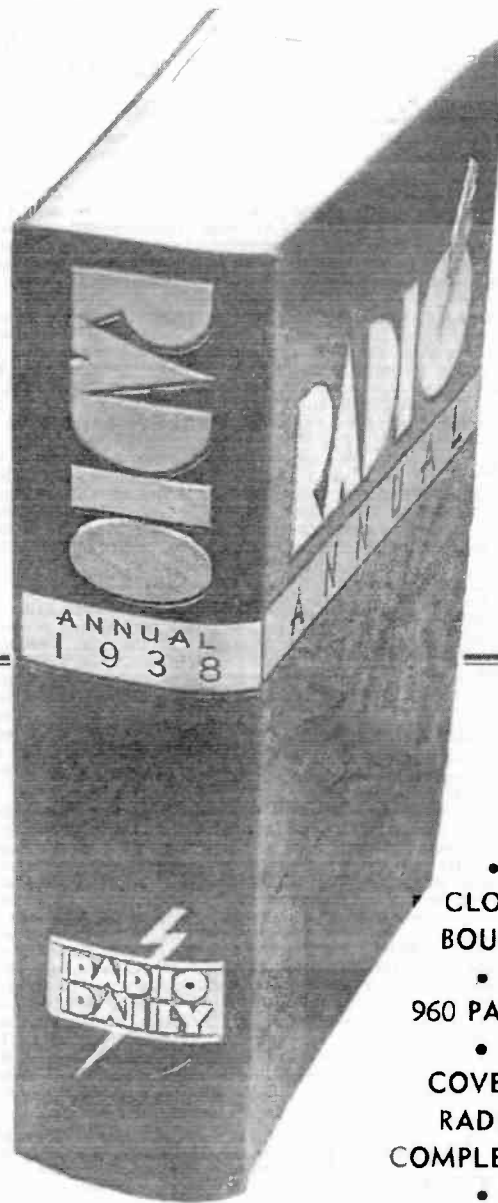
Thelma Reed is now being heard over WIP in her rhythmic tunes.

Under direction of staff announcer Kenneth Miller, the WIP-Philadelphia Record Spelling Bee will be aired March 19 at 4-5 p.m. A set of Mark Twain books is the prize.

**WADC, Akron**

Allen T. Simmons, owner of WADC, to New York on a business trip.

Harry Douglas, formerly of announcing staff here, is dickering for an appointment at KDKA.



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**Your Check for \$5.00 Covering a Year's Subscription to Radio Daily Will Bring You Radio Annual By Return Mail**

**BOSTON**

Al Zimmerman, well known Boston orchestra leader, will furnish music for the annual Hasty Pudding Costume dance later this month. Al has been director of the Hasty Pudding shows at Harvard for several years.

Lawrence Welk and his orchestra opened at Boston Normandie over the weekend. The band features Jerry Burke at the electric organ and vocalists Walter Bloom and Kirby Brooks.

The Famous Door will be renamed "The Congo" and a well-known colored orchestra and a colored revue will take over next Sunday.

George A. Harder, director of NBC press relations in New England at WBZ, sailed from New York for a ten-day vacation in Bermuda.

Paul DeMars, technical director of Yankee web, back at his desk after an appendectomy.

**WBAL, Baltimore**

"Hi Jinks," daytime variety show broadcast on Monday, Wednesday and Friday, will be moved to a night spot for its Wednesday broadcasts. It will be heard at 8-8:30 on Wednesdays but retains its daytime spot on Mondays and Fridays.

Happy Johnny and his Radio Gang, heretofore heard at 6 a.m. daily, will broadcast Tuesdays, Wednesdays, Thursdays and Saturdays, 12:15 to 12:30 p.m.

**WTMV, East St. Louis, Ill.**

Paul Godt, musical director, is rehearsing a 10-piece orchestra to be auditioned for a big St. Louis account.

Elmer Wilrich, "Singing Auditor," has a standing arrangement with Old English Inn, one of station's regular accounts. He can collect the monthly bill only at night—and only after he has sung for the customers.

**KRSC, Seattle**

Robert Priebe, manager, recently booked the famous 70-piece University of Washington concert band for a series of 20 weekly concerts on Tuesday evenings.

Another new KRSC program is the "Camera Club of the Air," presented by Lowman & Hanford, stationery.

**ONE MINUTE INTERVIEW**

**JERRY LESSER**

"One sure way to tell a radio actor is to watch the fellow read aloud. Muttering while reading, even a newspaper, is a chronic ailment with most radio actors since their work requires an intelligent interpretation of a part at first sight. Other actors may have days and often weeks to study a script, but the radio actor usually gets his part a few hours before air time and must be letter perfect in his first reading or else. Consequently radio performers soon get in the habit of voice-acting most everything they read."

☆ **Coast-to-Coast** ☆

**P**rogram Director Bert Hanauer of WFBR, Baltimore, last week was confronted with the problem of enlisting a cast for 13 good-will programs for Maryland National Guard. Although Hanauer had a group of excellent local actors on call he was reticent about requesting them to devote the necessary time to a non-profit series of productions. His troubles ended, however, when he discovered competent actors among his own WFBR announcers. Brent Gunts, George Shaffer, and Ralph Powers, displayed much histrionic ability at Johns Hopkins and NYU; Bob Hurligh, cavorted as a maid in many a NMMA production; Henry Blanc's umbine versatility is remembered on the West Coast; Nelson Baker trod the shrinking boards of vaudeville, and Henry Hickman "pitched a little woo" with Melpomene while wearing the silks of dear old U. of V.

Recordings of Robert Frost reading a group of his own poems will be heard for the first time on the air on Norman Corwin's "Poetic License" program on WQXR tonight at 9:45-10. Several recordings of Carl Sandburg singing selections from "The American Songbag" to the accompaniment of his own guitar will also be featured on the program.

WMBG, Richmond, saluted the nation over the Red network of NBC on Saturday by a presentation of Richmond Public School's talent. Program was a part of the weekly feature, "Music and the American Youth." Bands of both the John Marshall and Thomas Jefferson High Schools participated as did a massed chorus of 150 voices and a 60-piece orchestra made up of both of these schools. WMBG received locally many messages of appreciation for having presented this show. It was handled by Jack Hooper, chief announcer, with Wilfred H. Wood as engineer in charge of the operation.

J. Roy McLennan, manager of WSAL, Salisbury, Md., is cornering quite a few visiting celebs for mike interviews. Latest was Will Osborne, modern dance music maestro. Joan Brooks and Jesse Crawford were other recent guests.

Hal Johnson, new sportscaster at WAPL, Birmingham, has made such a hit that the station is considering making him a daily feature.

The Radio Rubes will present a special program of old American folk tunes and ballads for shortwave to Italy today at 11:30-11:45 a.m., upon request of the Italian Radio Corporation.

Dr. John Finley, editor of the New York Times, Lily Pons, Right Reverend Monsignor Fulton J. Sheen of

the Catholic University in Washington, Frank LaForge, prominent pianist and composer, and the famous Paulist Choir will be among speakers and artists heard over WOR, from the annual Cardinal's Conference on Catholic Charity on Sunday, 3-4 p.m.

Oliver Wakefield, comedian on the Paul Whiteman CBS show, may make a group of recordings for a firm here. His phonograph records are very popular in England.

Roy Moulton, managing director of the Hotel Piccadilly, will be guest interviewer when the Curb Club meets on WNEW at 1:15 p.m. tomorrow. Paul Brenner, regular interviewer, will step into the background.

Martha and Hall start a new sustaining series over WOR-Mutual at 9:45 tonight. They will be heard Wednesday, Thursday and Friday.

Lucille and Lanny, prolific musical duet, are on Alan Kent's noonday broadcast over WNEW, Monday through Saturday.

WJW, Akron, which recently joined the Mutual system to carry the Zemo-Musterole show featuring Carson Robinson and his Buckaroos, reports that the program is highly liked in that area.

WCOA, CBS outlet in Pensacola, played a major part in a drive to secure funds for the construction of a contagious disease hospital and home for the "iron lung." A radio jamboree featuring all the station's most popular vocal and instrumental talent was broadcast on Tuesday evening at 7 o'clock. Listeners were invited to telephone their contributions to the station, and the names and amounts were announced during the jamboree.

Grover Whalen, head of the 1939 World's Fair, will broadcast from his office in the Administration Building at the Fair Grounds over WNEW at 3:45 p.m. tomorrow. Whalen's broadcast will be the first of a series of weekly broadcasts over WNEW to be continued until the close of the 1939 World's Fair. Richard Brooks, WNEW commentator, will handle the series.

**WSPR, Springfield, Mass.**

Art Bergstrom, junior announcer, is back on duty after an attack of grippe. While he was laid up, he celebrated another birthday.

Birthday wishes were extended to Norah Adamson, the "Aunt Patty," of the Rivest Children's Hour, on the final program Saturday.

The second D-X program was produced the other morning from 4 to six. Chief Engineer Hillis W. Holt was in charge, assisted by Assistant Chief Engineer Larry Reilly and Engineers Al Bradley and Russ Finney.

**SAN FRANCISCO**

George Gibson Davis, conducting KYA's "Morning Meditations" under auspices of Unity, has been averaging more than 200 letters per week for past few months. Dwight Newton's "Uncle Harry School Days," juve offering, second best letter puller with 175 to 200 weekly.

C. P. MacGregor, H'wood transcription chief, a KYA visitor to inspect new station setup which was modernized recently.

NBC airing Carvel Craig from the new Whitcomb Roof and Carl Ravazza from Persian Room of Sir Francis Drake Hotel, under CRA banner.

KFRC got two commercial plums this week. First is half-hour variety show Tuesdays and Thursdays 8-8:30 a.m. with Hugh Barrett Dobbs as emcee and cast of Rose and her Gultar, "Haywire Mac," Wyoming Cowboys and Ace Wright, fiddler, sponsored by Williams S. L. K. Laboratories, makers of "Rux," contracted through General Adv'ting, L. A. for one year on Don Lec net. Second is "Toast of the Town," which leaves KSFO, and now stars emcee Walter Guild, Chester Smith and ork, Frances Dale, Bill Davidson and others, heard Fridays, 9:15-9:45 p.m., sponsored by Roma Wine Co., for 13 weeks on KFRC and KHJ, through James Houlihan agency, S. F.

Laurance L. Cross, originator of "Crosscuts from the Log of the Day," brought back to local listeners with "Musical Clock" program Monday through Saturday on KGO, 7-8 a.m.

Van Fleming, producer of "I Want a Divorce" series, collaborates with Rex Rivers in March 13 show.

Dick Newton, NBC singer, returned to U. S. Army with commission of captain. Has taken over supervision of entertainment of 30 CCC camps in southern California.

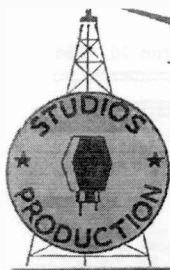
Jack Meakin, NBC maestro, wrote "Carla Vanni" in less than an hour as a theme song to accompany newspaper serial "When Nob Hill Boy Meets North Beach Girl," currently running in "Call-Bulletin." Beryl Cameron, NBC contralto, debuted it on Fred Johnson's weekly interview program on KPO.

Hal Dreiske, former Fred Waring arranger, opened at the Bal Tabarin niter with an NBC wire. Vocalist is Dorothy Allen, KFRC singer. Dreiske replaces Jack Winston after nine months, with latter scheduled for one-nighters and a Trianon ballroom (Seattle) engagement through CRA.

**BIRTHDAYS**

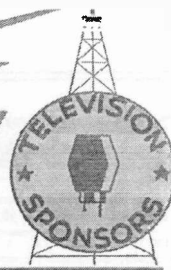
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Greetings from Radio Daily  
March 8  
Arthur Caesar  
Arl Landry



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 48

NEW YORK, N. Y., THURSDAY, MARCH 10, 1938

FIVE CENTS

## FCC Seeks Plan on Listener Kicks

### INDUSTRIAL FIRMS CHECK COMMENTATORS ON RADIO

Increase in industrial strife, such as strikes, NLRB hearings, mass picketing and reduced working schedules due to the recession, has caused the many large industrial concerns to keep a close watch on what is said about them via the airwaves.

Radio Reports Inc., the "clipping bureau of the air," is at present doing work for about 25 concerns. Bethlehem Steel; U. S. Steel; J. P. Morgan Co.; AT&T; General Motors; Consolidated Edison; Iron & Steel Institute; Chrysler Corp.; American

(Continued on Page 3)

### AGRAP Still Balloting On Affiliation Move

AGRAP is still balloting on its affiliation vote, according to Roy Langham, president. Langham stated that WABC chapter is scheduled to vote tomorrow night. WEAF-WJZ sound effects men have yet to cast ballots.

Contract renewal with WNEW is being delayed pending results of the NLRB hearing. WMCA has submitted its contract to the Guild, but there are still some details to be ironed out.

Affiliation ballots are still unopened, hence no one is supposed to know the results of the voting, said Langham.

### Phonograph Record Men Meet With AFM Board

Phonograph record manufacturers were represented at yesterday's meeting of the AFM Executive Board. License agreement was talked over, particularly ways and means of applying the license. Next meeting

(Continued on Page 2)

### 3 News Announcers

New Britain, Conn.—WNBC's recently adopted a three-announcer system of handling newscasts. First, five or six headlines are read. Then Milt Berkowitz chimes in with international news. A commercial plug follows. Cream Patterson reads the national news. Second commercial. Hal Goodwin tops it off with state news and weather report.

### KRE Pastor Parade

Berkeley, Cal.—The "Morning Watch" at WORC, Worcester, where 30 pastors are rotating, owes a salute to KRE here. Sales Manager Fred Macpherson of the local outlet points out that the half-hour "Morning Watch" aired over KRE for the past year and a half has been rotating some 150 pastors of East Bay Church Federation. Program has excited much favorable comment.

### BROWN & WILLIAMSON SPONSORING THE DERBY

Brown & Williamson (Kool and Raleigh cigarets) on May 7 will sponsor the running of the Kentucky Derby, which will be aired over CBS exclusively. Network has the Derby tied up for the next five years.

Sponsor has broadcast the turf classic for the past three years; last year it was on NBC. BBDO is the agency.

### Coast Stations Oppose Sets With Limited Dials

West Coast Bureau, RADIO DAILY  
Los Angeles—Local independent stations are very much up in arms and waging an aggressive warfare against the marketing of various new models of automatic dialing receivers which have buttons or other gadgets limiting pickup to five or six major

(Continued on Page 3)

### Facsimile Standards Are Expected Soon

Facsimile people are hopeful that equipment standards will be completed and approved by the FCC within the next few months, thus paving the way for regular service and the marketing of sets on an extensive scale. The matter of standards will be taken up at the radio manufacturers' meeting later this spring.

### Feenamint ETs Renewed

Feenamint has renewed contract with Brinckerhoff Recording Co. calling for three transcribed shows weekly. Programs star Jack Berch, singer, under direction of Harry Holcombe of the William Esty & Co. agency.

### McNinch, Payne and Sykes Are Named as Committee to Map Procedure on Complaints to Stations

### WSM WILL CONCENTRATE ON 500 KW. APPLICATION

Nashville—National Life & Accident Co., owners and operators of WSM, has withdrawn its FCC application for a 100-watter in order to concentrate on its efforts to obtain an increase in WSM's power from 50,000 to 500,000 watts. Original purpose was to operate the smaller station in connection with WSM. Hearing on the increase is listed for March 16.

### Convention Committees Appointed by A.A.A.A.

American Association of Advertising Agencies has appointed four committees in connection with its 21st annual convention to be held April 20-23, at The Greenbrier, White Sulphur Springs, West Va. Committees are:

Convention Program: Mark O'Dea, chairman; R. M. Alderman, D. M. Botsford, F. R. Feland, B. B. Geyer, Homer Havermale, Atherton W. Hobbler, Edward Lasker, Maurice H. Needham, W. G. Palmer, Wm. B. Remington.

(Continued on Page 3)

### Hal Kemp's Orchestra Set for Griffin Show

Chicago—Hal Kemp's band has been signed for the Griffin All-White shoe polish show which starts April 19 at 10 p.m. on CBS. Present plan is to make show all-musical, featuring only Kemp's crew and soloists. Rosalind Marquis is now singing with the band at Hotel Drake while Maxine Gray recovers from recent injuries.

### Brunswick British Deal

Electric & Musical Industries, London, starting July 1 will handle foreign distribution of Brunswick and American Record Corp. phonograph disks in British Isles and practically all of the world except North and South America, it is announced by R. W. Altschuler, president of Brunswick. Brunswick's foreign contract with Decca expires June 30.

Washington Bureau, RADIO DAILY

Washington—FCC Chairman Frank R. McNinch and Commissioners George Henry Payne and Eugene O. Sykes have been designated to serve as a committee for the purpose of recommending to the Commission the procedure to be followed in the handling of informal complaints against broadcasting stations.

Duties of the new appointees, it is announced, will be to consider individually all complaints made by listeners to stations, with a view toward promoting better programs.

### RADIO SETS IN WORLD NOW TOTAL 69,700,000

Geneva—Radio receiving sets throughout the world totaled 69,700,000 at the end of 1937, compared to 63,450,000 at the end of 1936, according to the International Broadcasting Union.

### CBS Short Wave Series Being Directed to Egypt

CBS, through its short wave station W2XE, will shortly begin a series of directional transmissions to Egypt. Tests will be made to determine feasibility of regular relays of CBS programs to long wave Egyptian outlets.

E. K. Cohan, CBS engineering director who has been in Cairo for the

(Continued on Page 2)

### Ringside Recording

Oakland, Cal.—Stumped by boxing club's ban on string of boxing at Oakland Auditorium, KLS Sportscaster "Speed" Riley takes recording machine to ringside, spouts description onto disk, including between-round interviews with celebs, and at final gong rushes back to station with police escort and spins disks before auditorium empties.



Vol. 3, No. 48 Thurs., Mar. 10, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Mar. 9)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp, Bid, Asked

OVER THE COUNTER

Table with columns: Stromberg Carlson, Bid, Asked

NEW BUSINESS

WOV, New York: Fels-Naptha, announcements, through Young & Rubicam.
WBTL, New York: Carter's Clothes, announcements, through Alvin Austin Co.
WPEN, Philadelphia: Planter's Hi-Hat Peanut Oil, musical programs, through B. W. Gottlieb Associates; Fels & Co. announcements, through Young & Rubicam.
WHO, Des Moines: Carter Products, spots, through Spot Broadcasting Co.; Interstate Nurseries; "Bobbie Griffin's Sunrise Round-up" programs; DeKalb Agricultural Association, programs and announcements, through Frank Presbrey Co.
WTMJ, Milwaukee: Gibbs & Co., ETS, through Ruitrauff & Ryan; C. H. Robinson Co. "Apple A Day" programs.
KSFO, San Francisco: The Drackett Co., "Hello Peggy" programs, through Ralph H. Jones; Axton Fisher Tobacco Co. (Twenty Grand Cigarettes), ETS, through McCann-Erickson.
WNBX, Springfield, Vt.: Procter & Gamble (Crivo), chain breaks, through Compton Agency; Ford, chain breaks, through McCann-Erickson; Chevrolet, programs, through Campbell-Ewald; Kroger, Ate, time signals; Narragansett; Brewing Co., programs, through United States Advertising Co.

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

Programs That Have Made History

WWSW's "Radio Swaps"

ONE of radio's most unusual by-products—"Radio Swaps"—celebrates an anniversary on March 11, when Walt Frammer, who originated this novel method of exchanging prizes for trash with pedestrians on the sidewalk, will SWAP for his 1500th item.

This program now sponsored by Joseph DeRoy (credit jewellers) over WWSW, Pittsburgh, has moved to a 1:30 spot on the afternoon schedule and now features Frammer with his roving microphone from in front of his sponsors' three stores.

The swapping idea originated with Frammer over two years ago when one evening during a community sing broadcast from Warner's Enright Theater in Pittsburgh, he discovered that the program was ten minutes short. On the spur of the moment he called for the manager who fished out a handful of passes and Frammer proceeded to SWAP

them for items out of the audience. The gag turned out to be the hit of the show and since then it has become the feature of the old "Curbstone Cash" program—now "Radio Swaps."

Walt Frammer has lists of items he has swapped for, over a period of the last two years and some months that he has been swapping. When he obtains the item he calls for from some member of the audience, the real fun begins, for then Frammer interviews the "victim." It's one of the world's goofiest programs and is pulling scads of response and selling lots of merchandise. In fact, the sponsor has renewed his contract on the feature for another year. Frammer is working out a plan to syndicate the idea with lists of items provided, to other stations. He has also been approached by one of the networks for a possible spot for one of the larger sponsors. "Radio Swaps" is now presented daily at 1:30 p.m.

CBS Short Wave Series Being Directed to Egypt

(Continued from Page 1)

World Telecommunications Conference, has made all preliminary arrangements from that end, while A. B. Chamberlain, chief engineer, is in charge in New York.

2 B. & B. Renewals

Continental Baking's "Pretty Kitty Kelly" serial on CBS has been renewed for another 13 weeks from April 11 through Benton & Bowles. Same agency confirms renewal of Maxwell House "Good News of 1938" on NBC-Red for 13 weeks from April 7.

Henry Rosenblatt on KFWB

West Coast Bureau, RADIO DAILY. Los Angeles—Henry Rosenblatt, son of the late Cantor Joseph Rosenblatt, starts a new weekly program of songs over KFWB California Radio System, Mondays at 9:15-9:30 p.m. Program will be titled "Henry Rosenblatt Sings." Rosenblatt appeared recently as guest of Cantor on "Texaco Town", also with Lud Gluskin on "Hollywood Showcase" program, which resulted in signing of present spot.

Gable on the Mind

Springfield, Vt.—The Clark Gardner of WNDX's Gardner Nurseries commercials may be looking for a new sponsor. A listener from across the border in New Hampshire sent the station a postcard a few days ago asking for "the garden seed offer made by Clark Gable."

"Hobby Lobby" from Theater

Hudson Motor's "Hobby Lobby" program will air two programs from the stage of the Apollo Theater on 42nd Street, March 9 and 16.

Phonograph Record Men Meet With AFM Board

(Continued from Page 1)

with the record men will be held Tuesday, when attorneys will get together for both sides. Record makers represented were Decca, Brunswick, Columbia, Victor and American Record Corp.

WJR Cuts Off "Swinger"

Detroit—WJR is really serious about its edict against "swinging" traditional heart songs. Early Wednesday morning Announcer John Stinson cut Tommy Dorsey's ork off the air as they were modernizing "Comin' Thru the Rye". Stinson explained the new order, given by Leo Fitzpatrick, g.m., who feels that the liberties taken with the old songs is pure desecration, and half a dozen laudatory calls came in at 12:47 a.m.

WGES Wins DAR Award

Chicago—For outstanding service in citizenship and Americanization education, WGES has received a citation and an American flag from the Daughters of the American Revolution. Flag was presented to Gene T. Dyer, president-owner of the station.

New Al Barrie Series

A new series of "Al Barrie Melly-drammers", written and presented by Al Barrie, starts today at 8 p.m. over WNEW.

CARL BIXBY. Creator, writer, director or producer of successful network radio programs. P. O. Box 84, Manhattan, L. I., N. Y.

COMING and GOING

LEE CRANT, who has been featured with his orchestra for the past ten months on WMCA's daily three-hour "Grandstand and Bandstand" commercial, has returned from a vacation. He is currently being considered for a new coast-to-coast commercial.

WALTER WOOLF KING, screen and stage actor-singer, signed by Eddie Cantor, has headed east from Hollywood.

EDDIE CANTOR and troupe, who entrained for Cleveland after last night's broadcast from New York, will arrive in Philadelphia for the March 15th broadcast and will make personal stage appearances there until March 19.

JACK LAVIN returns today from Roanoke, Va., where he supervised Jesse Crawford's opening concert last night.

HAZEL WESTERLUND of CBS station relations is off to Florida on Saturday for a two-week vacation.

JEROME SELL, CBS sales promotion, is visiting WKRC, Cincinnati, for the rest of the week.

C. ALDON BAKER, commercial manager of WRNL, Richmond, arrived in New York yesterday on a business trip.

PHIL BAKER leaves Hollywood following his broadcast of March 26 for New York, where he will broadcast for the rest of present series.

NAT BRUSILOFF and MRS. BRUSILOFF sail on the Pilsudski for a cruise to Venezuela.

16 Million BBC Income

London—Record income of \$16,780,370 is reported by British Broadcasting Co. for 1937. This includes \$14,375,220 from licenses and \$2,402,635 from publications, a substantial increase in both cases.

Among program expenditures were \$3,220,685 for artists, speakers, etc.; \$1,131,460 for permanent orchestras; \$1,816,439 for performing rights and \$1,833,505 for program staff salaries. Television expenditures are not revealed.

Sells more dealers and more customers in Oklahoma! WKY OKLAHOMA CITY Representative - The Katz Agency

**Industrial Firms Check Commentators on Radio**

(Continued from Page 1)

Railway Ass'n and General Foods are among the types of firms interested in what is said on the air each day by commentators, news reports, government officials and union officials. They all use the service.

Yesterday Radio Reports was furnishing J. P. Morgan with all the data aired on the failure of Richard Whitney & Co. Air clipping service charges \$200 a month for the daily service, which consists of a full report and a weekly summary. Complete texts of speeches are also taken off the air on disks and filed away for reference purposes.

Boake Carter, according to the firm, is the hardest news commentator to check on the air. Carter speaks indistinctly and sometimes sturs over an entire sentence. But by replaying the recording, jumble is clarified.

Radio Reports also furnishes a special service for clients. Arthur Kudner had all comments on the cancelled visit of the Duke of Windsor taken down by the firm. Rockefeller family, through Ivy Lee & T. J. Ross, ordered all the wordage on the death of John D. Rockefeller.

Edward Loomis is head of the "clipping" company. Firm on occasion works on a 24-hour basis in order to listen to all programs and furnish subscribers with the daily report the following day.

**Agency Starts Idea Search**

Following the recent appointment of Alan Dale Wilkes to work on Radio Production, the W. L. Post agency announced a campaign for new program ideas and radio scripts. Wilkes is operating from the office at 292 Madison Ave. in New York. The Baroness Helena von Polenz was the first of a number of personalities to become available for radio appearances.

**No Spring Opera**

NBC will terminate all Metropolitan opera broadcasts for the current season following the airing of March 19. Decision of Met officials to dispense with the spring series this year drops at least four Saturday programs from the schedule that was heard last year. Programs are expected to resume with Christmas opera this year.

**Magazine Advertising Up**

Magazine advertising in February was up 4.7 per cent over the previous month, a larger than normal increase, according to current issue of Printer's Ink.

**RECORDINGS**

Call BRINCKERHOFF

PLaza 3-3015

**NEW PROGRAMS—IDEAS**

**"Night School"**

A new program originated by WTMJ, The Milwaukee Journal station, which is known as "Night School," dusts off the old arithmetic book, with the professor offering cash prizes for solving three problems and sending 25 words of comment on some WTMJ show. One of the problems is dramatized with many numbers being used, and listener is supposed to catch them all and add them correctly. Gay, modern transcribed music gives pleasant contrast to the old-fashioned schoolroom atmosphere. "Night School" is another in the nightly "Quizzer" series being used by WTMJ to build up the 10:15-10:30 spot.

**Prayer Meetings**

Increasingly large following is reported for "Wednesday Night Prayer Meeting" of WIBW, Topeka, Kan. Sessions are under direction of Topeka Ministerial Association, with the Rev. Alvin J. Lee in charge. Each week, different Topeka minister takes over program, using his church choir and accompanists to round out half-hour period. Short sermonette, prayers, and solos by choir members are features. Sermonettes, it is noted, are not denominational, but inspirational, and designed for the benefit of all listeners.

**Convention Committees Appointed by A.A.A.A.**

(Continued from Page 1)

ton, V. O. Schwab, A. W. Seiler, Donald S. Shaw, L. L. Shenfield, Guy C. Smith, Rowe Stewart and Enno D. Winius.

Sports: H. B. LeQuatte, chairman. Dinner Entertainment; Edward J. Owens, chairman.

Entertainment for Ladies: Mrs. Edward J. Owens, chairman.

**Lenten Plays on WMCA**

WMCA on Sunday will start a series of Lenten plays presented on alternate Sundays at 8-8:30 p.m. by the Church of St. Mary the Virgin. First offering will be "The Terrible Meek", by Charles Rann Kennedy, arranged for radio by Maryverne Jones. Cast will include Hilda Spong, Reginald Bach and Hugh Williams.

**Kaltenborn Resuming**

H. V. Kaltenborn, CBS news commentator, will return to the air March 20 via CBS "Headlines & Bylines". Commentator is fully recovered from his recent illness.

**Gallenkamp Stores Renew**

Gallenkamp Stores, through Long Advertising Service, Los Angeles, on March 20 will renew "Prof. Puzzlewit" on four NBC-Red Pacific stations (KPO, KFI, KGW, KOMO), 4-4:30 p.m. (PST).

**"I Want An Audition"**

Exploited by means of screen trailers, handbills, window posters, direct mail, and incidental spots on KDYL, Salt Lake City, over which it is aired, "I Want An Audition" is hailed by the station as one of the biggest showmanship programs planned for months in the intermountain west. Stunt is conducted basically along "contest" lines, although not set up as an amateur show. Series runs for 13 weeks, broadcast from stage of the Utah Theater with object of exploiting "obscure professionals." Winner of series will be given free air trip to Hollywood and return, with a special guest-appearance airing from NBC Hollywood studios. Cash prizes go to weekly winners.

**New "News" Show at WNBX**

Phil Hoffman up at WNBX in Springfield, Vt., has hit on a new wrinkle in news programs. Brief headline news only is used, carrying conventional date-lines. Co-sponsors are given caption of the city in the classification of news.

WNBX sells local business in more than 40 Vermont and New Hampshire cities. Sales force had no difficulty in finding co-sponsor in nine cities to buy exclusive contract for their cities. Looks as though another such program can be spotted in another time of the day.

**Coast Stations Oppose Sets With Limited Dials**

(Continued from Page 1)

stations. Member stations of Southern California Broadcasting Ass'n have been devoting daily announcements to the campaign urging prospective purchasers to buy only sets with which they can tune in to all local stations. Leo Tyson, general manager of KMPC and president of the Association, has directed protests to manufacturers of the automatic sets, but without eliciting response as yet.

**Stan Shaw's Break in Pic**

Current issue of Pic, the picture magazine, devotes five full pages to Stan Shaw and his "Milkmen's Matinee" program aired at 2-7 a.m. daily over WNEW. His studio layout, record library, and even pictures of some of his faithful fans are shown.

**Approve WNYC Probe**

The City Council has adopted the resolution presented to it by Councilman Keegan calling for a complete inquiry into WNYC. A committee of five will be selected and will investigate if there has been any communistic propaganda on the station.

**Jimmy Shearer's 16th Year**

Newark, N. J.—Jimmy Shearer, general manager of WHBI, this week is celebrating his 16th year in broadcasting. It was in March, 1922, he began singing from a local station.

**BRILLIANT SERVICE**

to the seven member stations of out-state Michigan.....affording top-notch reception.....plus big time entertainment.....continuously from morning opening to night sign-off.....every day in the year.....originating from the key station, WXYZ, Detroit.....all contribute to the outstanding sales power of the

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative



THE Colorado Hillbillies troupe of 9 people, discovered and being agented by Audrey Mays, make a guest appearance on the Vallee show tonight.

KGER and KFOX, Long Beach stations, were among the outlets that did fine service in the news end during last week's flood, and they received much praise for it. Marooned in Long Beach, C. Merwin Dobys, owner and g.m. of KGER, spent several anxious hours with his technical crew at the transmitter. As the storm and flood began to subside, News Editor Clete Roberts spent three hours in a plane surveying property damage. Hal Nichols and his KFOX staff were active with their short wave unit from scenes of disaster.

Puritas water has contracted for five daily time signals on KNX for one year from April 1. The McCarty Co. handles the account.

The new KMPC program, "Your Beverly Hills," has had a change in time before it started, but definitely slotted now at 10:30-10:45 a.m., Mondays through Saturdays.

The only KNX-CBS casualty of the flood was Paul Pierce, continuity writer, who slipped in the mud while alighting from his car, and suffered torn ligaments necessitating a cast and crutches.

University of California at Los Angeles has installed a Universal Microphone Co. professional recording unit for use in its radio, speech and other departments, following the University of Redlands and the College of the Pacific in the installation of this equipment.

Superior Sea Food Co. is newest participating sponsor of Fletcher Wiley's "Housewives' Protective League" on KNX. The Hillman-Shane advertising agency is handling a big campaign for the distributors of "sea fresh seafood."

Walter Woolf King, vocalist-emcee, left here this week to join Eddie Cantor and the new Camel show cast, having been signed to a term by Cantor.

#### WPTF, Raleigh, N. C.

Ralph Burgin Jr., from WSJS, Winston-Salem, joins next Monday as announcer.

Raleigh String Quartet, under direction of Edgar Alden, prof. of violin at Meredith College, returns for a new series, Thursdays at 8:30 p.m.

#### LISTEN TONITE TO DORIS RHODE

6:45 P. M. WABC-CBS Network

MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● Thinking Out Loud (and sometimes talking out of turn)—Starting today NBC will issue passes to songpluggers permitting them to enter the building and go to the second floor ONLY between 9 a.m. and 7 p.m. . . . The passes are really pointless to the boys—because the second floor studios are rarely, if ever, used by their contacts. Ruling states that when they reach the second floor and wish to see Russ Morgan or Rudy Vallee or Tommy Dorsey—who use the 8th floor studios—a page boy will deliver the message to the bandleader—and he will come down to the second floor to see the boys. Maybe! . . . The boys, under a previous arrangement, obeyed every restriction—and should receive consideration now. . . . Leonard Leonard whose swell show "News Testers" is heard on WOR-Mutual, has joined that organization. He moves his pencil, paper and paste pot there Monday.

● ● ● Henrietta Norman, actress-singer, formerly at KFVB, Hollywood, but lately active in N. Y., attracted favorable interest by her work in Show Shop's "One Every Minute" at the President Theater. Several more radio names appeared in the production, including Bessie Wynn, Edwin Christie, Ernest Symons, Frank Hilliard, Walter Black and others. . . . Jim W. Woodruff Jr., g.m. of the Georgia Broadcasting System (WATL, WRBL and WGPC), is one of the youngest execs in the business. He's been a stickler for a policy of Community Service, which has made him a favorite with people of Georgia, so that he is rivaling the popularity of his Dad, who is prominently identified with other interests in the "Cracker" state. . . . Relatives lost for 25 years were found in five minutes for a Colorado woman by WROK, Rockford, Ill., not long ago. . . . Wonder why people would go looking for relatives, anyway?

● ● ● Jean Hersholt, 20th Century-Fox film star and CBS radio actor, celebrates his silver anniversary in movies tonight in a special CBS broadcast at 10:30-11. Edward G. Robinson will be emcee, with Mary Pickford, Edward Arnold, Tyrone Power, Robert Montgomery and others paying tributes to the popular player. . . . Hear that Sam Coslow leaves Paramount on April 1. . . . Phil Regan may return to WB flickers beginning with "The Singing Cop" . . . With word around that the remotes may be continued from Chicago within two weeks, bands are again fighting to get booked there. . . . Nat Brandwynne, who was slated to go into the Troc, follows Henry King into the Fairmount Hotel in Trisco on April 2. . . . Al Roth, the red-headed NBC conductor, is at West Point looking over the situation and getting an idea what it's all about—just because he will do a show on the 19th—which is the academy's anniversary. . . . Allan Jones will do a p.a. at Loew's State in April—following Rudy Vallee.

● ● ● Kendall B. McClure, news editor of WOAI, San Antonio, who just compiled his afterpieces known as "Before 30" into book form, has the same auto license plate "30" as last year—one of his favorite dogs is tagged "Dreitzen," which is German for "30" (we're told), and now Ken informs RADIO DAILY that he probably will sell only 30 volumes although over 1000 were published. . . . Helen Rowland, popular columnist of the "Merry-Go-Rowland," has finished her air appearances for Hecker Co. and is now in Washington preparing a series of shows in which her agent, William C. Lengel Literary Associates, reports a number of sponsors are interested. . . . On Monday, WMBH, Joplin, Mo., carried a story that a bedridden woman on a farm about 40 miles from the station was in need of a wheel chair. Hour and 55 minutes later a woman phoned to say that she had purchased a wheel chair for the use of the farm woman.



PIERRE ANDRE has replaced Harlow Wilcox as announcer for American Tobacco's "Kay Kyser Kollege of Musical Knowledge." Jim Jordan (Fibber McGee) has gone to Kansas City to look after business interests.

Jack Pearce of WGN engineering staff is back from a vacation jaunt to Florida.

Pretty Genelle Gibbs, announcer on Wrigley show, is doing a lot of posing for ads, which you will soon see in national magazines.

Mary Lou Laing of WJJD "Down Story Book Lane" show has returned from a New York vacation.

WJJD associates extending sympathies to Announcer Al Avery, whose mother died.

Ken Church, assistant manager of KMOX, CBS station at St. Louis, in town for conferences with Radio Sales, Inc. staff.

Ed Wood, commercial manager of WGN, laid up at home with illness.

Chuck Grant, nine-year-old cousin of the late Will Rogers, is making quite a hit here as a juvenile performer, he appears in Sears Roebuck's Grandma Travels and Folger's Judy and Jane.

Reggie Martin, former WGN announcer, who has been associated with the Central States Broadcasting system at Lincoln and Omaha, is in town.

Sandra Michael, original author of "Valiant Lady," new Joan Blaine serial for General Mills, is readying another new dramatic series for this sponsor. Meanwhile Valiant Lady is being written in New York by Bayard Veiller.

#### WIND Delays Facsimile Tests

Chicago—While WIND has received FCC approval to experiment with facsimile, installation will be held in abeyance for a month or two pending outcome of forthcoming radio manufacturers session at which it is planned to set standards for facsimile sending equipment.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE  
12:15 P. M. EST.
- SUNDAY WFAF-NBC RED  
9 A. M. EST.

Management NBC Artists Service



**PROGRAM REVIEWS**

**"Illusions of 1938"**

A generally bright, tuneful, fast and fairly funny musical comedy made its debut Tuesday night at 9:30-10 over WHN under the title of "Illusions of 1938." Show is written by Henry Tobias, the songwriter, and George J. Bennett, with talent including Henry and Charles Tobias, Phil Silvers, Jean Ellis, Ross and Edwards, Ding-Dong-Dell, and Don Albert's orchestra. Ray Saunders is the announcer.

Initialer in the weekly series, which bowed in without advance ballyhoo, unfolded with surprising smoothness, and with entertainment results that were quite satisfying. Comedy was of the down-to-earth variety, with emphasis on Hebrew dialects; vocals were pleasing, and the musical background was handled in fine style by Albert.

**New Friskies Dog Show**

Chicago—Alberts Brothers Milling Co., Omaha, for Friskies, dog food, is launching "Jimmy and Gyp on Invisible Trails", transcribed dog stories, on WMAQ starting March 15. Ace Sanderlin is writing series. Erwin-Wasey has the account.

**Goldwyn Re-Signs Phil Baker**

Phil Baker, who resumes broadcasting from New York on April 3, has been re-signed by Samuel Goldwyn, and will return to the coast following his summer vacation. His CBS Sunday broadcasts for Gulf will be heard from Hollywood beginning with the fall series.

**"Gang Busters" Vacation**

"Gang Busters" sponsored by Colgate-Palmolive-Peet on CBS, Wednesday, 10-10:30 p.m., will go off the air June 22 for an eight-week vacation. Program returns to the same spot Aug. 17. Benton & Bowles has the account.

**WRC-WMAL, Washington**

New WRC transmitter located five miles from Washington in Maryland to be opened officially March 15. Program inaugurating new set-up (5,000 day, 1,000 night) will feature 15-piece orchestra and speeches by Maryland and District of Columbia officials.

Sales department moved in on North Carolina over last weekend. Stanley Bell, salesman, combined business with pleasure visiting Durham. Helen Moberley, sales, and Catherine O'Neil, program, visited Charlotte.

**D'ARTEGA**

AND HIS  
**ORCHESTRA**

Exclusive Management  
**JACK LAVIN**  
PARK CENTRAL HOTEL NEW YORK

**GUEST-ING**

OLIVIA DE HAVILLAND, on Chase & Sanborn Hour, March 13 (NBC-Red, 8 p.m.)

GLADYS SWARTHOUT, HORTENSE MONATH, PASQUIER TRIO, FRED HUFSMITH and MURIEL WILSON, on "Magic Key of RCA," March 13 (NBC-Blue, 2 p.m.)

PEG LA CENTRA, ADRIAN ROLLINI and THE FAIR SEXTET, on "Norman Cloutier Presents," March 13 (NBC-Red, 10:30 p.m.)

KATHLEEN KIRSTING, LEONARD WARREN and FELIX KNIGHT, in "Metropolitan Opera Auditions of the Air," finals, March 13 (NBC-Blue, 5 p.m.)

ALICE BRADY and CHARLES WINNINGER, in scenes from "Goodby Broadway" on "Hollywood Hotel," March 18 (CBS, 9 p.m.)

ROBERT BENCHLEY, on the Paul Whiteman program, March 18 (CBS, 8:30 p.m.)

EDDIE LEONARD and JOHN FEENEY, on "Schaefer Revue," March 17 (WEAF, 7:30 p.m.)

JANE FROMAN, on Al Pearce show, March 15 (CBS, 9 p.m.)

ALICE FAYE and TONY MARTIN, on George Fischer's "Hollywood Whispers," March 13 (Mutual, 9:45 p.m.)

UNCLE JIM HARKINS, on Alan Kent show, March 12 (WNEW, 12 noon)

GERTRUDE NIESEN, interviewed by Radie Harris, March 10 (Mutual, 6:45 p.m.)

JOHNNY MESSNER and JEAN D'ARCY, on Happy Lewis "Showcase Revue," tonight (WINS, 5:05 p.m.)

RED NORVO and ARTHUR CREMIN, on Citizens Forum, March 15 (WNEW, 9:30 p.m.)

DOROTHY DIX, on the Lux Theater, March 14 (CBS, 9 p.m.)

ROBERT BENCHLEY, return date on Kate Smith show, March 17 (CBS, 8 p.m.)

**WXYZ, Detroit**

Ramon Novarro, the movie star, will be interviewed by 110 of his fans in a special fifteen minute broadcast over WXYZ on Saturday. The fans were specially selected from those writing in to the "Film Facts" program, which features Dick Osgood as commentator on film topics, three times weekly over WXYZ and the Michigan Radio Network. Novarro is appearing at the Michigan Theater and the broadcast will be made from backstage.

John Hart, bass-baritone formerly with the Escorts Quartet featured for four years over WXYZ and the Michigan Radio Network, is now top-flight soloist over the same station and net with Benny Kyte's orchestra.

Benny Kyte, musical director of WXYZ, is campaigning for a place on the board of directors of the local Musicians Union. With the primary over, Benny is high up among those nominated for the run-off.

*Schmalz*

is the word for it

... is the name of a new book from WKRC, the Columbia owned and operated station in Cincinnati. It tells how one grocery product manufacturer increased his sales from cans to cases with an unusual Cincinnati program. It's a story of WKRC showmanship. And WKRC salesmanship for sponsors. This is a book we think you should have — and will enjoy.

Local advertisers place more business—50% more—on WKRC than on all other Cincinnati stations combined. WKRC is Cincinnati's favorite local station. It is the *only* station broadcasting the complete schedule of *any* network, to the entire Cincinnati market. To 250,000 families, "This is the COLUMBIA BROADCASTING SYSTEM" means, "THIS IS WKRC." You can effectively reach the Cincinnati entire market with WKRC at a cost within keeping of the market. It's a rich market—that is buying *now!*

**WKRC**  
CBS

CINCINNATI

"At the top of the Dial" 550 Kilocycles. 5000 Watts Day-time, 1000 Watts Evening. Owned and Operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco

## ST. LOUIS

The Mummies of St. Louis, under direction of Willard Holland, begin a radio series over WIL on March 12 at 8 p.m. First play is "Esther," by Joseph Kearns.

Charles E. Glaggett, radio director of Gardner Advertising Co., recently addressed the Women's Advertising Club on "Careers in Advertising."

## KFRO, Longview, Tex.

Advertising Associates, Grant Bldg., Atlanta, is now representing the station in Atlanta and the southeast, following resignation of John H. Reagin as rep in that territory.

Wally Ford, announcer-producer, is expected back on the job in a few days after being laid up more than two weeks by a twisted foot. He slipped on a wet porch.

James R. Curtis, president, recently was admitted to practice before the Supreme Court in Washington. He also is licensed to practice before the FCC. Before becoming interested in KFRO, Curtis was in active law work.

## WDEL, Wilmington, Del.

WDEL is making plans for several remote pickups from the Rocks, new city park to be opened in June. Speakers will include President Roosevelt.

WDEL will move "Old Song Contest" and a band concert into the new auditorium recently completed on the first floor of the Odd Fellows Building. Room is specially constructed of acoustical material and will seat 300.

Larry Taylor, member of WOR singing corps and former Wilmingtonian was a WDEL visitor the other evening. Taylor was former announcer on staff of local station and was known as Larry Tatman.

## Hanssen in KFAB-KFOR Post

Lincoln, Neb.—Jack Hanssen, of late the special events man for KFAB-KFOR here, has been made program director of KFOR. He replaces John Shafer, who resigned to take over the sports and special event programming of WKY, Oklahoma City. Hanssen has been with KFAB-KFOR for about two years.

## Llewellyn Moss at WHN

Llewellyn Moss, coloratura singer, has joined the staff of WHN and will be heard regularly starting next week over the Ida Bailey Allen morning program and the Broadway Melody Hour. Miss Moss formerly was one of the singers with Andre Kostalanetz and was previously heard over WDAF and KMBC, Kansas City.

## ORCHESTRAS - MUSIC

By TED LLOYD

LAMAR SPRINGFIELD, youthful composer-conductor, will lead the Hamberger Symphony over WOR on March 11 and 18.

Guy Lombardo will have Lucille Bremer of the Radio City Rockettes as his guest on Sunday at 5:30 p.m. over CBS.

Oscar Bradley's return to New York from Hollywood has again been postponed to about April 1. His work will be heard on the Phil Baker broadcasts over CBS for at least 13 more weeks.

Morton Gould will make close connections on March 21. Besides his regular "Music for Today" program on WOR-Mutual, 8 p.m., the maestro appears that evening with Mark Warnow's "New York on Parade" over NBC-Red at 7:30 p.m.

Andy Kirk's orchestra replaces Lou Armstrong on NBC from Grand Terrace, Chicago.

"Three Cheerful Skunks Are We," Ted Weems' sequel to "Martins and the Coys," will be presented for the

first time over WOR-Mutual on Sunday at 1:30 p.m.

Morton Gould's "Music For Today" programs, heard each Monday night at 8 over the WOR-Mutual network, are proving of assistance to students of music all over the country. Latest to utilize the Gould programs for study and comparison are the members of the Composing and Arranging in the Modern Idiom for Radio classes of the Chaffey Junior College, Ontario, Cal. Gould has forwarded copies of his arrangements and compositions to the college for first-hand study, together with other pertinent information requested.

Bunny Berigan opens at the Paradise Restaurant on March 24, launching a new "name band" swing policy at the night spot. He will retain his CBS wire.

Frank Traumbauer and his band, follow Jimmy Grier into the Biltmore Bowl, beginning an indefinite engagement on March 17. Manny Klein, trumpeter, is a featured member of the organization, which has been recording for Don Allen of Standard Radio.

## MIAMI

L. B. Wilson, head of WCKY, Cincinnati, doesn't forget to work when he winters in Miami. He maintains an office here.

Sue Tohrner says she is finished producing New York radio shows and that her future work will consist of making Miami an outlet for national programs.

WQAM now brings Boake Carter to local listeners via CBS.

WJNO, West Palm Beach, also will get the Boake Carter show.

## KDYL, Salt Lake City

Don Parker, saxophonist in KDYL orchestra, and Owen Ford, technician, both became fathers in February.

Floyd Farr, chief announcer, has won his spurs as an aviator.

Myron Fox and Jack Gregson handling boxing and wrestling broadcasts Monday and Friday evenings. Al Priddy spending his spare time designing new sound effects apparatus.

George Provol, salesman, appointed to radio committee of Junior Chamber of Commerce.

Listener response has resulted in "Announcers' Court" being expanded to a half hour. George Snell is judge, penalizing announcers who make slips.

Two new shows, "Ask Me Another" and "Inquiring Reporter," have been disked at agency request.

## NEW ORLEANS

Announcer Clark Alexander is a farmer again with the farm hour getting sponsored over WWL by Reuter Seeds.

Tony Almerico opens at the Club Plantation.

Harold Jordy, after months in the Fountain Room of The Roosevelt, will switch to the Hotel Heidelberg at Baton Rouge, La., and will probably substitute the WJBO wire there for those of WWL, WSMB and WDSU here.

Steve Loyacano and his orchestra opened at Chez Paree this week, taking the air over WDSU.

## Gift to Toscanini

Personnel of the NBC symphony orchestra presented Arturo Toscanini with a platinum watch chain, suitably inscribed, as he sailed for home yesterday on the Queen Mary. In addition to members of orchestra, Lenox R. Lohr, David Sarnoff and John Royal also saw the maestro off.

## Daughter for Seebach

Jules Seebach, WOR program director, is the father of a girl born yesterday.

## DON KERR

Master of Ceremonies

WMCA

Fox-Fabian Amateur Hour

Six Star Revue

Zeke Manners' Gang

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  
Clifton 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 Raft  
Grace Bradley  
Medrano and Donna  
Melissa Mason  
Pierce and Roland  
Virginia Bacon  
Walter Tetley  
Virgilia MacNaughton  
Buddy Raymond  
Florence Rice  
Don Costello  
Gloria Young  
The Fire Ballys  
Paulette Goddard  
and  
Hundreds of Others

## 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**

Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

Lawson  
Zerbe

PL 3 2600

**Says Canadian Audiences Favor U. S. Radio Shows**

F. H. Elphicke, manager of CJCA, Edmonton, Alberta, who recently arrived in New York to contact agencies and observe local broadcasting methods, declared that Canadian audiences are attracted by American radio programs and American merchandise alike.

"Spot transcription shows as well as network offerings rang high in the preferences of listeners as revealed in questionnaires presented to Dominion audiences by Canadian stations," he stated at the New York offices of Weed & Co., his American representatives. "There is no public resentment against good American programs in any way. Rather, they are favored because American entertainment names are far more numerous than those offered within the Dominion."

**"Lucky" Unfortunates**

Missoula Mercantile Company is sponsoring this one over KGVO, Missoula, Montana. An inspirational novelty, it invites listeners to submit own stories of unfortunate incidents which turned out eventually to bring good luck. Winning story gets \$5 and incident is dramatized. Trick is aired in conjunction with the transcribed program, "Lucky Victims of Misfortune."

☆ PROMOTION ☆

**Under Mayor's Auspices**

The Mayor of Burlington, N. C., himself is promoting, and the city hall there provides the audition room in connection with "Burlington Junior Radio Club" sponsored by Berg's Bakery and Melville Dairy, aired over WBIG, Greensboro, N. C. The club meets every Saturday morning in the Alamance Hotel, Burlington, which incidentally is 26 miles from Greensboro. Program is further exploited by distribution of circulars with bread and milk sales.

Manly Holland is the WBIG representative in charge of the Burlington studio.

**NBC Brochure on Music**

National Broadcasting Company has brought out an illustrated brochure showing the quality and amount of music heard on the network since its inception. Noted conductors, soloists and symphony orchestras are listed as well as the Metropolitan Opera Company broadcasts. A list of "music firsts" broadcast over NBC webs is set down in chronological order. Illustrations are mostly photographs, intimate studies and closeups of famed artists. Cover of the booklet is a reproduction of

an old manuscript. Period covered is 11 years of NBC history.

According to Roy C. Witmer, vice-president in charge of sales, less than 30 per cent of NBC's radio day on each network is paid for by commercial sponsors, the remaining 70 per cent being taken up with programs presented by NBC to maintain a ready audience and responsive market. Broadly speaking, Witmer states that this 70 per cent is NBC's "editorial content."

**Scottie Pups Free**

Dog lovers get an opportunity to win pedigreed Scottie dogs in a new contest aired in conjunction with Steve Severn's "Pet Club of the Air." Saturday afternoon feature sponsored over WOR by Doyle Packing Co. for a dog and cat food. Three pups will be awarded weekly, with contest details to be announced.

**For Serious Listeners**

In order to encourage systematic listening by schools, parent-teacher groups and similar organizations, KGVO, Missoula, Mont., has announced a bulletin, to be sent free upon request, listing educational and serious music broadcasts over the station.

**Public Domain Themes Grabbed by Publishers**

Ascap has under consideration several complaints from broadcasters and sponsors who point out that after an advertiser on the air selects a traditional tune as a theme song in order to avoid any copyright complications, music publishers immediately make a special arrangement of the song which they copyright and then induce the orchestra leader to use it. Direct result is that the publisher adds to his batting average in the Ascip score and the advertiser loses control of what he thought was public domain property.

Broadcasters originating the program in question or taking it from a network have a copyrighted piece of music instead of what they presume to be common property; other leaders or stations seeking to use the song are prevented unless given permission by the "copyright owners." Ascip official stated that they had the matter under advisement and didn't know at the present time just what action they could take.

**PHILADELPHIA**

James Tisdale, WIP engineer, vacationing in Florida until middle of April.

John Harrison, former WIP building superintendent, has joined the station's engineering staff.



CLOTH BOUND

960 Pages

Weight 4 Lbs.

COVERS RADIO FROM EVERY ANGLE

**RADIO ANNUAL**

*Is Now Being Delivered Complimentary to Radio Daily Subscribers*

**Your Check for \$5.00 Covering a Year's Subscription to Radio Daily Will Bring You a Copy of Radio Annual By Return Mail**

## SAN ANTONIO

Vivian Vorden's girl ork has returned from a tour and is airing over KONO.

Howard W. Davis, KMAC manager, is back from another eastern jaunt.

Frank Stewart, announcer at KMAC, plans a Calif. vacation this summer.

George Ing, chief engineer of KONO, is busy constructing the new 250-watt transmitter.

Charles Kama of Moana's Hawaiians is back on KONO. He recently opened a music store. Kama and Oland Smith also are doing an act on WOAL.

Guy Savage, KARC sportscaster, has resigned. Len Holland of the Evening News takes his place temporarily.

Jimmy Blankenship is director of Kings of Swings, new musical outfit on KABC.

Enrique Garcia Rhumba Kings, sponsored by Frito Potato Chips on WOAI, also has a Sunday hookup on Texas Quality network.

## KSL, Salt Lake City

Special features department journeys to Logan to record ceremonies in Utah State Agricultural College's semi-centennial celebration.

Byron Ray, continuity editor, has completed new waltz tempo, "When Sunsets Adorn the West." Now working on arrangement for KSL Concert Orchestra.

Jerry Matson, Z.C.M.I. exec, announces that the pioneer merchandising institution will use additional 15 minutes weekly over station for application division.

Ralph Hardy on crutches during leg illness.

## WSM, Nashville

Roy Acuff and his Crazy Tennesseans have joined "Grand Ole Opry." They came from WNOX, Knoxville.

Akron Lamp Co. has added three weekly 15-minute programs. Talent by the Delmore Brothers.

## WIP, Philadelphia

Benjamin Mass, the "Doctor Soerates" on the "Ad-Lib" series, is the father of twins.

Joe Jenkins, vocalist on the Friday "Mood Indigo" program, is a student at U. of Penna.

## ONE MINUTE INTERVIEW

## SAM SAX

"To support the claim of many that movie stars don't belong on radio, it is my opinion that radio stars DO belong in movies. As Vitaphone studio head I have made successful shorts with such radio names as Freddie Rich, Don Bestor, Russ Morgan, Horace Heidt, Frank Parker, Donald Novis, Bob Hope, Bob Burns and Charlie McCarthy. Movie shorts have boosted many air performers to greater success on the air."

## ★ Coast-to-Coast ★

**S**UPPORTING cast of the new serial, "Valiant Lady," starring Joan Blaine, includes Judith Lowry, Richard Gordon and Milton Herman. Show is sponsored by General Mills over CBS.

Uncle Jim's Radio Revue, one-hour Saturday program directed by James A. Nassau over WIBG, Glenside, Pa., is beginning its third year.

Mary Ann LeMay, WISN feminine commentator, will interview a member of the Women's Advertising Club of Milwaukee every other Friday beginning tomorrow during her 3:30 p.m. program.

Two-hour "Barn Dance" aired each Thursday by CFRN, Edmonton, Canada, has been lengthened another half hour to accommodate a fifth advertiser, Great West Distributors. Station's new March bookings also include Johnson's Wax, Quaker Flour, Listerine, Quaker Cereal and various local accounts.

The CBS program featuring Ray Block's orchestra and Nan Wynn, vocalist, heard up to now on Thursday evenings, has been changed and will be broadcast Thursday afternoons at 3:45.

"The My Error" quiz, conducted by Curtis Nicholson on WINS every Thursday at 7:15 p.m., starting tonight will be extended to three quarters of an hour.

WFBL, Syracuse, follows up scoop of last Sunday when Congressman Clarence Hancock discussed Ludlow Amendment by "remote control" from Washington on a special program by obtaining Representative Francis Culkin of Oswego, N. Y., to

speak in second program of series next Sunday afternoon. Specially cut transcription will be rushed to Syracuse, and Culkin's talk will reach central New York either 48 hours after Washington session. Complete latitude is afforded the speakers in this unusual WFBL service, the America's outstanding legislators are in the offing ready to speak to WFBL's central New York audience.

Elinor Sherry, tiny songstress, has been signed to a full year contract by the WOR Artists Bureau. Miss Sherry is heard thrice weekly over WOR-Mutual and currently is the featured vocalist with Leo Freudberg's and Ernie Fiorito's orchestras.

The Four Grand, WHN vocal quartet consisting of David Sorin, Jack Leslie, Joe Frederic and George Fulton, heard again in a new weekly series on Thursday night, begin an engagement at the Paradise Restaurant on March 18.

Ralph Powers, conducting the early morning program at WFBR, Baltimore, has devised one sure way of keeping constant listeners loyal. Through a year's correspondence, Powers has built an extensive and faithful following and through the mail has promised each fan a theater pass every time they catch him with a twisted tongue while reading commercial copy. Result: Very nervous Baltimore theater managers.

Helen Gleason, NBC and Metropolitan Opera singer, has accepted the invitation of Louis S. Marchiony and will represent Radio Row as a judge at the first ice-cream modelling contest to be staged in the U. S., in the Oxford Room of the Hotel Piccadilly on March 13 at 3 p.m.

## CINCINNATI

Ann Hunter, formerly at WLS, Chicago, has taken over WCKY's "Household Hour", succeeding Mary Jane Dunphy, who left for other work.

Thomas A. Edison's first talking machine will be operated April 18 during a special WLW broadcast arranged by Joseph Ries, educational director of WLW-WSAI, and James W. Beckman, public relations director for Crosley.

## KWK, St. Louis

Terry Brooks, swing singer on Al Sarli's "Jam Session," building quite a following.

Meredith Mason, woman commentator, in hospital two weeks with pneumonia, is reported on road to recovery and will soon be back on the job.

Don Cosby, 11-year-old son of g.m. Clarence Cosby, completely recovered from measles.

## INDIANAPOLIS

Special classes in radio will be established as regular instruction at Indiana University in connection with the new WIRE radio series.

Jim Matheny, WFBB director of publicity, has recovered from a severe cold.

Gene Barth, WFBB salesman, laid up at home by grippe.

"Musical Post Office" is a new WIRE sponsored show, twice weekly.

## WHO, Des Moines

Glen Parker has joined the announcing staff, replacing Harold Grams, who went to KSD, St. Louis. Parker was formerly at KFJB, WIBO, WLW and with CBS eastern stations.

Bill Davis of the studio engineering staff has traded positions with Don Anderson, transmitter engineer.

Frank Pierce, engineer, is devoting his entire time to facsimile news broadcasting. Adelbert B. Burdick has joined the staff to replace Pierce at the controls.

## SAN FRANCISCO

Bert Van Cleve, formerly WOV, has taken over production of KYA's Sunday "House of Vision." Les Allen, announcer gets a singing spot. A 6-pound girl is enlivening the Mark (NBC Engineer) Dunnigan family.

Bennie Walker amateur hour passed its first year mark. Show has been renewed for 52 weeks on KGO by Homestead Bakeries through Leon Livingstone agency.

KSFO's oldest sponsor, B. Simon Hardware Co. of Oakland, has renewed for another year. Program is "Fishin' Pool," featuring Ralph Stevens.

Larry Keating's "Prof. Puzzlewit" renewed on NBC Coast Red, 52 weeks.

Back on regular NBC announcing staff after year's absence is Cliff Engle who handled Owl Drug's "Treasure Islands" shows.

First stop in personal appearance tour of Johnny O'Brien's "Harmonica High Hats" is Persian Room of Hotel St. Francis, where they'll broadcast thrice-weekly via NBC.

Fred Macpherson, press chief at KRE, Berkeley, recently upped to sales manager. Announcing additions are James Keene and James Moore, U. C. students.

NBC Announcer Archie Presby has invented an automatic burglar alarm. Charles Green, president of CRA, a visitor for confab with Larry Allen, local booking mgr.

Proctor A. Sugg, NBC engineer, is engaged to Mrs. Betty Ross Taylor, San Mateo.

Lee Mikesell and Brant Bornhard replace Ben Sanders and Ed Barker on KQW (San Jose) sales staff. Barker to NBC.

KJBS's new salesman is Jack Curran, formerly Goodrich Rubber Co. Clyde Coombs, ex-NBC salesman, has joined KSFO instead of going with Hollywood's Young & Rubicam agency.

Approved budget for 1939 exposition includes \$400,000 for radio studios on "Treasure Island," fair site.

## Oklahoma Network

American Legion Birthday celebration in Oklahoma set with a half-hour show March 15 over full Oklahoma Network and KTUL, Tulsa.

Fat Stock Show Rodeo in Oklahoma City sponsoring full network airing of show March 21 through March 26 for half hour with KTOK originating.

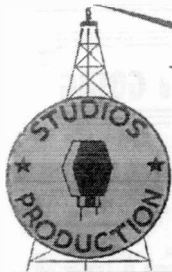
## BIRTHDAYS

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

## Greetings from Radio Daily

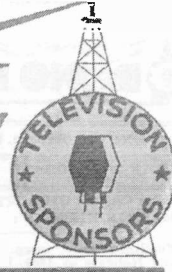
March 10

Carol Dels  
Peter de Rose  
Laddie Seaman  
Robert Taplinger  
Beatrice Berke



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 49

NEW YORK, N. Y., FRIDAY, MARCH 11, 1938

FIVE CENTS

# General Mills on Mutual

## Looking On ... AND LISTENING IN

**AT RANDOM** A lot of headline entertainers of the old school have been a flop on the radio because they went into it with the attitude that they knew all about pleasing the public and refused to conform to the special requirements of broadcasting.

One of the most aggravating things to a listener, when an orchestra has just started playing a very favorite tune, is to have the announcer break in and give the title of the number or make some unnecessary wisecrack about it.

Many of the variety shows, especially the Hollywood crop, are marred by a confusion of elements—too many persons trying to be comedians, an overflow of guest stars, dialogue sequences blurred by music or noise, and music spoiled by talk.

Using motion picture studio personnel to put on radio shows is like employing baseball players to play football.

Those radio "film previews," which come to a halt just when the listener is anxious to know the outcome, leave a flock of exasperated dialers in their wake.

For every punk program on the air there are two good scripts or ideas in the possession of writers, directors and others—but they can't get anybody to consider their material.

Some of the dramatic stuff on the air these days—even on important sponsored programs—has "back writing" written all over it.

—D. C. G.

### Leading With Chin

Tomorrow night's broadcast of "The Idea Exchange," which started last week over WHN as a Saturday night, 8:30-9 o'clock feature, will suggest a radio program designed to induce sleep, with announcers counting sheep and mothers crooning lullabies. Listeners are expected to respond with a flock of other suggestions—some already on the air.

## BRITISH RADIO INDUSTRY GETS MORE GOV'T HELP

London—The British government has increased British Broadcasting Corp.'s 1938-39 allowance by \$1,800,000, making a total of \$18,150,000. Proceeds from the sale of receiving set licenses, which formerly have been split 25 per cent to the Treasury and 75 per cent to BBC, also will be apportioned differently. BBC has claimed that the 75 per cent from

(Continued on Page 3)

## McNinch Won't Talk On A. T. & T. Report

Washington Bureau, RADIO DAILY Washington—Frank R. McNinch, FCC chairman, after a conference with President Roosevelt yesterday, said that he had no comment to make regarding the report that the FCC-A. T. & T. report calls for the "decentralization" of the A. T. & T. McNinch declared the report, made by Paul A. Walker, is now before the

(Continued on Page 3)

## Chicago AFRA Chapter Signs 97% of Talent

Chicago—The Chicago local of American Federation of Radio Artists now has 540 members, representing about 97 per cent of acting and singing talent in Chicago radio. Newly named constitutional committee includes Virginia Payne, Sam Thompson, Ken Griffin, Charles Calvert,

(Continued on Page 3)

## 19 Theaters in Denver Running KLZ Trailers

Denver—With completion of new tie-ups, KLZ now receives valuable exploitation through movie trailers exhibited in 19 Denver theaters, including the four largest downtown houses.

Already aligned with the Fox group, with trailers showing in the

(Continued on Page 3)

## Will Quiz CBC Officials

Montreal—The select committee of the House of Commons appointed to investigate the activities of Canadian Broadcasting Corp. has elected Arthur L. Beaubien as chairman and decided to call the governors of CBC before it when they next meet in Ottawa.

## Testing Over Small Network With "Get Thin to Music"—Will Expand Outlets if Successful

### Biggest News

Hol Springs, Ark.—In keeping with the constant and keen interest in the weather, KTMS is airing weather reports 12 times daily.

## GEN. MILLS AGAIN LEADS AS BASEBALL SPONSOR

With the official start of major and minor league baseball a little more than one month off, sponsors are rapidly readying play-by-play schedules for the coming season. As in past years, General Mills looms as the largest single sponsor, with both Kellogg and Atlantic Refining set to materially increase their schedule.

Announcement made late last year

(Continued on Page 2)

## New Wrigley CBS Show Tagged "Sing and Swing"

New Wrigley Gum program which replaces "Poetic Melodies" on March 21 over CBS has been titled "Sing and Swing." Talent for the new series includes the Andrews Sisters, Jack Fulton and Carl Hohengarten's orchestra. Program is heard 7-7:15 p.m. over 26 stations, with a rebroadcast to the west at 11 p.m. over 20 stations.

## AFM Executive Board Concludes Sessions

Executive Board of the AFM disbanded here yesterday and left for their respective home towns. All of the members attended with the exception of Jimmy Petrillo of Chicago

(Continued on Page 2)

## Mooney Speech Barred

Sacramento—Without debate, the State Assembly yesterday refused by a vote of 38 to 29 to permit a broadcast of the address of Tom Mooney before the state legislature. A remote setup had been installed by KROY. Broadcast was to have been released over CBS.

Chicago—"Get Thin to Music," women's exercise program, which has been a heavy mail puller, has been signed by General Mills for Wheaties over a small Mutual network starting March 21, Monday through Saturday at 9:30 a.m. EST, with rebroadcast from WGN at 9:30 CST. If 13-week test proves effective, a larger network will be used.

Sustaining series on a group of Mutual stations will continue. H. M. (Mix) Dancer handled the deal for Blackett-Sample-Hummert agency.

## ONE ALBANY RADIO BILL GOES INTO SCRAP HEAP

Albany—Assemblyman Arthur Doran's bill, which would have placed New York radio corporations under Public Service Commission rules and subjected them to additional taxes, has been relegated to the scrap heap by the Assembly's public service com-

(Continued on Page 3)

## Two-Day Parley to Discuss Entertainment Influences

Two-day conference starts today in which representatives of the world of music, radio, theater, advertising, education and other fields will gather in one of the first cooperative efforts to explore and analyze the factors and trends in American recreation and

(Continued on Page 3)

### Quick Thinking

Santa Barbara—Quick thinking at KTMS during the flood last week enabled station to pick up some extra business. Realizing the increased listener interest in the hourly flood bulletins, stations sold them to Ott Hardware Co., which took credit for bringing the news to dialers, thereby gaining much good will. Commercials were held to 10 words.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Thursday, Mar. 10)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	132 3/4	131 1/4	131 1/4	- 1 1/2
CBS A	17	16 3/4	16 3/4	- 1/2
CBS B	16 1/2	16 1/2	16 3/4	+ 1/2
Crosley Radio	7 1/2	7 1/2	7 1/2	+ 1/4
Gen. Electric	39 1/2	38 1/2	38 3/4	- 1/4
RCA Common	6 1/2	6 1/4	6 1/4	- 1/4
RCA First Pfd	49 1/2	49	49 1/2	+ 1/2
Stewart Warner	9	8 1/2	9	- 1/2
Westinghouse	93 1/4	91 1/4	91 1/4	- 1/2
Zenith Radio	15	15	15	+ 1/4

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

## Eastern League Ratifies Baseball Broadcast Deals

Albany—The Eastern League at its spring meeting in Hartford ratified Atlantic Refining's contracts with seven of the clubs. Each will receive \$4,000, with Wilkes-Barre scheduled for a generous bonus besides. Albany will be heard over WOKO and WABY through Wheaties for road games, while the deal with Atlantic Refining for home contests is scheduled to be straightened out before the end of the week. There probably will be different sportscasters for road and home games. Grenfell Rand or Sherb Herrick seem likely to land the Wheaties half, with Gene O'Haire almost certain to be Atlantic Refining's sportscaster.

### Dell Sharbutt as Composer

New composition by Dell Sharbutt, announcer, will be heard tonight at 10 on the Coca-Cola "Song Shop" cmced by Frank Crumit over CBS.

### MARTIN BLOCK'S

## "Make-Believe Ballroom"

A WNEW FEATURE  
1250 KC.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

## Gen. Mills Again Leads As Baseball Sponsor

(Continued from Page 1)

to the effect that General Mills would attempt to increase scope this year created a stir in the industry, but with the opening of the 1938 season General Mills has approximately the same amount of stations. With Wheaties as the plug, company will sponsor a few big league games, Southern League, International League, American Association and Western League games. Complete line-up of stations and announcers is expected to be made public following the General Mills Annual Announcers meeting which is scheduled for April 9-10 in Chicago.

Kellogg will broadcast games from Detroit, St. Louis, Boston and Chicago. It is also expected that they will split the sponsorship of some games with Atlantic Refining. Full schedule of Kellogg is to be announced within the next few weeks, while Atlantic Refining schedule is now being readied for release early next week. N. W. Ayer & Son is the agency.

Old Gold cigars, through Lennen & Mitchell, is expected to retain its series of sport resumes on the eastern seaboard stations, but it is doubtful if additional outlets will be taken on.

## TransAir to Represent West Coast ET Company

Chicago—TransAir Inc. has completed negotiations with Twentieth Century Radio Productions of Hollywood to act as exclusive midwestern representatives for firm's transcription service. Plans call for addition of four salesmen to TransAir staff under personal direction of Ray Launder, vice-president.

## WMCA Now Sole Outlet For WLW Line in N. Y.

Last commercial program heard on the WHN hook-up with WLW will switch to WMCA effective March 14, it was learned yesterday, leaving WMCA as the sole New York outlet for the line. To date no programs have been scheduled for the exchange on WHN after that date, but station is available to sponsors for the wire.

### WMEX Detective Series

Boston—Due to demands from listeners for the return of the "True Detective Mysteries" heard previously from New York over the Inter-City System, WMEX will begin the first episode in a weekly series of these detective dramas on Monday at 7:30-8 p.m.

Programs are produced and directed by John E. Reilly, program director of WMEX, and cast includes Charles Comerford, Winifred Wellington, John Robertson, Paul White, Samuel Alberts, John Hanse, Nancy O'Keefe and Al Harrington.

## AFM Executive Board Concludes Sessions

(Continued from Page 1)

and C. L. Bagley of Los Angeles. Board is subject to the call of the Chair, but is not expected to convene in the near future, with the possible exception that the March 24 meeting with the transcription men may bring it about.

In the meantime, President Joseph N. Weber will appoint a sub-committee to aid him in any conferences or negotiations. Sub-committee will consist of two members of the board in addition to Weber, who will alternate in calling in nearby out of town members of the board.

## KTHS Visits Ark. Towns Airing Merchants' Day

Hot Springs, Ark.—KTHS is moving into various Arkansas towns for combination all-day radio broadcast and merchants' trade day. First program was piped from Malvern, Ark., and included five hours of home town talent, selected and handled by KTHS producer Harry Jackson. Next show slated for Fordyce, Ark., 80 miles southeast of Hot Springs. Malvern broadcast aired first official announcement of entry of John McClellan, Arkansas representative, in hot senatorial race against Mrs. Hattie W. Caraway, when McClellan made brief talk outlining his plans.

## George Engles Honored

George Engles, vice-president in charge of the NBC Artists Service, on Wednesday was presented with a silver plaque commemorating his ten years in radio.

Party was given at the home of Gladys Swarouth. More than 40 prominent artists were present.

### Gumble to Manage Witmark

Mose Gumble, formerly a member of the music firm of Donaldson, Douglas & Gumble, who resigned to accept the post of president of the Professional Music Men's Association last year, will tender his resignation to that group at this evening's meeting, and on Monday becomes manager of Witmark Music, a Warner Bros. subsidiary.

Tonight's meeting also will include voting on Gumble's successor. At a secret meeting of the organization's board of governors this week, Joe "Banjo-Eyes" Santly was selected to be the second paid president of this group. Santly, who was part-owner in Donaldson, Douglas & Gumble, resigned from the firm to join Mills Music as professional manager. Last month he resigned from this firm also.

Spend yours  
Where the Money is!

COVERS THE  
CAPITAL DISTRICT  
ALBANY, N.Y.

## COMING and GOING

CHARLES E. GREEN, president of CRA, returned yesterday from a six-week trip to the Coast with a stop-off at Chicago en route.

VERNON H. PRIBBLE, manager of WTAM, and MRS. PRIBBLE are vacationing in St. Petersburg, Fla.

WALTER M. MURDOCH, member of the AFM Executive Board, returned to Toronto last night; other members of the board who left were A. C. HAYDEN, Washington; C. A. WEAVER, Des Moines, and H. E. BRENTON, Boston.

O. B. HANSON, chief engineer of NBC, returns from Philadelphia, where he inspected the new studios of KW.

GERTRUSE NIESEN is booked to sail today on the Paris.

HARRY HERSHFIELD, dramatic critic on WMCA, is in Hollywood for a short stay.

TRUMAN BRADLEY, announcer on the Ford Sunday Evening Hour, is expected in New York on Monday.

KEN W. CHURCH, commercial manager of KMOX, St. Louis, is in New York for a visit to CBS and Radio Sales.

## KTHS Seeks Mutual Line

Hot Springs, Ark.—KTHS, headed by S. A. Kemp and managed by Steve Cisler, is dickering for full Mutual service to supplement its NBC sustainings and as additional source of commercial business. First Mutual network show now heard in Arkansas is "Lutheran Hour", originating in St. Louis, fed from Oklahoma network connection at KBIX, Muskogee.

Plans for full-time operation of KTHS have been completed by A. Earl Cullum Jr., Dallas, consulting engineer, and will soon be filed with FCC.

## Don Gillette on Leave

Don Carle Gillette, editor of RADIO DAILY, leaves tomorrow on a three-month furlough to complete some special writing which he had to give up last year when he came in to edit the new radio publication. He returns in June. Meanwhile, Associate Editor M. H. Shapiro will handle the desk.

### New NBC Serial

"Mother-in-Law", new dramatic serial by Elizabeth Todd, author of the recently concluded "Sue Blake" series, makes its debut Monday at 1:30-1:45 p.m. over NBC-Blue network. It will be heard five times weekly. Cast includes Florence Freeman, James Melghan, Helene Dumas, and others.

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

### Two-Day Parley to Discuss Entertainment Influences

(Continued from Page 1)

entertainment "which influence and shape the cultural life of the nation." First general session will be held today at 2 p.m. in the Auditorium of the Lincoln School of Teachers College, Columbia University. Panel discussions on music and radio will comprise today's conference, while tomorrow's session will be devoted to other amusement fields such as the theater and motion pictures.

Discussion leaders include: Dr. L. Keith Tyler, of Ohio State University, director of the General Education Board Research on Radio Programs; Mrs. Dorothy L. McFadden, founder-director of Junior Programs Inc.; Lee Pattison, a manager of the Metropolitan Opera and Dr. Frederick M. Thrasher, of the Metropolitan Motion Picture Council. Sitting on the panels will be representatives from various organizations such as parents and teachers groups, etc.

Three radio broadcasts were scheduled in connection with the discussions. A 15-minute program was heard yesterday on Mutual, while two other broadcasts will close the conference on Saturday, one being a half-hour discussion over WNYC at 4 p.m. entitled "Radio and the Audience of Tomorrow." At 5:30 p.m., WQXR will have a program under the auspices of Junior Programs Inc., sponsors of the two-day meet. Among those cooperating on the broadcast is the Radio Committee of the Child Study, Ass'n of America.

### 19 Theaters in Denver Running KLZ Trailers

(Continued from Page 1)

chain's 11 theaters, KLZ now plugs in the seven houses of the Civic Theater group, with a trailer bearing institutional copy running in the downtown Denham.

Theater officials estimate that, through these tie-ups, KLZ trailers are viewed by some 200,000 flicker patrons each week.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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#### Greetings from Radio Daily

- March 11  
 Ramona Andy Sanella  
 Harold "Cookie" Shcock
- March 12  
 J. Charles Davis II Loretta Poynton
- March 13  
 Frances Adair Aileen Clark  
 Hugh Cowham Will B. Johnstone  
 Helen King Jack Latt  
 David Mendoza Bernie Pollack  
 Nellie Revell Louis Roen  
 Alma M. Sanders Paul Stewart

## NEW PROGRAMS—IDEAS

### WCAU Education Forum

WCAU, Philadelphia, has developed new educational program in cooperation with the Oak Lane Country Day School of Temple University. Idea is built around student forum plan, with discussion led by instructor who has about him eight students. Forum group changes weekly to broaden student participation, with subject for each session announced week before broadcast. In order to provide spontaneity, students are not selected until day before program, however, and no rehearsals are held. Idea, tried out experimentally for several months, will be a regular weekly feature.

### "Economy Kitchen"

New weekly program in scientific homemaking over WKRC, Cincinnati, presents daily menus, recipes, suggestions for food preparation, and budget short-cuts. Logged as "Economy Kitchen," it is directed by Virginia List, graduate dietician, who supervises demonstrations and conducts Domestic Arts Guild. Listeners will be asked to write in asking their special questions, and those not answered on the program will receive replies in special mail service. In addition, recipes, menu charts, and other material will be supplied to listeners free of charge.

### McNinch Won't Talk On A. T. & T. Report

(Continued from Page 1)

Commission for study before it is presented to Congress. He likewise would not confirm the report that Western Electric was to be separated from its parent company.

McNinch said he talked with the President about the international broadcasting situation in Central America. The Commissioner is chairman of special committee which is studying the subject.

### One Albany Radio Bill Goes Into Scrap Heap

(Continued from Page 1)

mittee. A similar measure by Senator McCall is pending in that body. Assemblyman Phelps informed RADIO DAILY that he understood the judiciary committee had buried his measure to exempt stations from libel suits.

### WCAP Lease in Dispute

Asbury Park, N. J.—Radio Industries Broadcasting Co., operator of WCAP, has been notified by the Beach Commission to show cause within 20 days why it should not be evicted for failing to obtain a new lease. The station has been doing business under a lease from the City Council, which has opposed operation of the Beach Commission.

### Used Car Campaign Clicks

WNBX in Springfield, Vt., had the jump on used car advertising. Sold a half hour daily during month of February to used car dealers of Vermont and New Hampshire. Program resembled a remote broadcast from "Used Car Show" with music acts and all that goes with such affairs. Used cars described by Nick Carter regarding their rubber, mileage, former owner, etc. Campaign so successful that each participant contracted to repeat for month of March, tying in with National Used Car Campaign.

### "Breakfast Table Sweepstakes"

WBAL, Baltimore, has added a new feature, "Breakfast Table Sweepstakes," to its weekday morning program, "Around the Breakfast Table." The sweepstakes will be heard three times on each program throughout the racing season. Six horses will be featured in each race and neither the announcer nor the operator will know which horse will win.

### "Dan Cupid Interviews"

Newlyweds and engaged couples are subjects of interviews in new "Dan Cupid" commercial over WFBM, Indianapolis. Problems are aired and solutions left to listeners, with prizes offered. Furniture company sponsors.

### British Radio Industry Gets More Gov't Help

(Continued from Page 1)

licenses is required for sound broadcasting alone. The corporation last year had heavy expenses for television as well as for radio programs, and its annual report included the ultimatum: "More money or poorer programs."

### Chicago AFRA Chapter Signs 97% of Talent

(Continued from Page 1)

Major James Holmes and Tom Shirley. Michael Romano is legal adviser. Groups of members forming nucleus for locals are organizing AFRA in Milwaukee, Madison, Peoria and Des Moines.

### P. & G. Expanding in Canada

Addition of Canadian outlets for its "Wifesaver" transcriptions, in behalf of Calay soap, is planned by Procter & Gamble following successful tests on CFRB, CJRC, CJOR and CFCN. Pedlar & Ryan is the agency.

### Lehr Collaborates on Song

"Monkeys is the Cwaziest People!" theme comedy line used by Lew Lehr, newsreel and radio comic, on his Ben Bernie program, is the title of a new song written by Lehr in collaboration with Walter Bishop and Basil G. Adlam. Song is being published by Mills Music Inc.

There's Only One Radio Station

in Bay City—Flint—Lansing  
 —Jackson—Battle Creek—  
 Kalamazoo—Grand Rapids  
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The Paul H. Raymer Co., Representative

## ★ F. C. C. ★ ACTIVITIES

### HEARINGS SCHEDULED

April 8: Constitution Publishing Co., Atlanta, CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Sellers, Inc., Dallas. Authority to make electrical transcriptions to be delivered to XELO, XEPN and ERA, and other broadcast stations in Mexico.

April 11: Anchorage Radio Club, Inc., Anchorage, Alaska. CP for high frequency station. 3492.5, 6425 kc., 175 watts.

April 12: George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

April 13: Garden Island Publ. Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 15: WCBA, Allentown, Pa. Mod. of license to increase power to 1 KW. 1440 kc., share time.

WSAN, Allentown, Pa. Mod. of license to increase power to 1 KW. 1440 kc., share time.

### CALL LETTERS ASSIGNED

Harwell B. Shepard, Denton, Tex. New broadcast station. KDNT.

Cache Valley Broadcasting Co., Logan, Utah. New broadcast station. KVNU.

**EXAMINERS' RECOMMENDATIONS**  
Madison Broadcasting Co., Madison, Wis. CP for new station. 1450 kc., 250 watts, unlicensed, be denied.

Floyd A. Parton, San Jose, Cal. CP for new station 1170 kc., 250 watts, daytime, be granted.

WMFR, High Point, N. C. CP to change hours of operation to unlimited, be granted.

## Stimulate Home Building

Santa Barbara, Cal.—For one solid week at 9:15 p.m. KTMS will cooperate with the bankers, contractors and builders of Santa Barbara in putting on a series of programs designed to aid in creating interest in home building and owning. Bankers have agreed to urge the borrowing of money, contractors have lowered their prices on building materials, and builders have signified willingness to do the same.

## D. C. Traffic Court Schedule

Washington Bureau, *RADIO DAILY*

Washington—Traffic Court radio broadcasts have advanced from the experimental stage to a regular schedule after a conference of judges, police officials and radio station representatives decided they were a success. WOL will carry the proceedings daily at 10:15-10:30 a.m.; WMAL, on Mondays and Thursdays, 10:45-11, and WJSV will deliver a weekly resume of interesting cases at 8:30-9 p.m. beginning March 20.

## Movie Quiz on WNEW

David Lowe, WNEW movie commentator, has added a twice-a-week movie quiz to his schedule of programs. In addition to his regular movie gossip programs four nights a week, Lowe now presents a movie quiz on Tuesday and Thursday of each week. His daily broadcasts are heard at 7 p.m., Monday through Saturday.



● ● ● "Little Shots About Big Shots": This actually happened the other afternoon during the Lou Holtz-Ted Husing show rehearsal which had a few visiting newspapermen and people... Holtz spotted a chap in the audience and said, "Ladies and gentlemen, we are flattered today by the presence of one of the greatest radio columnists in the country—Alton Cook of the World-Telegram"... Cook got up and took a bow. Then Holtz was ironically informed of another radio scribe in the audience, so he went into a similar introduction, favoring this one more than the other—and ended by saying "he is one of my best friends besides my favorite writer. I want you to meet TINY MOORE of the Journal-American." He continued referring to the fellow as MOORE several times—until Husing tipped him off that the man's name was DOYLE... Lou then said that he had confused his Dintys.

● ● ● Years ago, a small, red-headed chap watched on the set of "Covered Wagon" and was so interested that the star, Lois Wilson, singled him out and asked his name. It was Ted Kimball, a grandson of Brigham Young. Miss Wilson laid a maternal hand upon his head and said: "If you really enjoy acting, work hard and someday you'll be a success"... Two weeks ago Monday, that same red-headed chap, grown up and now program director at KDYL, Salt Lake City, interviewed a young lady—who answered to the name of Lois Wilson.

● ● ● Going through the CBS artists bureau the other day we noticed lying around large promotion books on Andre Kostelanetz, Barry Wood, Howard Phillips, Mark Warnow, Gertrude Niesen, Leith Stevens and others—which are from the pen and brush of Gertrude Lanza, who is especially employed there, to make up these single sponsor books so that salesmen, at a flip of the page, show a prospective sponsor what the talent has done in the past, public and press reaction, etc.... Some of her work is really amazing.

● ● ● In order to satisfy listeners' curiosity as to whether tobacco auctioneers really use the sing-song chant employed on Lucky Strike shows, WCKY, Cincinnati, last week interviewed Colonel R. C. Kinman, auctioneer of 20 years' experience... Elmer Baughman, staff announcer, got Kinman to tell the reason for the chant and what it means... Why, Elmer?

● ● ● At one of his famous rehearsal-sessions, Toscanini is supposed to have had a fit of temperament and decided to take it out on one of his fiddlers... Poor fiddler was fired. He placed his fiddle into the case, removed the strings on the bow, locked the case and walked to the studio exit. While this was going on, there was a stillness which was broken only by the discharged one's remark at the door. He said, "Nuts to you!"... The maestro turned around at this outburst and replied: "Don't bother apologizing! My mind's made up."

● ● ● Major Bowes purchased an estate at Rumson Bluffs, N. J., to replace the Westchester home which was destroyed by fire last November... A bow to Duncan Moore, interviewer on "The People's Business" via WJR, Detroit... A broken-legged kid, who never had a letter in his life, averages half a sack of mail per day—because Duncan made mention of the oversight when he aired one of his shows from the hospital. Even a famous cartoonist took Moore's suggestion—and mailed the kid three original sketches.

## Malone Pinch Hits

Ted Malone of Mutual will bat for "Voice of Experience" (M. Sayle Taylor) for a short series of broadcasts on WMCA and WHN, due to the death of Taylor's father out of town.

## Rose Marie Gets Spot

Rose Marie returns to NBC with two shots weekly starting Monday. She will be heard Mondays and Wednesdays at 7:30-7:45 p.m. over NBC-Blue.

## GUEST-ING

IDA LUPINO, on Feg Murray-Ozzie Nelson program, March 20 (NBC-Blue, 7:30 p.m.). BORIS KARLOFF and BELA LUGOSI, same program, March 13.

JUDITH ALLEN, interviewed by David Lowe, March 12 (WNEW, 7 p.m.).

ROBERT GARLAND, interviewed by Vivian Shirley, March 16 (WNEW, 2:30 p.m.).

NORMAN CORWIN, poetry reader and commentator, on "Magic Key of RCA," March 13 (NBC-Blue, 2 p.m.).

## BOSTON

For the first time in the history of WCOP, a full-hour show between the hours of seven to eight has been sold. Community Opticians, who sponsored the show on a test basis, took up the option after the first week and the program is set for a long run. Mail pull of more than 700 letters in the first week decided the issue.

Ed Herlihy, former WEEI announcer and now with NBC in New York, back in the hometown visiting for a few days and seeing the old gang at WEEI.

Two additional staff announcers added to WCOP recently in Russ Offhouse, formerly with WFEA in Manchester, N. H., and Art Hall, from WORC, Worcester.

Elizabeth Hart of the "Women of Tomorrow" program has been secured through the WORL Artists Bureau to conduct the I. J. Fox Fashion Show today over WBZ and WBZA.

The newly formed WCOP Artists Bureau is now functioning 100 per cent. Nona Kane, formerly connected with the Shubert Productions, heads the new department.

From boxing ring to bartender to radio star is the history of Joe Quinn, now appearing on WCOP. Quinn, formerly one of the best welterweights in the business, became a bartender after repeal. One of the station staff heard him sing while at work.

## Carter Coal Renews on WJR

Detroit—Carter Coal Co. has renewed "Hermit's Cave" for an additional four weeks after a 26-week Winter run on WJR through Ralph H. Jones Agency. Show is a mystery thriller at 10:30 Sunday night. Scripts by Geraldine Elliott; produced by Charles Penman. Sponsor put on listener test by offering pictures of cast and received 36,490 requests on two announcements. Client has asked option on renewing show at beginning Fall fuel season.

## "Lights Out" Rebroadcast

Chicago—"Lights Out," Arch Oboler's horror series, will be rebroadcast for coast listeners starting March 13 at 10:30 PST. Regular airing is at 12:30 a.m. Eastern time. Boris Karloff starts series of five guest shots at that time.



**PROGRAM REVIEWS**

**"CONTINENTAL MELODIES"**

V. La Rosa & Sons (Macaroni) WOR, Mondays, 8-8:30 p.m. Commercial Radio Service

**VERY ENJOYABLE MUSICAL PROGRAM WITH EXCELLENCE IN BOTH VOCAL AND ORCHESTRAL ENDS.**

Featuring Carlo Morelli, leading baritone of the Metropolitan Opera Co., with orchestra and chorus under the baton of Alfredo Antonini, this new series made an excellent start Wednesday night. Featuring Italian airs, with the objective of reaching the Italian market, the initial program showed good selection as well as pleasing rendition.

Morelli, who has starred at La Scala in Milan with Toscanini and also appeared in other continental music centers, has a genuinely fine voice. He was not called upon to do too much on the opening show, possibly out of respect to his current Metropolitan commitments, but it's a safe bet that listeners would welcome a good deal more of his singing. His introductory number, Tirindelli's "O Primavera", and the Figaro song from the "Barber of Seville" were his highlight offerings, both scoring.

Antonini's handling of the orchestra, which numbers 16 pieces, and the mixed chorus of similar size was thoroughly effective. Tempo and volume held to an even, graceful pattern, which many listeners welcome as an aid to evening relaxation. The light and the more classic type of musical numbers were nicely mixed.

**Monroe Chemical Series**

Chicago—Monroe Chemical Co. launches new half hour dramatic series titled "Crossroads" in interest of Bath-O-Bloom on WMAQ from 2:30 to 3 next Sunday. Anne Seymour, star of "Mary Marlin," will be headliner, with support from Raymond Johnson, Isabelle Randolph, Phil Lord, Michael Romano and Frankie Pacelli. Phil Stewart is announcer. Stack-Goble has the account, with Radio Director Wyn Orr to handle it. Each broadcast will be a complete play picturing a woman "at the cross roads of destiny." Mildred Hark wrote the first play.

**Bob Seal's First Year**

Columbus—Bob Seal, WCOL program director and Inquiring Reporter, is celebrating his first year of daily noon broadcasts on the local main stem. His broadcast is one of the few that has received a commendation from the Board of Education. For the subject matter of his questions, Seal uses only clippings from local newspapers, and no gags or trick questions.

**Modernizes KTHS Transmitter**

Hot Springs, Ark.—J. C. Norman, KTHS chief engineer, has just completed new high power rectifier and complete modernization of station's 10,000-watt transmitter.

**ORCHESTRAS - MUSIC**

By TED LLOYD

VINCENT LOPEZ, now appearing with his "Suave Swing" orchestra at the Royal Palms Club in Miami, is shopping for a site in the Fifties on which to open a night club of his own. The club, called the Casa Lopez, will open next Fall. It will be decorated to suggest the World's Fair and will have special attractions for World's Fair visitors. Lopez' last night club ventures were the Woodmansten and Pelham Heath Inns, which he operated simultaneously. He sold them in the summer of 1930, hearkening to the pleas of the St. Regis Hotel management to sign for five years with that hotel.

Griff Williams has arrived in Chicago preparatory to opening at Edgewater Beach Hotel on March 19.

Maxine Gray of Hal Kemp's crew, laid up in Passavant Hospital in Chicago with fractured vertebra, result of train wreck recently, now has caught the measles. Bruce Milligan and Gene Walsh, who also were in hospital, now back at work. Kemp has just got extension at Drake Hotel to April 14.

Joe (Doc) Rudolph, musical director for Gene Dyer's stations WGES, WCBD and WSBS, is back on WCBD with his Pianologes after an absence of three months.

Marion Holmes, Art Kassel's new gal singer, is a protege of Ben Kanter, musical director of WJJD. She has been on station's staff.

Fritz Wolf, NBC violinist, has turned out a new tune he calls "Nancita" which he will introduce on the NBC "Night Club."

Van Epps, guitarist, has been added to Oscar Bradley's ork. Bradley

**15-Min. Revue of New Shows**

Syracuse—WFBL, with seven new live-talent shows taking to the airwaves within the past several weeks, will parade the programs in a special show Sunday evening at 8:30 o'clock. Themes, special features and mention of regular broadcasting schedule for the programs will make up the half-hour show.

The programs, all scheduled to be fixtures on the WFBL program sheet, are "This and That"; "Top of the Morning"; "Memory Lane," featuring Jack Curren; "Gypsiana"; "Jack Buckland's Serenade"; "Don Alonzo and his Gauchos" and the "Swing Matinee."

**David Auditioning Show**

Benjamin David of the Lou Irwin agency has arrived from the coast for the purpose of auditioning a recording of a half-hour program featuring John Boles, Ethel Merman, David Broekman's orchestra and three comedians—Eddie Conrad, Pat Flick and Lew Hearn.

also has taken on another arranger, Neil Alderman.

Ernie Holst's orchestra will have two NBC programs, two CBS broadcasts, and six spots each week via WLW-WMCA from the Netherland Plaza in Cincinnati. Holst begins his broadcasting schedule Saturday at 11:30 p.m., with a WEA-F-NBC broadcast.

Gene Krupa, who recently quit his drumming chores for Benny Goodman to head his own swing aggregation, has retained Arthur T. Michaud as his personal manager. Michaud is also personal manager for Tommy Dorsey and Bunny Berigan. The band is in the process of organization.

One of the younger radio bands celebrates its third anniversary on March 26. It's Zinn Arthur, who has been airing his Maraccas Swing Music over WHN-WLW and WNEW.

While Larry Clinton is playing a college dance, Fats Waller will substitute for him on the RCA-Victor show this Saturday over NBC-Blue network at 8. Clinton returns the following Saturday with his usual swing session plus guest stars.

**Coming Events**

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

**Dental Ass'n on WICC**

Bridgeport—A new series in the interests of the Connecticut Dental Ass'n, produced in the studios of WTIC, Hartford, will be heard over WICC on the second Saturday of each month, starting tomorrow. "College Life and Dental Interludes" will be the subject, with a prize contest on the question "What's to be gained by brushing the teeth".

**Signed for Serial**

Los Angeles—The new dramatic serial for Pepsodent, "Career Woman", scheduled to bow over NBC Pacific Coast Red on March 21, will have Anne Stone and Wally Maher as the romantic leads, and Cliff Arquette for comedy relief. Author is Ted Sherdeman.

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# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## Most Modern U. S. Station Is Aim of CBS' New KNX

Los Angeles—KNX, Hollywood key station of the Columbia Network, on its completion will be the most modern radio station in the United States, according to Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations.

"Many stations have added new transmitters, or new equipment or new studios", says Thornburgh, "but KNX is the only high powered station in the country that is completely new from the tip of its 490-foot transmitter tower to the copper mat embedded beneath its new studio and office buildings."

The William Simpson Construction Co. was awarded the contract for erection of the new KNX transmitter building and work is under way. About one-sixth of the total cost of the completed transmitting plant (\$300,000) will be expended for the building.

The transmitter site consists of 37 acres at 190th Street and Hawthorne Boulevard in the El Nido section of Los Angeles, about three miles from Redondo Beach. On this tract will rise a 490-foot guyed-type vertical radiator as well as a modernistic building to house equipment of the latest design.

The Columbia Square studio structure on Sunset Boulevard between El Centro and Gower Streets, is built in sections, each complete building of reinforced concrete and steel being braced to withstand lateral shocks of greater intensity than any ever recorded.

"Work is proceeding on both structures with the utmost speed", Thornburgh stated, "and the transmitter will be completed as soon after the new studios as possible. As transmitter construction progresses we will award contracts for the remainder of the work."

"We hope to have Columbia Square studios in operation in April and the transmitter by autumn."

### WOAI Signal Tests

San Antonio—An engineering field study to determine the increased signal of WOAI as a result of the station's new 425-foot vertical radiator has been completed.

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## NEW PATENTS Radio and Television

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2,110,159—Antenna System. Vernon D. Landon, Collingswood, N. J., and John D. Reid, Ardmore, Pa., assignors to RCA.

2,110,172—Method and Means for Reproducing Optical Images at a Distance. Edward D. Phinney, assignor to RCA.

2,110,179—Variable Condenser. Arthur Schmidt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,110,245—Deflecting Circuit. Arthur C. Stocker, Haddon Heights, N. J., assignor to RCA.

2,110,448—Oscillator. Ernest C. Linder, Surf City, N. J., assignor to RCA.

2,110,449—Magnetron Modulator. Ernest C. Linder, Philadelphia, Pa., assignor to RCA.

2,110,553—Electron Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,110,564—Electron Discharge Device. Irving Wolff, Merchantsville, N. J., assignor to RCA.

2,110,584—Radio Receiving Apparatus. Leslie Ernest Thompson, London, England, assignor, by mesne assignments, to the Union Switch & Signal Co.

2,110,664—Modulation Circuit. Daniel E. Hammett, Tuckahoe, N. Y., assignor to Hazeltine Corp.

2,110,669—Electron Optical Device. Helmut Johannson, Berlin-Charlottenburg, Germany, assignor to General Electric Co.

2,110,715—Antenna System. John A. Pool, Merchantsville, N. J., assignor to RCA.

2,110,761—Automatic Volume Control for Radio Receiving Apparatus. Harry Diamond and Francis W. Dunmore, Washington, D. C., assignors to the Government of the United States, represented by the Secretary of Commerce.

### WTAM Transmitter Gets Two New Improvements

Cleveland—Two of the most recent developments in radio transmission have been installed in WTAM's transmitter at Brecksville and have completely modernized the station's equipment according to S. E. Leonard, engineer-in-charge. Cost was approximately \$8,000.00.

Most important was the installation of a "reversed feedback" system which reduces possible distortion to a minimum and in some cases eliminates as much as 70 per cent of the audio-harmonic distortion heard over stations not equipped with the system, Mr. Leonard said. WTAM is the third NBC station to be so equipped, WJAF and WJZ being the only others. Lester Loony, NBC engineer in the audio facilities department, came here from New York to make the installation.

Second new improvement is the installation of a compressor modifier to improve program quality and keep constant levels of transmission.

### WGN Short Wave Truck

Chicago—WGN is planning to build a mobile transmitter unit on truck for shortwave broadcasting. Carl Meyers, chief engineer, outlining specifications now.

### Remodel Control Room

Rochester, N. Y.—Control room at WHAM has been enlarged in new improvements including installation of transcription tables and recording apparatus. Lighting facilities have been modernized.

### Pianos, Screen Doors, Aid In Various Voice Effects

Pianos, cabinets, screen doors, filter mikes, echo chambers, loudspeakers and special microphone arrangements, are among the instruments used by CBS in producing unusual sound effects. Unique effect, suggesting untold distance in point of both time and space, is achieved by speaking directly into the strings and sounding board of a piano, the pedals depressed by a weight, and mike placed directly within the instrument. Echo chamber is used to suggest anything from a statesman addressing Congress to explorers hailing each other from different points in a great cavern. Latter effect may also be obtained by having actor's voice picked up by second mike as well as one through which he is working, the second device leading to loudspeaker in auxiliary studio where still a third microphone picks up loudspeaker sounds and feeds them back to the mixing panel in control room of main studio. Slight time lag from loudspeaker to mike provides echo quality. If sound-effects man walks past screen door, to which special mike is attached, accompanying footsteps for cavern voices are provided, the reverberation aided by screen which acts as diaphragm.

### New Auto Aerial

Detroit—New auto aerial, which conceals itself when not in use below small button on cowl, has been announced by Pioneer Specialty Company. Job is known as the "Colmar Operative Aerial." Touch on the instrument panel button raises or lowers aerial, which may be stopped at any desired position.

### KTMS Gives Aid to KFSD During California Flood

Santa Barbara—KTMS, Santa Barbara, Cal., intended primarily to give radio facilities to the tri-county area, extended its services to a wider range the other day in providing network programs for KFSD, San Diego. When flood conditions halted inflow of NBC-Blue network broadcasts to the southern station, KFSD requested permission to rebroadcast the programs emanating from KTMS. The arrangement was approved, and its successful operation gave a new illustration of the carrying power of the local station. Meanwhile KTMS carried on with its network programs through the resourcefulness of telephone and telegraph companies, adept in solving difficulties arising during the storm.

Normally, KTMS national programs travel over wire from all parts of the U. S. to Los Angeles, and from there by wire to KTMS in Santa Barbara. On the occasion in question, there was hooked up an emergency service from San Francisco to Ventura to Santa Barbara. The national programs came from the east through San Francisco instead of Los Angeles.

### Writes for "Electronics"

Salt Lake City—February issue of "Electronics" contains an article by Willice E. Groves, KSL staff engineer, on "Protection of the High Voltage Plate Ammeter." Article explains how "overloads in broadcast transmitters may be by-passed around the plate meter by an ingenious fuse mechanism."

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**RAY JONES**, secretary of American Federation of Radio Artists, back from New York and went on to St. Louis on AFRA business.

Truman Bradley, Ford Sunday Evening announcer, goes to New York after his Detroit broadcast on business.

Janice Porter, who sings from Edgewater Beach Hotel on CBS, is home from her honeymoon with Homer Lange.

Dan Sutter, head man of Campbell Cereal "Jack Westway Under the Sea" series, operated on appendicitis. It's a transcribed series and show has been waxed several weeks in advance.

Marge Kerr, formerly vice-president of Tom Fizzdale Inc. here has resigned. Al Williamson supplanted her. Miss Kerr, who is wife of Phil Davis, WLW ork leader, is convalescing.

Nelson Brothers Warehouses which already has shows on seven stations, is adding Jack Kelly's orchestra and Oldtime Minstrels at 5:45 daily on WCFL. Account also switching from Selviar agency to George H. Hartman's, where Tom Kivlan is handling the account.

**WOKO-WABY, Albany**

Billy Rose, WOKO announcer, composed a new tunc, "Blue Rain", which the studio orchestra used early this week, with Rose vocalizing.

Franciscan Friars, heard over CBS on the "Chorus Quest", evoked so many mail and phone plaudits that WOKO is trying to line them up for repeat performances during Lent.

Socony-Vacuum program will feature sports on its Friday and Saturday etherizing in the future. Wilbur Morrison, regular daily announcer, will use Grenfell Rand for five minute reviews on the week-end programs.

**KDKA, Pittsburgh**

"Silhouettes of the West" is the title of a new series starting Sunday at 6:15 p.m. It will also be heard Wednesdays at 8:45. Doyle White of Arkansas and Roy Starkey of Texas will tell true facts of the plains.

Dot and Pat, song and patter team, will have a new spot on NBC-Blue network at 3:15 p.m. Saturdays starting March 26. They also are heard at 2:30 p.m. Thursdays.

Slavonic Tamburitz Orchestra, consisting of 14 Duquesne University boys, will be heard coast-to-coast over NBC-Blue on March 26 at 3 p.m.

**Brinckerhoff Acquires Rights**

E. V. Brinckerhoff announces that his company has acquired all radio rights to one of the season's best selling biographies—"Andrew Jackson, the Border Captain, and Andrew Jackson, Portrait of a President," by Marquis James.

**RADIO PERSONALITIES**

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

**K. K. HACKATHORN**

**K.** K. HACKATHORN recently assumed duties as sales manager of the United Broadcasting Company's Cleveland stations, WHK and WCLE. During the past 12 years, Hackathorn has been affiliated with the classified advertising department of the Cleveland Plain Dealer, and



Well known in Cleveland ad circles.

has managed that branch of the paper since 1934. Through this newspaper work he is well known to Clevelanders.

Hackathorn was graduated from Cornell University with a B.A. degree. Before he joined the staff of the Plain Dealer he operated an electrical store in Lakewood, Ohio, where he has lived for the past 29 years.

The new official of the WHK-WCLE staff is a member of the Cleveland Athletic Club, Cornell Club and Sigma Pi Fraternity. He is 37 years of age.

**Value of Cultural Broadcasts Discounted by Alistair Cooke**

Popular education by radio has not been advanced one iota by an increase in the number of so-called cultural broadcasts. "for these are as much social souvenirs as cultural events," declares Alistair Cooke, NBC "Critic On Broadway," who is heard Saturdays at 7:30 p.m. over NBC-Red Network.

"Although individuals may prize them for themselves, for the music, the poetry—the most of any audience is enjoying a social experience, perhaps, and also a socialite experience. This does no harm, so long as we do not mix the event and its reception. I think it was Fritz Kreisler who said: 'For every person who comes to my concerts to listen to the music, a hundred come to rest, to feel at ease with their equals, to day-dream pleasantly with my music for stimulant. They come for all sorts of personal reasons of emotion and psychology which are irrelevant to the music-maker and the music.'

"This is the first preconception. It is one which we have all made, which educational broadcasting the world over has congratulated itself on making.

"The next is equally universal. It's an error of logic which consists in saying right away: 'Professional educators plus a microphone equals educational radio.' But the first thing for anybody using radio is to know the great medium of radio—the medium which shocks silence into meaning and makes your mind work through signals from the ears.

"If I were forming a station panel to work out a schedule and a program for educational radio, I would begin with a man who knew the technical side of sound recording; then add a director of radio plays;

add one psychologist who has special knowledge about the effect on the memory and the imagination of hearing defects. Then call in your educator to supply the raw material. Out of that collection you might develop a style of program—several styles of program which could authentically be called educational radio. But we shall not have started to think about educational radio until we have considered a way of making the history, the geography, the social life, the songs of this country come alive over the radio first as aural sensations.

"Once we have some notion of how education can best be broadcast, as distinct from being expounded in a classroom, we can go on to choose our material.

"Educational radio in this country can already go under its own steam. It can take its cue from Jerry Belcher and the Town Meeting of the Air and be first and best about America. It can in one generation, if it wants, destroy the lingering provincialism that culture comes from Europe.

"The best work now being done in American writing and painting and theater and movies is being done by men who have no cultural axe to grind—by men who are scrutinizing the American landscape and listening to American sounds, and recording the rhythm of American voices. In its rough, bubbling, babbling way the radio is doing the same thing. It got off to a fresh start. It got off to an American start, unhampered by polite traditions. A lot of it may be crass and dull, but that should not deter the educators. The day Americans stop experimenting, there will be no meaning or life any more in American civilization."



If you are in Radio and do not have a copy of Radio Annual you are holding out on yourself.



## OMAHA

Howard Peterson, sales promotion manager at WOW, has been named instructor in broadcasting course at Omaha University. It's an evening job.

Billy Meyers is the new emcee on the Metz Hour over WAAW. 10-piece union orchestra replaced a non-union group on the show.

Lyle DeMoss has assumed duties as member of WOW's local production staff. He was formerly program director for KPAB, Lincoln, for 10 years.

## WSPD, Toledo

Locally-produced dramatic series, "The Great Masters Come to Life", will be heard each Thursday evening at 10. Scripts by Arthur Lithgow, dramatize incidents in the lives of artists whose paintings are hung in the Toledo Museum of Art. Jules Blair will direct the series.

Elaine Wolfe, who has the "Women in the News" broadcast, has laryngitis, and Judy Tom is filling in for her.

E. Y. Flanagan, commercial manager, is suffering from a throat ailment at his home.

Mr. and Mrs. Harold Ryan (he's a WSPD executive) have left for Florida, where Mr. and Mrs. Morrill Pheatt are also sojourning.

## KTHS, Hot Springs, Ark.

Station has opened business offices in Little Rock under J. P. Smith, manager. Now looking for local studio space to pipe Little Rock programs into Hot Springs transmitter, largest in Ark. Studio opening planned for April.

KTHS and KCMC, Texarkana, arranging "wireless" combination for rebroadcast of 10,000-watt Hot Springs station in Texarkana area on: sustaining and selected commercial shows.

Portable transcription recording outfit is working overtime catching prominent Hot Springs visitors during height of season.

Governor Bailey of Ark., opening special legislative session, took full hour on KTHS yesterday, broadcasting direct from state capitol in Little Rock.

KTHS is set to originate part of coast-to-coast NBC broadcast on Easter Sunday, in the feature scheduled by National Parks Service.

## ONE MINUTE INTERVIEW

## MORTON DOWNEY

"New songs of fine calibre are continually being turned out by Tin Pan Alley, but it seems to me a radio program of popular songs is not complete without the inclusion of a tune of old vintage. Songs of yesteryear arouse a nostalgic feeling in listeners which can't be duplicated by new songs, that is, until they become old. Former hits often are associated in the minds of listeners with fond memories and bring a definite emotional reaction."

## ★ Coast-to-Coast ★

**BEVERLY REID**, Boston ballad singer, has been added to the cast of Alan Kent's noonday show on WNEW. Miss Reid was at WLW for a while last season.

Alice Cornett, "Little Miss Swing," who is featured in the Coca Cola program, heard on Fridays over CBS, will be the guest of honor this Sunday evening at a Gala Radio Party which Leon and Eddie will tender to her at their popular rendezvous.

Dedicated to the great American institution—the Income Tax—WIP of Philadelphia will shoot through the air-lanes its own "Income Tax Revue," starring Clarence Fuhrman and his Income Tax Orchestra. The theme for the occasion will be "Plenty of Money and You," and the hour will highlight such monetarily-titled ditties as "Brother, Can You Spare a Dime," "Pennies from Heaven," "A Million Dollar Baby" and "I Can't Give You Anything But Love." The day is next Tuesday, the time 12 noon.

A radio adaptation of Pearl S. Buck's most recent novel, "This Proud Heart," will be broadcast at 1:30-9 p.m. tomorrow, over the NBC-Blue network. The dramatization will be the work of Wetbourn Kelley, member of the NBC Script Division who also prepared last week's broadcast of Hervey Allen's latest adventure novel, "Action at Aquila."

The contribution of radio and the motion pictures to the cultural life of American children will be discussed over WQXR by Mrs. Dorothy L. McFadden, founder and director of Junior Programs, Inc., a non-commercial organization devoted to fostering better entertainment for children, tomorrow at 5:30-5:45 p.m. Mrs. McFadden will discuss "Audiences of Tomorrow," summarizing the findings of a two day panel discussion on that subject at Columbia University in cooperation with the Parents' League, Child Study Association of America, National Recreation Association and Association for Arts in Childhood.

Lawson Zerbe, the youthful radio actor featured in "David Harum," "Dick Tracy" and other air shows, also is portraying leading roles in "The Idea Exchange," a new program heard on Saturday at 8:30 p.m. over WHN. This air feature is written and produced by Howard Merrill and Arthur Daly.

Lyn Murray will soon begin to present weekly guest stars on his Sunday night CBS "Musical Gazette" programs. These guest stars will not be radio performers, but local newspapermen and women.

John Jaeger, "The Travel Man," is being heard at a new time, 3:35 p.m., over WNEW. Tuesday through Friday.

**EVEN** though the stunt was executed at precious cost to harassed engineers, the palm for one of the season's choicest "gags" goes to Matt McEniry, ace announcer at KLZ. Midway through an ad-lib remote show from a downtown Denver theater, Les Waterman, control room operator, was startled to hear two voices speaking in duplicate. In a flash, Maurie Thelen, the remote engineer, was on the line, with Waterman shrieking: "Hey! What's the reason for that awful feedback?" In something of a dither himself, Thelen explained that all loud speakers were cut, hence no reason for trouble. Just as the baffled engineers were verging on complete nervous collapse, McEniry solved the problem by introducing the "feedback" to the audience. As a guest—and unknown to anyone—the show was featuring Ed Albany, Colorado's contribution to the realm of "double talk."

The Bigelow Twins, long on the sustainer list at WELI, New Haven, now have a daily commercial for A. M. Heberger Inc., real estate firm.

Graham McNamee celebrates 15 years of broadcasting when Nehi's "Royal Crown Revue" opens tonight at 9 over NBC-Blue network.

Joey Nash is now being heard twice weekly on the Allen Prescott "Wife-saver" series over WOR. John Leal, Harry Silvern, and "Michel" are the guests currently heard on the three other weekly transcriptions.

Funny aftermath of edict by WJR's Leo Fitzpatrick against swinging the old heart songs and pulling the plug on Tommy Dorsey's network show early Wednesday morning. Fitz attended Rotary at noon, enduring jibes from fellow members who had read the Detroit News front-page story on Dorsey incident. Mixed chorus came out to entertain. What did they swing? You guessed it—"Loch Lomond."

The Dixie Darlings who appear in "Evening Harmonies" over WBIG, Greensboro, N. C., are a quintet including Margaret Banks, director-piano; Dot Liwengood, violin; Maureen Moore, cello, and Gwendolyn Farrell and Peggy Gordon, vocalists.

## WTOL, Toledo

Karl Kessler, announcer and publicity manager, has resigned.

Mildred Gerbie has been named traffic manager, assuming some of the duties previously handled by Sue Blanchard of program department.

Mack and Dean Bentley, at one time of KDKA, have been added to the staff. They are known as the "Harmony Boys".

## PHILADELPHIA

Bill Dyer and Taylor Grant, together with Bob Elmer as spotter, will broadcast the play by play description of the Phillies ball game, over WCAU.

Stoney McLinn, director of WIP sport broadcasts, will lead his "Hot Stove League" discussions from Penn Athletic Club.

Bill Lang returns to KYW with his newscast on a weekly spot.

Tom Livezey now heads WPEN "Night Club of the Air," with Joe Dillon switching to "Breakfast Express."

The "Band Wagon" program over WIP is now featuring the songs of Joan Arlen and Pat Purcell.

Barbara Thorne returns to WCAU shortly after a successful appearance with the Portland Symphony Orchestra.

George Sutherland is the newest addition to the WIP announcing staff.

Dr. Leon Levy, president of WCAU and a member of the Cabinet of the United Campaign, has been placed in charge of the campaign activities of all radio stations and motion picture theaters.

Kaye Allen and Peggy Fox are now being heard in "Melody in Rhythm" over KYW.

Jean Shaw takes over the 11 o'clock spots on WCAU vacated by Whispering Jack Smith.

Walton Newton, newest WIP announcer, just revealed his marriage last week to Ramona Mitchell of Texas.

James Allan, WIP program director, celebrates a birthday Tuesday, and Tony DeSimone of Clarence Furman's band will be a year older March 19.

"Music for Moderns" returns to NBC-Red network via KYW, featuring the songs of Carlotta Dale, Bon-Bon and comments by Gulliver.

Don Rovay, WCAU singer, leaves town for a two-week vacation.

George Hogan's boner of the week was his announcement of the tune "One Big Union for Two" as "One Big Onion for Two," over WCAU.

Mills Spooner and Charley Sansome have teamed up for a new show over WFIL called "Console and Keyboard."

Horace Feyhl, production chief at WCAU, was cited for his rescue efforts when he assisted in saving two men when their car plunged into the river.

Mackay Swan, WFIL's singing sensation, will shortly be heard over the station in a program of his own.

DO YOU KNOW?

Tax on radio sets in Russia is unofficially reported as ranging from \$2.50 to \$15.14 annually.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 50

NEW YORK, N. Y., MONDAY, MARCH 14, 1938

FIVE CENTS

## No Tax This Session

### 3 MEMBERS AT \$9,000 FOR PROPOSED BOARD

By PRESCOTT DENNETT  
Washington Bureau, RADIO DAILY  
Washington — Salaries of \$9,000 a year each are specified for the three members of the review board in the radio bill being prepared by Senator Clyde L. Herring for introduction in the upper house probably this week. Final draft of the measure is now being completed.

Herring, who insists the bill does not call for censorship but merely for a review board to whom broad-

(Continued on Page 2)

### Arkansas Special Session Aired on State Network

Memphis — Five Arkansas stations and WREC here combined to broadcast opening of the Arkansas legislature's special session March 10 over an "Arkansas network." Stations in-

(Continued on Page 6)

### WHBF Resumes Schedule After Transmitter Fire

Rock Island, Ill.—WHBF was back on the air over the week-end after a fire last Wednesday night in the Harms Hotel had destroyed the station's transmitter house and equipment located on the hotel roof. Temporary plant was set up, with

(Continued on Page 3)

### Camel Adds 5 Stations

R. J. Reynolds, sponsor of the Camel programs, will add five stations to station list of the Eddie Cantor and the Benny Goodman series beginning March 28. Stations are WHIO, WHEC, WORC, WPG and WNAX. Cantor airing begins on that date, at 7:30-8 p.m.

### Air One Out of Ten

Utica—In the past two months every tenth resident of Ilion has broadcast over WIEB. Part of the station's education program is broadcasting from Ilion the voices and instrumental music of school children. One thousand eighteen children have participated. Ilion has less than 10,000 population.

### Free Improvement

Chicago—A. D. Scott, production director at NBC studios here, recently bought himself a lot in Los Angeles.

His wife, who is now visiting on the west coast, notified Scott last week that the property now has a nice little river flowing through it.

### CHEVROLET DISK SERIES IS RENEWED THROUGH MAY

Chevrolet Motors has renewed its WBS "Musical Moments" transcriptions on 360 stations through the week of May 30. Station list remains approximately the same as for previous series.

Quarter-hour disks continue to feature Victor Arden's orchestra, the

(Continued on Page 6)

### Snyder in Radio Post At J. Stirling Getchell

C. A. Snyder has been appointed radio director of J. Stirling Getchell Inc., succeeding George Allen, who

(Continued on Page 6)

### WALA Switching to NBC

WALA, Mobile, will switch from CBS to NBC on June 1, becoming a member of the southern group available to both Red and Blue networks. Station is owned by W. O. Page.

WWL, New Orleans, which goes to 50,000 watts in July, will serve CBS in the Mobile area.

### McFarlane Proposal for Levy on Gross is Rejected—Situation Requires Considerable Time for Study

### MORE TELEVISION PARTS MADE AVAILABLE BY RCA

Camden, N. J.—Further carrying out its policy of encouraging amateur interest in television and cooperating with experimenters in that field, RCA has made available certain additional specialized television parts for use by experimenters within ra-

(Continued on Page 2)

### Second Anti-Ascaph Bill Is Introduced at Albany

Albany — Senator J. A. Esquirol (Dem. Brooklyn) has introduced in the Senate the same measure to amend the business law, in relation to copyrighted vocal or instrumental compositions, as was introduced last week in the Assembly by Assemblyman Piper of Buffalo. Bill is somewhat along the lines of the Florida anti-Ascaph measure, but somewhat modified.

### Allis-Chalmers Adds

Four stations (KGIR, KGHL, KIDO, KSEI) have been added to the Allis-Chalmers network program, "Family Party," which began on the NBC-Blue yesterday, 10:30-11 p.m. Network now totals 31 stations. Bert S. Gittins, Milwaukee, is the agency.

Washington Bureau, RADIO DAILY  
Washington — Further indication that there is little likelihood of a radio station tax, based either on wattage or on gross receipts, being put through at this session of Congress was given last week when the House, by a vote of 60 to 30, rejected the McFarlane Amendment providing for a 10 per cent tax on gross.

Representative Thompson of Illinois, who sponsored the McFarlane pro-

(Continued on Page 3)

### PEPSODENT CO. RENEWS MICKEY MOUSE PROGRAM

Chicago — Pepsodent Co. has renewed the Walt Disney "Mickey Mouse" program for 26 weeks on NBC-Red network at 5:30 p.m. Sundays, effective March 27. Present series will be interrupted after seven weeks, May 15, for a summer vacation. Lord & Thomas is the agency.

### Application for 50 KW. Filed by KRLD, Dallas

Washington Bureau, RADIO DAILY  
Washington — KRLD, Dallas, has applied to the FCC for construction permit to change power from 10,000 watts to 50,000 watts, along with installation of new transmitter, directional antenna for day and night use and unlimited hours of operation. Transmitter would be moved from seven miles north of Dallas to one and a half miles south of Garland, Tex.

## ★ THE WEEK IN RADIO ★

... FCC Complaint Committee

By M. H. SHAPIRO

FCC Chairman Frank R. McNinch and Commissioners Sykes and Payne have been designated to serve as a committee to entertain informal complaints made by listeners against stations with a view toward promoting better program service . . . Phil G. Loucks, representing the NAB and independent stations not covered in the IRNA plan of settlement with the AFM, had a conference with the AFM Executive Board, which promised that small outlets unable to afford

a musician or more would not be bothered . . . NBC which some time ago decided to make optional groups available with either network, provided the stations had no commitments with other accounts on the same web, officially put the plan into effect . . .

New York state legislators introduced an anti-Ascaph bill which appears to be comprehensive in its plan intended to benefit radio, motion

(Continued on Page 2)

### Serious About It

Detroit—Leo Fitzpatrick is real serious about his aversion to "awwling" traditional heart songs. After banning such arrangements on WJR—and having Tommy Dorsey cut off the air for jazzing up "Loch Lomond", Fitzpatrick issued similar orders at WGAR, Cleveland, and KMPC, Beverly Hills.



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 MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Saturday, Mar. 12)

NEW YORK STOCK EXCHANGE			
	High	Low	Close
Am. Tel. & Tel.	131	130 1/4	131
CBS A	17	16 3/4	16 3/4
Crosley Radio	7 1/2	7 1/2	7 1/2
Gen. Electric	37 3/4	37	37 3/4
North American	18 1/2	17 3/4	18
RCA Common	6 1/2	6	6
RCA First Fid.	47 3/4	47 3/4	47 3/4
Stewart Warner	8 1/2	8 1/2	8 1/2
Westinghouse	13 1/2	13 1/4	13 1/2
Zenith Radio	14 1/2	14	14 1/2

OVER THE COUNTER			
	Bid	Asked	
Stromberg Carlson	4 1/4	5 3/4	

### WOR-Transradio Renew For Three-Year Period

WOR has renewed its contract with Transradio Press Service for a three year period, according to Alfred J. McCosker, president of the Bamberg Broadcasting Service. New contract includes the right of WOR to use the Transradio news in facsimile work which the station has been experimenting with since Feb. 10. It also provides for increased service to WOR immediately that facsimile licenses are granted by the FCC for regular transmission of a public nature. Outlet plans expansion of its present newscasting schedule to include a number of five-minute spots to be inaugurated within the next few weeks.

**WABC Announces Vote**  
 WABC chapter of AGRAP last week-end voted unanimously to remain independent. Result came as a surprise as CBS was reported in favor of an affiliation with AFRA.

Under One Tent  
 \* POWER  
 \* MARKET  
 \* POPULARITY  
 Newly Equipped for Super Power

## ★ THE WEEK IN RADIO ★

... FCC Complaint Committee

(Continued from Page 1)

picture theaters and other music users . . . Major net business holding up despite recession complaints . . . NBC showing an increase in commercial accounts while CBS starts three new ones this month . . . Mutual for the first time garnered some General Mills biz . . . AAAA appointed its committees in connection with its 21st annual convention starting April 20 at White Sulphur Springs . . . Chicago musicians reported as having lost \$150,000 in wages since much local recording work was taken out of town . . . also there is the battle in regard to major networks assessing remote spots \$100 a week as service charge . . . Jimmy Petrillo, heading the AFM local in the Windy City, doesn't want the orchestra leaders to dig down and pay themselves. . .

Nearly two weeks of meetings were held by the Executive Board of the AFM in New York, mostly in regard to the proposed licenses to be issued the transcription and phonograph record manufacturers . . . record men appear to be set while the transcription folk will be on deck again March 24 . . . meantime a sub-committee to be chosen by Pres. Weber will handle business that comes to

### 3 Members at \$9,000 For Proposed Board

(Continued from Page 1)

casters may submit scripts voluntarily, believes an "outstanding woman" like Mrs. Franklin D. Roosevelt or Secretary of Labor Frances Perkins should head the board.

Herring also told RADIO DAILY that his original idea of radio station suspension for gross violation would be substituted in the final drafting of the bill by a fine provision. This will be invoked, he said, against "unethical patent medicine and other objectionable radio advertisements" and "smart aleck announcers". He denied that his bill would in any way regulate liquor advertising on the air.

"I am having numerous helpful conversations with prominent radio executives as well as FCC and government officials and the letters approving the principle received from the public have been most heartening", Herring stated. "I really believe the radio industry, when it fully understands the measure, will welcome the money saved through the board of review rather than paying a huge salary for their own 'radio czar'."

**Transcribe Austrian Coup**  
 WOR on Friday night took off-the-air-recordings of short wave news programs sent out by Berlin, Prague and Rome radio stations on the Nazi Austria coup and rebroadcast the disks in a quarter-hour show. Press Wireless did the pick-up for WOR. Station intended to repeat the stunt over the week-end.

hand . . . Eugene Thomas was appointed sales manager of WOR . . . Texaco will work out a cooperative summer disk show series with dealers, according to The Buchanan Co., agency handling the account . . . One New York state measure designed to bring radio outlets under the wing of the Public Service Commission and tax them as utilities was scrapped. . .

General Mills again leads in play-by-play baseball airing for the coming season . . . Brown & Williamson Tobacco Co. will sponsor the Kentucky Derby, time bought through BBD&O . . . WSM has withdrawn its FCC application for a 100-watt outlet and will concentrate on knocking off 500 kw. for WSM . . . large industrial concerns are now keeping tabs on radio commentators, just as they subscribe to clipping bureaus . . . RCA reported as putting out television sets costing \$50 or so, but this is really a matter of parts being sold to amateurs assembling the layout themselves . . . WLW going in for facsimile, obtaining equipment from Finch laboratories . . . National Airmail Week on 748 stations as educational measure via disks and also on major webs.

### More Television Parts Made Available by RCA

(Continued from Page 1)

dious of television transmitting stations.

With the new television parts just announced, and other standard parts already available, it is now possible for the amateur experimenter who is equipped with sufficient technical knowledge to assemble his own Kinescope deflecting circuits for use in experimental television receivers. In its announcement, RCA emphasized that placing of these television parts on the market should not be construed in any way as an announcement by RCA of commercial television apparatus for use by the general public. The new parts, as well as two Kinescope television receiving tubes previously announced, are being made available for the convenience of radio amateurs, experimenters, laboratories and schools who have made inquiries for them.

The new parts listed for sale include a deflecting yoke priced at \$10; two power transformers, \$10 and \$12.50; a vertical output reactor, \$3; a vertical oscillation transformer, \$3; a horizontal oscillation transformer, \$3; a horizontal output transformer, \$9.50; two power supply capacitors, \$5.50 and \$11.75, and a power supply reactor. A folder describing these parts and giving wiring diagrams is available from RCA Parts distributors or from the RCA Parts Division here.

**WDNC Expands News**  
 Durham, N. C.—In response to demand for news sponsorship, WDNC has instituted an 18-hour news service, using facilities of United Press.

## COMING and GOING

ANNE JAMISON, singer, planes east from Hollywood this week for her appearances in New York and other eastern cities.

DON GILMAN, vice-president in charge of NBC west coast operations with headquarters in Hollywood, is in San Francisco for a week or so.

BIRT FISHER, manager of KOMO and KJR, Seattle, was in Los Angeles last week for a lookaround at things in general.

OSCAR BRADLEY, band leader on the Phil Baker program, flies to New York after the March 27 broadcast to prepare for the orchestra's arrival here.

DALE CARNEGIE will make his next two broadcasts from Chicago NBC studios. Between Tuesdays he will lecture in Nebraska, Kansas, Texas and other southwestern states.

J. KELLY SMITH, manager of Radio Sales, has returned to Chicago after a trek to New York.

KENNETH FRY, NBC central division director of special events, left town Friday for Chicago. He has been in town all week.

PAUL RHYMER, script writer of "Vic and Sade," will arrive in New York today.

FRANK SMITH, advertising manager of Green Watch Co., and JOHN CLARK, president of Transamerican, are in Hollywood in connection with the debut of the new Warner Bros.-Green radio series.

D. W. MAY, district sales manager for General Electric radios, and about 550 dealers of the New York and New Jersey territory sailed Saturday on the Pilsudski on a 14-day cruise to the Caribbean.

PAUL WHITEMAN left for Fort Worth last Saturday to attend the Southwestern Exposition. Will return to New York for his Friday broadcast.

PHIL BAKER and his troupe head back to New York from the coast at the end of the month, with the first broadcast from the East being the one of April 3. GLENHALL TAYLOR, Young G Rubicam producer on the show, will accompany Baker, as will Hal Block of the writing staff.

JANE PICKENS, who was screen-tested by Warner Bros. last week, is making preparations for a trip to Hollywood.

MRS. KEN SISSON to Montreal to spend a week with her husband, director of "Canada 1938."

IGOR CORIN, who stepped off in New York for a few days before continuing his concert tour, leaves today for Phoenix, Arizona, where he will make another personal appearance.

FRED WEBER, general manager of Mutual, enroute for Chicago today. He will remain in the west for most of the week.

FRANK RYAN, general manager of CKLW, Windsor, was in town last Friday.

**Earle Ferris Moves**  
 Earle Ferris on Saturday moves his Radio Feature Service Inc. to new quarters in a penthouse atop 10 East 49th St. Increased business is the reason for the move.

**Felix Knight Signed for 6**  
 Felix Knight, tenor, who was heard last week on the Leo Reisman show over WEAJ, has been signed for six appearances on the same program between now and June 2. His next broadcast will be March 24.

KMMJ  
 Clay Center, Neb.  
 The favorite family station

**WHBF Resumes Schedule After Transmitter Fire**

(Continued from Page 1)  
 equipment hurriedly obtained from Collins Radio at Cedar Rapids by Ivan Streed, production manager, and J. E. Gray, chief engineer. Hero of the fire was Bill Gallien, WHBF transmitter engineer, who was on duty at time of the fire. He called the fire department and spread the alarm before escaping through the flames.

Equipment was covered by insurance, but there was no protection against loss of time sales. The schedule for Thursday night, when station was silent, had only one 15-minute sustaining period from 5:45 to 11 p.m. WOC, competing station in Davenport, came to the rescue and offered its facilities for announcements. Maurice Corken, commercial manager, spoke over the station Thursday night.

**Dr. Pepper Co. Renews Dixie Network Program**

Dallas — Dr. Pepper Co. has renewed, effective March 27, the "Pepper Uppers" program over the Dr. Pepper-Dixie Network for an indefinite period. Show is heard Sundays at 5:30 p.m. CST and has been airing for three years.

Recent changes in talent includes acquisition of Karl Lambertz as musical director, succeeding Alexander Keese. Ludi Maisen ("Sugah") retired following her marriage. Jimmie Jefferies continues as emcee, with Roy Cowan as commercial announcer. Guest stars also are booked. Agency is Tracy-Locke-Dawson.

**"Hotel" Talent Renewed**

West Coast Bureau, RADIO DAILY  
 Los Angeles—Louella Parsons, Ray Paige and Anne Jamison have had option pickups by the Ward Wheelock agency for Campbell, thus silencing rumors to the effect that "Hollywood Hotel" might mute for the summer months. The options on Frances Langford, Jerry Cooper, Ken Murray and Oswald and other members of the cast are not due for renewal for another month. Negotiations are said to be under way to bring Dick Powell back to the program, but such an eventuality probably depends on future Warner air activities.

**Extend CBS Stock Options**

Washington Bureau, RADIO DAILY  
 Washington — CBS has filed an amendment with the SEC providing for extension on Class A stock options until March 10, 1939. If any of the 12,420 options now outstanding are not taken up by that date, they will remain indefinitely in the treasury.

BINGHAMTON—NEW YORK

**W N B F**

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

**NEW PROGRAMS—IDEAS**

**WLW "Liars' Club"**

A new program makes its debut over WLW, Cincinnati, March 18 with the first broadcast of the "International Liars' Club," to be aired every Friday night at 7:15-7:30.

William E. Green, who claims to be the biggest prevaricator on the WLW staff, will preside as emcee, introducing four or five lies in true radio dramatic style, between musical numbers.

William Stoess, whose prowess at alibis is unequalled (he's a member of the Dog House Club of America Inc.), will wield the baton in front of his horn tooting strays from the truth. Deon Craddock, blues singer, and the Four Modernaires, novelty male quartet, will do the vocals.

For the first few programs the "International Liars' Club" will be well fortified with whoppers as told by employees of the Nation's Station. Continuity Director Lee House and his staff of writers have concocted prevarications of all sorts.

Cincinnati Kennel No. 1, Dog House Club of America Inc., has offered its finest alibi artists, in case the supply of lies begins to dwindle.

**"Crime Quizzer"**

Added to the nightly "quizzer" series by WTMJ, The Milwaukee

**Kreuger's 2 Regional Shows**

Kreuger Brewing, through Young & Rubicam, starts two regional shows within the next 10 days. Sponsor has signed for a twice-weekly dramatized news program on Yankee network, originating from WNAC; while in New York, WJZ has been signed for a three-weekly sport series with Clem McCarthy, starting Friday, 7-7:15 p.m.

**Mary Darwin at WHN**

Mary Darwin has been added to the staff of the WHN Stock Company. She will appear on Ida Bailey Allen's "Homemakers of the Air," "Hurricane Jones" and "Now You Decide." Before coming to New York, Miss Darwin was engaged in radio work in Denver and appeared on KVOD. She also was a member of the Denver Opera Co.

**RCA Symphony Model Set**

A new radio receiving set known as the Symphony Model, designed specifically for music lovers in metropolitan areas served by powerful quality stations, has been put out by RCA Victor. New model is purely a "local" receiver.

**Gomez in NBC Series**

Vicente Gomez, guitarist who was heard in America for the first time a month ago, has been engaged by NBC for a series of his own programs to be heard every Sunday, 2:15 p.m. on NBC-Red network.

Journal station, is a "Crime Quizzer," which enables Joe Listener to test his powers as a criminologist.

A five-minute playlet is presented which tells a crime story and gives a complete solution. Then typical crime stories are detailed with clues by Warren Meade who emcees the show, and listeners are invited to solve them and compete for prizes. Like other quizzers in WTMJ's nightly series which contain "clues" to help the listener reach a solution, it has the advantage of making close listening necessary.

**Parent-Student Forum**

New wrinkle in forum discussions has been inaugurated by KTMS, Santa Barbara, Cal., featuring subjects of interest to both high school students and parents. High school group airs its viewpoints first, with parents taking on from there.

**"Bend Down, Sister!"**

After exercise period for women, presented by Albert Lyneer under title "Bend Down, Sister!" over WIP, Philadelphia, is hailed among first programs of its kind. Lyneer for many years had conducted physical culture classes at Miami Beach, Ocean City, Atlantic City, and other resorts.

**No Taxing of Stations Likely This Session**

(Continued from Page 1)  
 posal, and who will soon call subcommittee hearings to discuss the Boylan wattage tax idea, told RADIO DAILY that the question of taxing radio stations and broadcasters "goes into a new field which should be thoroughly studied by the committee charged with raising revenue as well as the committee charged with the regulation of broadcasting." It was on these grounds that Thompson asked the House members to defeat the McFarlane amendment.

FCC Chairman Frank R. McNinch, who conferred with President Roosevelt last week on the Pan-American station program as well as on the tax problem, is understood to favor the principle of a gross income tax of some kind rather than a wattage tax.

**Spontaneous Survey**

Cleveland—The next time WGAR wishes to make a survey of "Headline News" presented nightly at 11:00 o'clock, Carl George will try to duplicate his performance of the other night.

George had been reading the news for about five minutes when his voice abruptly failed. Instantly the switchboard was abuzz with calls to the extent that service was tied up.

George resumed reading two minutes later when his voice returned as abruptly as it had left.

**If You Lived in Kalamazoo**

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

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

**MICHIGAN RADIO NETWORK**

WXYZ KEY STATION

DETROIT MICHIGAN



The Paul H. Raymer Co., Representative

## AGENCIES

FRENCH EASON, vice-president of the L. W. Ramsey Co., which handles the Fitch shampoo account, has been in Hollywood for the past week and will remain another week or so to size up the scene there and to prospect for those "interesting neighbors" to be interviewed by Jerry Belcher on his NBC show.

SAVINGTON CRAMPTON, who has been in charge of the William Esty Co. Hollywood office, which ceases functioning with the muting of the Jack Oakie-Camel cigaret program on March 22, is reported to be trekking eastward.

FRANK BEST & CO. INC. has been appointed by Home Style Laundry, Montclair, N. J., to handle its advertising. Spot radio and newspapers will be used.

O'CONNELL & SAMUEL is a newly established agency with offices at 175 State St., Springfield, Mass. Members of the firm are Larry O'Connell, who has been active in the Springfield advertising circles for some time, and Edward J. Samuel, former commercial manager of WMAS in that city.

LOUIS GLASER INC., Boston, has been elected to membership in the American Association of Advertising Agencies.

J. BROOKS EMORY has resigned from Ruthrauff & Ryan Inc., to become director of research of Benton & Bowles Inc. Emory has been with Ruthrauff for the past four years, serving as assistant copy chief to E. J. Grady, agency v.-p.

## Schaffner Show Gets Sponsor

Cedar Rapids — Toby and Susie's "Bugtussle News," which has been sustaining it daily over WMT of the Iowa Network, and WCAZ, Carthage, Ill., has just been signaturred by Peter Pan Bakers. Program, written and produced by Neil and Caroline Schaffner, was formerly featured on the "National Barn Dance" program for nearly a year. As part of the deal the show will undergo a minor change and will be known as "The Corntussle News." The spot originates in the Cedar Rapids studios of WMT and will be carried by WOW, Omaha; WHBF, Rock Island, Ill., and KMA, Shenandoah. Skit is built around the activity found in a small community weekly newspaper, "The Corntussle News." As a promotional enterprise, the sponsors will publish a small newspaper to be known as the "Corntussle News."

## BIRTHDAYS

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

Greetings from Radio Daily

March 14  
Gene Arnold  
Harvey SAYS  
G. Bennett Larson

MAIN STREET  
OL' SCOOPS DAILY

PETTY CASH VOUCHER Week ending March 11th

● ● ● Saturday.....An attack of aching teeth prompts us to stay home after a drilling visit with Herr Dentist.....Nonetheless, this temporary confinement doesn't prevent our being informed that Norbert Feld, director of WEW's Germania affairs, who delights the St. Louis German population with his flawless announcements, wows the staff by the manner he scrambles English.

● ● ● Sunday....A drive takes us to the Lester Lee's home and then we encounter Al Shayne. Though we are informed Abe Lyman's anniversary at the Casa Manana will really be something, we decide to pay our respects to a swell guy, Col. Jay C. Flippen, who is being birthday-ed at Leon & Eddie's....A peek into the Famous Door for a once-over litely by Louis Prima.

● ● ● Monday.....Around Famous Music, Sidney Kornheiser and Baron Elmo White stand guard as Lou Diamond listens to Gertrude Nissen warble a ditty....Taps shows us a new-angled bridge table....From WREC, Memphis, word arrives that Jim Sanders, smooch of the Jewel Cowboys, had a Chinese character on his show. A station exec was interested in the identity of the person—and learned he was a fellow who ran an Oriental restaurant around the corner from the studio.

● ● ● Tuesday....Lunching in Lindy's, we encounter Barry Wood trying to decipher the talk of Bert "Mad Russian" Gordon who is in conversation with Madame Fif....WMCA prexy Donald Flamm is all smiles because of the new studios to open next week....Dinner at the Tavern with Teddy Powell. Later we run into "Himber" who pulls the coat off our back and runs into a theater with it—forcing us to go in also—and view a cowboy picture.

● ● ● Wednesday....We push thru the crowds of the CBS Playhouse to see the Cantor broadcast. Besides a packed house there are 88 standees with everyone handled so courteously by Theater Manager Malone, Sammy Shiff and Bob Ferrer....Jacques Renard is wearing spats and Vick Knight has on a one-piece combination—coat and pants that match sans dark glasses or suede shoes....The talk that Gloria Swanson tells Deanna Durbin brings kerchiefs from the pockets of the spectators....To Elsa Maxwell's "Who's Who," where between acts we meet Ben Marden, Billy Rose, Eleanor Holm, Belle Baker and Bee Kalmus: the latter two are anxious to see the repeat Cantor show—so we return to the playhouse. Occupying the box opposite us is Ida Cantor, Block and Sully and a couple agents. Sid Gary manages to enter late. Eddie introduces Miss Baker and does a solo-show for the audience's benefit only that lasts 45 minutes.

● ● ● Thursday....To Gracie Barrie's opening at the Versailles with Jack Robbins and Singer Igor Gorin—who possesses a grand sense of humor besides a glorious voice. Ben Marden is evident here again by his jumping from table to table. Louis Sobol with Paula Stone pause to view Gorin's fur-collared coat—which is also the envy of the doorman....Then to the opening of Fredric Fradlin's Cafe Boheme, where we spot Ray Sinatra and his charming wife among other musicians. Jack Rosenberg, Local 802 prez, enters and members rise to bow. Roger White is also there.

● ● ● Friday....WBI, Charlotte, N. C., wires that Mickey Mouse better stay away from that city the week of April 23-30, because that's clean-up week there and the station is co-operating in the drive against all rodents, etc.

Total Expense: 25c for movies to get coat back.

ME. (Met. AAU Champ Wrestler) Auditor's Remarks: NO!...Do you want to make something of it?

## GUEST-ING

CARLOS SALZEDO, HORACE BRITT and GEORGES BARRER, with Philadelphia Orchestra, March 21 (NBC-Blue, 9 p.m.).

LYNN MURRAY'S CHORUS, on Al Pearce program, March 15 (CBS, 9 p.m.).

RALPH ROEDER, on "Book of the Month Club Concert," tonight (WQXR, 7:30); PRINCE HUBERTUS LOEWENSTEIN, tomorrow; GEORGE SLOCOMBE, March 16; HENRY STEELE COMMAGER, March 17, all 8-9 p.m.

LAWRENCE TIBBETT and HELEN JEPSON, in "Naughty Marietta," on Lux Theater, March 28 (CBS, 9 p.m.).

AMOS 'n' ANDY, celebrating their tenth air anniversary, on "Hollywood Hotel," March 18 (CBS, 9 p.m.).

C. AUBREY SMITH, on Al Jolson program, March 22; CHARLIE RUGGLES, April 5; FRANCISKA GAAL, April 12; MRS. MARTIN JOHNSON, May 10 (CBS, 8:30 p.m.).

MISCHA LEVITZKI, on Bing Crosby program, March 24 (NBC-Red, 10 p.m.).

JOHN McCORMACK, JUDITH ANDERSON and ROBERT WILDHACK, on Rudy Vallee program, March 17 (NBC-Red, 8 p.m.).

ELISSA LANDI, FREDDA GIBSON, GEORGE BERTRAN, and ZEKE MANNERS GANG, on "Hammerstein Music Hall," March 18 (CBS, 8 p.m.).

ED SMALLER'S CHORUS, on Leo Reisman program, March 24 (WEAF, 7:30 p.m.).

## Wagner Sells Script Series

West Coast Bureau, RADIO DAILY  
Los Angeles—Frederick H. Wagner, author of the "Killers of the Sea" story from which Grand National made a thrilling picture, has sold a series of 39 episodes of the same story in radio script form to Nilsen's Broadcasting Service of Melbourne, Australia. The picture is a current release in Australia, and the Nilsen firm plans to capitalize on the great amount of publicity the picture is receiving in the Antipodes. Options were taken also on the remaining 39 chapters of the "Killers" and on another similar series by the same writer titled "The Sea Terror."

## AGENCIES!

## Let WALT FRAMER

handle your production in Pittsburgh  
Freelance Producer—Commentator  
508 Berger Bldg.



**NEW BUSINESS**  
Signed by Stations

WGN, Chicago: The B. F. Goodrich Co. (tires), WGN Sports Review.

WCFL, Chicago: John Rissman & Son (Signal Overalls). "Hired Hands."

WAAB, Boston: Studebaker Corp., announcements, through Roche, Williams & Cunningham.

WNAC, Boston: Studebaker Corp., announcements, through Roche, Williams & Cunningham; Gardner Nursery Co., ETs.; Lindsay Ripe Olive Co., announcements through Lord & Thomas; (also 13 other Yankee Net stations); Knox Gelatine Co., announcements through Federal Advertising Agency (also 14 other Yankee Net stations); Emerson Drug Co. (Bromo-Seltzer) program through J. Walter Thompson Co. (also 13 other Yankee Net stations); McKesson & Robbins, ETs., renewal, through Gardner Advertising Co. (also on WTIC and WTAG); The Axton-Fisher Tobacco Co. (Twenty Grand), program, through Young & Rubicam; Baker Extract Co., announcements, through William B. Remington; Clear-Again Inc., programs, through Aubrey, Moore & Wallace; Daggett Chocolate Co., programs, through Harry M. Frost; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; American Tobacco Co., spots, through Lord & Thomas; J. L. Prescott Co., announcements, through BBDO; Brown & Williamson Tobacco Co., sports programs, through BBDO (also on 13 other Yankee Net stations); Chevrolet, ETs through Campbell-Ewald Co.

WREC, Memphis: Griffin Mig. Co., "Musical Clock Program," through Birmingham, Castellan & Pierce.

WABY, Albany, N. Y.: Lutheran Hour.

CKNX, Wingham, Ont.: W. K. Buckley, Ltd. (Zev Livestock Tonic) participation in "Canadian Farm & Home Hour"; Quaker Oats Co. (Ful-O-Pep Poultry Feeds) ETs.; E. S. Watt & Sons (Ross Brand Feeds), participation in "Canadian Home & Farm Hour"; MacDonald Medicine Co. (Mus-Kee-Kee) ETs.

KNX, Los Angeles: Axton-Fisher Tobacco Co. (20 Grand cigarettes). "Let's Celebrate," ETs, through McCann-Erickson; California Consolidated Water Co., daytime signals starting April 3, through The McCarty Co., L. A.

WJW, Akron: Pure Oil Co., Bill Griffiths "Sports Page of the Air."

**Gruen Station List**

Stations set to carry the half-hour transcriptions of the new Gruen Watch series to be produced by Warner Bros. as a live show on the coast and waxed by Transamerican for other outlets around the country include: WBZ-WBZA, Boston-Springfield; WHAM, Rochester; WCAU, Philadelphia; KRNT, Des Moines; WGR, Buffalo; WMAQ, Chicago; WGAR, Cleveland; WCAO, Baltimore; WJAS, Pittsburgh; WXYZ, Detroit; KWK, St. Louis; WLW, Cincinnati; KSTP, St. Paul, KOA, Denver. Live show originates from KFVB and is heard over the California Radio System of six stations. McCann-Erickson Inc. is the agency.

**NAT BRUSILOFF**

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

**ORCHESTRAS - MUSIC**

By TED LLOYD

**F**RANK NOVAK, orchestra leader, featured with his band in the Henry Burbig "Cheer Up America" series over NBC-Red on Wednesday nights, has been signed to conduct the music on five sustaining programs over WJZ and WEAJ on Saturdays. Novak will direct a six-piece orchestra in each program, starting with a "Morning Greetings" program over WEAJ at 7:30 a.m. and ending with a 15-minute period with Carol Weyman, songstress, at 12:15 p.m. over WJZ. Other shows are "Rise and Shine," WJZ, 7:45-7:55 a.m.; "Sunshine Express," WEAJ, 9:15-9:40 a.m., and "Maida Severn, Songs," WJZ, 11-11:15 a.m.

**Kay Kyser faces a busy week starting March 18. He is slated for five shows daily at Chicago Theater with his "Kollege of Musical Knowledge"; plays full schedule at Blackhawk and does his Lucky Strike show on Mutual.**

Realizing that "Ti-Pi-Tin" is destined to be one of the smash hits of the year, the Brunswick Record Co. has issued orders to have this number recorded across the board in all possible styles. The number, a composition of Madam Maria Grever was first introduced to the country by Horace Heidt and his Brigadiers.

"Dusty" Rhodes and ork closed seven-week stay at Hotel Jefferson's Club Continental, St. Louis, and Carl Lorch and his crew moved in. Bert Granoff, singing emcee in the night spot, has been there 25 weeks.

Gus Meyer returns today to direct the Connecticut Colonials from WICC's Bridgeport studios.

Calvert Distillers Corp. will do honor to Bernie Mattinson, drummer with Horace Heidt's Brigadiers, by presenting the Gold Drum award to him. In conjunction with a National advertising campaign for their Gold Drum Whiskey, Calvert is selecting top drummers in the name bands and running their photos in the leading magazines of the country. Bernie is the first of the ones selected to get the award and the publicity in the magazines.

Larry Lee and orchestra have moved into Hotel Peabody, Memphis, and will replace Jack Crawford orchestra on Monday night CBS spot

**WCKY Sponsors Folk Festival** Cincinnati—WCKY is sponsoring the Ohio Valley Folk Festival to be held in Music Hall here the afternoon and evening of March 27. Two groups of folk musicians will be sent from this festival to the National Folk Festival to be held in Washington, May 6-8. One group will be the Coon Creek Girls, now heard regularly over WCKY. The second group will be chosen from among the contestants at the Ohio Valley festival March 27.

originating with WREC, also in Hotel Peabody, effective today.

A "Story Behind the Song" series will be inaugurated on March 25, when the CBS "Song Shop" program presents Arthur Schwartz to tell his story. Schwartz, composer of the Broadway musical "Between the Devil," will discuss the background of one of his popular songs of another day, "Something to Remember You By."

Vincent Youmans plans to begin work on a serious composition for voices and orchestra while he is in New Orleans studying the southland. The composition, to be entitled "Sweet Sunday," will deal with the negro's day of rest and will eschew jazz rhythms and gin swallowing episodes. Youmans also plans a symphonic poem based on the southland.

Taking their cue from the recent Benny Goodman-Carnegie Hall concert, the 20th Century-Fox producers are including a similar sequence in their forthcoming film, "Alexander's Ragtime Band." Raymond Scott and his six man Quintet has been assigned a feature part in this sequence, and Scott is penning special music for the Quintet's use. The Raymond Scott Quintet have been seen and heard in "Ali Baba Goes To Town," "Love And Hisses," "Happy Landing," "Sally, Irene And Mary," and the soon to be released "Rebecca Of Sunnybrook Farm."

Nicolai Rimsky -Korsakov was a Russian composer. He wrote a ditty called the "Flight of the Bumblebee." He also wrote an opera which he called "Sadka." In the opera is a number titled "The Song of India." On Nicolai Rimsky-Korsakov's birthday next Friday, WBT, Charlotte, N. C., will tell the very beautiful story of "Sadka" against interspersed melodies from the "Song of India." A few details of Rimsky-Korsakov's life also will be mentioned.

Vincent Lopez will follow Rudy Vallee into the Hotel Astor in June when the hostelry goes in for name-bands.

Mickey Alpert and his orchestra open the redecorated Walton Roof in Philly on March 25. Room has been made to look like N. Y.'s La Conga and will feature big names. Belle Baker will open the room with Alpert's crew.

**Cherniavsky on Network**

Cincinnati—Josef Cherniavsky's "Musical Camera" program, which has been airing over WLW at 4:30-5 p.m., yesterday was moved to 6:30 p.m. and fed to NBC-Blue network stations. Vicki Chase, soprano; Stephen Merrill, tenor, and the Four Modernales, male quartet, were guests on the program.

Cherniavsky also has a Tuesday night series, "Mr. Cherniavsky, Music Please," over WLW.

★ **F. C. C.** ★  
**ACTIVITIES**

**APPLICATION DENIED**

Dr. Wm. States Jacobs Broadcasting Co., Houston, CP for new station. 1220 kc., 1 KW., unlimited.  
Valley Broadcasting Co., Youngstown, CP for new station. 1350 kc., 1 KW., unlimited.  
Earle Yates, Las Cruces, N. M., CP for new station. 930 kc., 500 watts, daytime.  
KDON, Del Monte, Cal. CP to change frequency and increase power to 1400 kc., 250 watts, 1 KW., LS.  
WRBC, Inc., Cleveland, CP for new station. 880 kc., 1 KW., unlimited.

**CALL LETTERS ASSIGNED**

KLZ Broadcasting Co. New Mobile unit. KAAO.  
Queen City Broadcasting Co., Inc. New mobile unit. KQCB.

**HEARINGS SCHEDULED**

Mar. 14: Mountain Top Trans Radio Corp., Denver, CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.  
Mar. 15: WNEW, New York, Mod. of license to increase power to 1 KW., 5 KW. LS., 1250 kc., shares.  
WAIR, Winston-Salem, N. C. Mod. of license. 1250 kc., 250 watts, unlimited.  
WGNV, Newburgh, N. Y. CP to increase power and change hours of operation and frequency to 1220 kc., 250 watts, daytime.

WFOY, St. Augustine, Fla. CP to change frequency and increase power to 590 kc., 250 watts, unlimited.

**APPLICATIONS RECEIVED**

WXBS, Chicago, CP to increase power to 100 watts and move transmitter.  
WOKAP, Chicago, CP to increase power to 100 watts and move transmitter.  
Capitol Broadcasting Co., Inc., Topeka, Kan. CP for new station. 1120 kc., 1 KW., unlimited.  
South Nebraska Broadcasting Co., Inc., Hastings, Neb. CP for new station. 920 kc., 1 KW., 5 KW. LS., unlimited.  
KELA, Centralia-Chehalis, Wash. Mod. of license to increase power to 1 KW.  
KRLD, Dallas, CP to install new transmitter and change hours of operation and increase power to 50 KW., unlimited.

**APPLICATIONS RETURNED**

W. B. Greenwald, Topeka, CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.  
Minnesota Economic Foundation, Minneapolis, CP for new educational station. 500 watts, daytime.

**WEAF Awarded Plaque**

WEAF yesterday was awarded the Second Annual General Electric silver plaque for the best station performance record during 1937 by NBC managed and owned stations. WEAF was off the air only three minutes and 29 seconds out of the 6,380 hours it was in service.

Chester Lang, publicity director of GE, made the presentation to engineer Gerald Gray at Bellmore, L. I., WEAF's transmitter location.

Before the presentation, Lenox R. Lohr gave a luncheon which was attended by O. B. Hanson, George McElrath, Raymond Guy, Clay Morgan, George Milne and Lee Waller. WGY, Schenectady, was the recipient of the 1936 award.

**WANTED**

Combination

Commercial Manager—

Time Salesman

WRITE WOP, BRISTOL, TENN.

GIVING COMPLETE DETAILS.



W. H. VOELLER, who has been active in radio locally for the past year or two, has joined the Aero-gram Corporation set-up as an associate producer.

Jimmy Vandiveer's "Meet Some People" on KFI has been switched from Friday nights to a Thursday night groove at 10:15.

Gary Breckner will announce the remaining programs of the Phil Baker series from Hollywood. Announcer was called for emergency flood duty by CBS while auditioning with a group of other announcers for the Baker show... so the producers must have liked his reporting of the unusual rainfall.

Beginning March 30, a rebroadcast of the Ben Bernie show with Lew Lehr and Jane Pickens, will be available to Pacific Coast listeners at 8:30-9 p.m. on CBS.

"Toast of the Town," formerly a CBS show in San Francisco, goes Don Lee with its move to Hollywood, and is heard on KHJ and KFRC, San Francisco, at 9:15-9:45 Friday nights.

Hal Styles' KHJ-Don Lee "Help Thy Neighbor" program has been renewed for another 28 weeks by Hass-Baruch Co. for their Iris Coffee, and will continue at the same time, Sundays at 4 p.m.

Fanchon Royer Inc., producing pictures at the Grand National studio, is using Associated Cinema sound trucks on the picture now shooting which features Mrs. Harry Houdini, widow of the late magician.

The KFI "Ho-Hum" program conducted by John Boylan has been switched from 9:45 to 10:45 on Friday nights, and the KECA "Bridge Club" from 1:45 to 3:00 p.m.

Earnshaw Radio Productions has sold 324 episodes of "Chandu" and 130 of their equally long lived "Count of Monte Cristo" to All-Canada Radio Facilities, Calgary.

Bill Harty and Frank Kelton, who recently organized an agency under the firm name of Harty-Kelton Agency, have dissolved the partnership, with Harty continuing the business on his own.

Kelly Anthony, KFI-KECA program manager who has been absent from his post for two months past on account of illness, is back at his desk again.

KFWB's "Pictures You Missed" has been switched from the former Monday night spot to Tuesdays and Thursdays at 7:15-7:30 p.m., going twice-weekly with the change.

Floyd Caton, NBC sound effects man, is receiving congrats on the birth of a daughter.

Carl Moritz, formerly INS correspondent, has joined the KNX press department, succeeding Charles Benson who has resigned. Moritz will serve as assistant to Hal Rorke, press head.

## ★ Programs That Have Made History ★

WDEL's "Old Song Contest"

OVER 12 years ago, when WDEL in Wilmington, Del., was in its infancy, the listeners were introduced to a new and then novel radio program, "The Old Song Contest". Willard Wilson, station owner at the time, decided that a contest type program might build up a good listening audience, provided that a suitable prize or prizes could be given to winners. At the time a local home furnishing store seemed to be interested in radio and thought such a program might help them. Station executives and store management went over idea and "Old Song Contest" came into being. The sponsor gave to winners many useful articles, such as electric irons, radio tubes, lamps, kitchen utensils and other items that would attract a family audience. Since then many sponsors have shared in the period with excellent results. Currently, prizes consist of single passes to a local theater to 25 winners.

Perhaps a word of explanation may help in showing the commercial value of such a program. "Old Song Contest" took the air with a piano player and an announcer. The pianist played ten old songs that were popular in the late '90's and up to 1920. It was then up to the listeners to guess the names of the songs in the order played and submit the correct title, worded correctly, to the Old Song

Editor. On the following Sunday broadcast, 25 lucky winners were announced and told to call at the studio for their ticket, or whatever the prize happened to be. Of course it can be readily seen that more than 25 correct lists were received each week, so rules were put into effect in order that different persons won each week.

At first, the program mail was small, then the songs played were made easier, by the announcer giving hints about the title, composer and telling the date the song was popular. This seemed to help the audience and before long the weekly mail was averaging from 300 to 400 letters a week. In all the time the program has been on the air the mail has not decreased. In the twelve years of airing the feature, the station mail for period has run near 190,000 letters. The postmarks show that listeners are scattered throughout Delaware, lower New Jersey and nearby Pennsylvania points.

Recently the piano idea was elaborated and violin and cello added making a delightful combination that immediately met with audience approval. With the completion of a new auditorium on the first floor of the Odd Fellows Building, station officials are planning to play host to 250 visitors for a visible broadcast of program.

## Chevrolet Disk Series Renewed Through May

(Continued from Page 1)

Songsmiths Quartet, guest stars and Graham McNamee as announcer, Campbell-Ewald Co., Detroit, is the agency.

## Announcers in Shifts

Three New York stations underwent changes in announcing personnel over the weekend. WMCA lost two men, with Ted Webbe resigning to join WINS and Bruce Wendell going to WNEW. Don Larkin has resigned from WNEW to free lance. Bob Carter, who had resigned as chief announcer of WMCA, will remain at the station indefinitely to fill some commercial commitments and handle special events. Station as yet has not selected men to fill Webbe and Wendell spots.

## Clay Morgan Re-Titled

Official title of Clay Morgan of NBC has been changed to read Director of Public Relations. Originally it was Director of Promotion, but it was decided that it conflicted with the advertising and sales promotion end of the shop.

## Continue "Ave Maria" Disks

"Ave Maria Hour" ETs will be continued for another 39 weeks, with Brinckerhoff Recording Studios doing the waxing.

## Arkansas Special Session Aired on State Network

(Continued from Page 1)

cluded KARK, Little Rock, originating the broadcast; KTNS, Hot Springs; KFPW, Fort Smith; KELD, El Dorado, and KCMC, Texarkana. Gov. Carl E. Bailey, Arkansas' radio-minded governor, called the special session to revise the state's highway debt plan and devise rural relief measures. C. K. Beaver, commercial manager of KARK, made arrangements for the network. Hour-long program was broadcast.

## Snyder in Radio Post At J. Stirling Getchell

(Continued from Page 1)

leaves the agency tomorrow to start his own program building service.

Snyder was formerly assistant account executive on the Socony-Vacuum account which is handled by the agency. Allen has been with Getchell for the past two years. He was at one time connected with J. Walter Thompson.

## Lambert Switches

Lambert Pharmacal has postponed the starting date of its Mutual "True Detective Mysteries" until April 5 and selected a new time, 10-10:15 p.m. Program, however, will be aired by WLW on March 29 at the above time. Lambert & Feasley is the agency.



Alice Blue, WGN pianist, has returned from a vacation in California.

Attilio Baggio, WGN-Mutual tenor, will sing three concerts next month at St. Joseph, Mo.; Jefferson City, Mo., and Fort Huron, Mich.

WAAF's "Remember with Joy" show marked first anniversary Sunday. Studio audience invited to bring along candid cameras and take shots of show in action. Features Russ Perkins, Barry Becker and Estelle Barnes.

Joy Fairman, WAAF soprano, returned from an eastern vacation and is back at work.

Bill Thompson, Nick De Populos of Fibber McGee, is taking bagpipe lessons from Robert Sim, a world war buddy of King George's present pipe major.

Les Tremayne, star of First Nighter, is outfitting a new bachelor apartment.

Judith Lowry, character actress, went to New York to join Joan Blaine in cast of "Valiant Lady" for General Mills.

Malcolm Meachem, who plays heavies in "Margot of Castlewood" and "Ma Perkins," is playing also on WGN "Curtain Time" shows on Friday nights.

Blair Walliser, WGN production director, is vacationing at Biloxi, Miss.

Little Jackie Heller, NBC tenor, off the air while singing for week at Fox Theater, St. Louis. Charles Sears and Johnnie Johnston are filling his spots here.

Phil Fortman has left NBC press department because of ill health.

## NBC Television Tests

NBC will resume television broadcast schedules from its Empire State Building studios late next month following four to five weeks of tests it was learned last Saturday. Studios were closed last Nov. 23 to allow for equipment improvements and readjustments. Tests will be started immediately.

## Signal Overalls on WCFL

Chicago — John Rissman & Son, makers of Signal Overalls, is sponsoring the Hired Hands in a three-a-week 8:30 p.m. hillbilly and swing music show on WCFL. Lucille Overstake, the Singing Hired Girl, does the contralto end.

## Lawrence Rejoins WOR

Jerry Lawrence has rejoined the WOR announcing staff. He resigned from the station a short time ago to join CBS.

## Glass Container Winding Up

"There Was a Woman," sponsored by the Glass Container Assn., will sign off the air April 10. Program is on the NBC-Blue, Sundays, 1:30-2 p.m.

**PROGRAM REVIEWS**

**"ROYAL CROWN REVUE"**  
Nehi Inc.

WJZ—NBC-Blue Network, Fridays,  
9-9:30 p.m.

James A. Greene Co., Atlanta

**GENERALLY PLEASING REVUE, FAMILIAR IN PATTERN, BUT WITH NICE BALANCE OF INGREDIENTS.**

Although it sticks to the routine formula of music and comedy revues, the new "Royal Crown Revue" sponsored by Nehi in behalf of Royal Crown Cola is a satisfying show of its kind. With George Olsen's orchestra supplying the music, Tim Ryan and Irene Noble doing the comedy patter, Teddy Bergman coming in for some unctuous remarks as the droll "Uncle Happy," the Golden Gate Quartet contributing harmonious vocal swing, and Graham McNamee doing the announcements, the show is amply fortified in the talent end.

Olsen's "music of tomorrow" is a highly pleasing brand, smooth and tuneful, so this end of the program was in fine form on the opening broadcast. Tim and Irene, though quite effective, were just a little below par in comedy tempo. Since this was merely a matter of pace and material, it's easy to rectify. The Golden Gate Quartet was particularly enjoyable in its swing versions, and there was a nice bit of "Sweet As A Song" vocalizing by Eddie Howard. Fredda Gibson also came in for a piece of nice vocalizing. All in all, the show didn't make such a bad start.

Script material for the show is by Bud Pearson and Les White, with Lester O'Keefe as production manager.

A \$50,000 contest, involving distribution of \$2,000 weekly in prizes for 25 weeks, is tied in with the program.

**"Al Barrie Mellydrammers"**

With his Gas Lampe Theater Theatians, Al Barrie started a new series of his "Mellydrammers" last Thursday night over WNEW at 8-8:15 p.m. The offering on this occasion was "Where There's a Will There's a Willain," or "Death on the Trestle—Almost." Presentation, like the title, was in a burlesque vein, producing quite a few chuckles as the action unfolded. Barrie also inserted a vocal number, "Sweet as a Song," into the proceedings.

As a contrast to the straight dramatic serials that overrun the airwaves, this program, in its modest way, is a rather refreshing relief.

**Jewel Cowboys**

A cowboy program of unusual liveliness, tunefulness and general enjoyment is fed to CBS on Saturday mornings at 10:30-11 a.m. by WREC, Memphis. In a ranch-house atmosphere, melodies of southwest and Mexican flavor are played and sung

☆ **PROMOTION** ☆

**"Lone Ranger" Campaign**

"The Lone Ranger," now being carried on WCKY, Cincinnati, by Schulze Baking Co. in behalf of Butter-Nut Bread and Dolly Madison Cakes, carries with it probably the most intensive promotion campaign in the history of Cincinnati radio advertising.

All Schulze driver-salesmen are wearing 10-gallon cowboy hats, red bandanas and large badges publicizing the program, on their daily rounds. The men have also placed wall and window signs in 3,500 bread outlets in Greater Cincinnati, in addition to 7,000 pennants calling attention to the "Lone Ranger" broadcasts.

For two weeks, every loaf of Butter-Nut Bread sold in Cincinnati and vicinity was banded with a special red label, giving the time of the program on WCKY. Bread wrappers also have the program information and these will be used indefinitely.

The entire campaign, with explanations of premiums to be given later, was outlined at a meeting of the

driver-salesmen at the Sinton Hotel prior to the first broadcast.

**Sea Food Campaign**

To promote its popular Housewives' Protective League, conducted by Fletcher Wiley over KNX, Los Angeles, Superior Sea Food Co. placed on each of its new delivery trucks a large painted sign calling attention to the show, aired daily, Monday through Friday. Broad-sides and "teaser" announcements to the retail trade were also used. Hillman-Shane Advertising Agency has the account.

**Victor Record Society**

The Victor Record Society, formed by RCA Victor Co., will be promoted starting next month, in co-operative newspaper advertising with wholesalers and in magazines and radio. To join the society customer pays \$6 for membership and buys \$9 worth of Victor records. He receives at once a record-player instrument for his radio set, and is given a free subscription to the monthly Society Review.

**30-Day Campaign Sells Left-Over Radio Stock**

Memphis—With the Christmas season over, a local radio distributor found himself with an \$80,000 stock of radio receiving sets on hand. How to move them presented a major problem. WHBQ presented a merchandising plan that was accepted and then followed a 30-day campaign, wherein "The Stumpus Boys" were presented in seven half-hour programs weekly. Four additional telephone trunk lines were installed, and listeners were invited to telephone in any request they might desire, and theater passes would be awarded those who could request a number that the boys couldn't perform on the program. All persons responding to the program were mailed a merchandise voucher redeemable on the purchase of a new radio receiving set. Net result, 750 radios sold, the sponsor is happy, and three accounts bidding for the same program, with the original sponsor continuing to present other programs over WHBQ on behalf of other products. The entire campaign set-up was arranged by Manager Bob Alburty.

**Heidt Presents Newcomers**

Two potential stars will be presented by Horace Heidt on his Stewart-Warner program over NBC-Blue tomorrow night. The two winners in Heidt's "Can You Pick a Star?" series are Preston Lambert, singer, and Eddie Sampson, harmonica soloist.

in a most pleasing manner, with just a right amount of interpolated chatter. Personnel of the show includes much diversified talent, both vocal and instrumental.

**Bunker Made Prod. Mgr. For NBC in Hollywood**

West Coast Bureau, RADIO DAILY  
Los Angeles—Walter Bunker, Jr., has been appointed production manager for NBC in Hollywood, functioning directly under John W. Swallow, program director for the Western Division, according to announcement by Don E. Gilman, vice-president. Bunker has been in radio since 1925, and joined NBC in 1936 as announcer-producer.

Marvin Young has been appointed assistant program manager for NBC's west coast division, serving as assistant to John Swallow, program manager. Young has been with NBC since 1932, coming over from KFI. He also lectures on advanced radio writing and producing at the University of California extension course and has a commission of Captain in the Army reserves.

**New Firm Chartered**

Albany—Civic Broadcasting Corp. of Syracuse has been chartered to engage in a radio broadcasting business. Capital stock is \$25,000. Directors are Thomas S. and Elizabeth C. Marshall, of 121 Wendell Terrace, Syracuse, and George E. Hughes, Wykagil Apartments, New Rochelle. Papers were filed by Costello, Cooney & Fearon, Syracuse.

**William Dunn Joins CBS**

William Dunn will join the CBS press department tomorrow. Dunn has been doing radio work for Robert Ripley and at one time was with the American Airlines publicity department.

Epes Sargent Jr. has also joined CBS Chicago press. He takes the place of George Livingston, who resigned to head the Earle Ferris Chicago office.



**Radio Annual is over four pounds of book . . . and how. Executives tell us it is by far the finest reference work in the industry.**



## SAN FRANCISCO

Don E. Gilman, NBC vice-president in charge of the western division, spoke before the S. F. Commercial Club last week on "Behind the Scenes of Radio Broadcasting". Talk was aired over KGO. Gilman, who now has his headquarters in Hollywood, came up for a week and conferred with Lloyd E. Yoder, manager of the NBC offices here.

Jack Meakin's Saturday half-hour, "Music by Meakin", has changed time and network to NBC-Red at 7 p.m. PST. Lois Clark, formerly with Paul Pendarvis and his orchestra, was guest singer on last Saturday's broadcast.

Johnny O'Brien and His Harmonica High Hats will broadcast from the NBC studios instead of from the Sir Francis Drake Hotel.

## KIDO, Boise, Ida.

New arrival at KIDO is Clete Schwitters, former emcee for Fox Theaters in The Boise Valley district. He joins the staff as time salesman; has had several years previous radio experience.

Station now issues a weekly program schedule for agency distribution. The advance listing carries a promotional front page written by Roy Civille, publicity manager. The Frontpiece is patterned after same fellow's weekly newspaper column, which is tagged Thru the KIDDO Keyhole, by Ben Peekin. Compliments on the schedule's make-up are arriving with each day's mail.

John McMahon of "Mac's Breakfast Club" went off the deep end. Two weeks after he took the fatal step, fellow workers finally learned of the marriage ceremony. The Mrs. is the former Ella Croce.

## WHAT, Philadelphia

C. Warwick Ogelsby, ace sports commentator, is now heard at 5:45 p.m. Monday, Tuesday, Thursday and Friday.

Joseph McCauley, junior member of the announcing staff, is now doing publicity.

Milton Laughlin, program director, has scheduled the third season of the Independence Players on Tuesday evenings at 10:30. The first show, "Dead Men Do Tell Tales," written by Ray Turner, was a decided success. Sam Serota, director of the players, will write the next mystery yarn.

## ONE MINUTE INTERVIEW

LOU HOLTZ

"The trouble with radio is that people are always sniping at you. Let an orchestra leader, or comedian, go off the air for more than 13 weeks, and as soon as he gets a new sponsor he is making a 'comeback'. Most of radio's 'comebacks' have been credited to artists who have never been away, but as long as people in radio love to gossip, we'll be hearing about so and so is 'making a comeback'."

## ★ Coast-to-Coast ★

HARRY GLICK, whose morning exercises over WHN, keeps the listeners in physical condition, celebrates ten years of radio work this month. In the entire decade, Harry has missed only two weeks each year, and then he was vacationing.

The radio team of Jimmy Audubon, tenor, and Pat Kilpatrick, composer-pianist, begin an engagement at Nick Toce's Village Brewery, New York, on Thursday.

An unusual college competition, a "battle of song" known as the "Freshman Glee," was broadcast from Willamette University, Salem, Ore., to the CBS Pacific network through facilities of KOIN, Portland. For the third successive year, Art Klrkham was announcer. A Willamette tradition of many years, each class sings an original composition by one of its members. A board of judges decides the winner. The male members of the losing class, according to tradition must be ducked in a mill race. Victims this year were the freshmen.

WBAP's series of remote programs from the Texas State Prison at Huntsville, Tex., scheduled to begin last week, was postponed until tomorrow as Governor James V. Alford was in West Texas and unable to get back to Huntsville to open the series. Alford is to be principal speaker on opening broadcast from the penitentiary.

KFEL obtained broadcasting rights to Colorado State High School basketball tourney, March 10-12, and also is airing daily from the National A.A.U. tourney all this week, with semi-finals and finals to Mutual.

Dr. Joseph Jastrow, noted psychologist, will present a series of talks in a popular vein on the problems of social adjustment to be heard weekly over the NBC-Blue Network at 7:15-7:30 p.m., starting March 21. The series is titled "The Devil Takes the Hindmost."

The New York Women's Symphony Orchestra, under the direction of Antonia Brico, which gives its third concert of the season at Carnegie Hall on March 15th, is being considered by a major sponsor for a program on the air for the coming season. Miss Brico and the Symphony Orchestra are under the exclusive radio management of Dorothy Worthington.

Danny Sullivan of Newark, N. J., WOR vocalist, is recuperating after undergoing a minor throat operation about a week ago. He plans to return to the Mutual mike in another week or two.

Sponsors clamored to participate in the special remote broadcast by

WMBD, Peoria, Ill., of the Bradley Polytechnic-Temple University national collegiate basketball championship preliminary at Madison Square Garden, New York City, March 9. Central Illinois has been basketball-rabid this season despite the fact that Bradley's string of 14 consecutive victories was broken by Northwestern University—also broadcast remote by WMBD. The New York game was covered by Jack Brickhouse, WMBD sportscaster and Bob Connors, engineer. They departed by plane immediately after the game to handle the Illinois State High School basketball championship tourney from Champaign, Ill.

Lady Kitty Barling, whose "Women in the News" has been featured on WHN twice weekly will now be heard three times a week on a new time schedule, Monday, Wednesday and Friday at 12 noon.

Dick Wright, WHN salesman, is the papa of an eight-pound boy.

The radio editors have organized a team to compete on Dr. Harry Hagen's "True or False" program on March 21 at 10-10:30 p.m. over WOR-Mutual. J. E. "Dinty" Doyle of the New York Journal-American will be captain. His teammates will be: Aaron Stein of the New York Post, Jo Ranson of the Brooklyn Daily Eagle, George Opp of the Philadelphia Ledger, Ken Purdy of Radio Guide, and Jack Sher, New York correspondent of the Detroit Free Press Screen and Radio Weekly Syndicate. The scribes will match wits with a sextette of woman railroad executives of the Baltimore & Ohio Railroad.

Gene Marvey, tenor, will inaugurate his first New York program since returning from Hollywood when he joins Don Albert and his orchestra over WHN on the "To the Ladies" broadcast today. He will be on the air Monday through Friday, 2:30-3:00 p.m.

Pinky Hunter, one of radio's original crooners and veteran of the broadcasting business, has been named assistant to Jack Graney, former Cleveland Indian, in play by play descriptions of the Cleveland Indian's home games via WCLE, under the sponsorship of General Mills and Socony Vacuum.

## WGN Sports Review for Goodrich

Chicago—Goodrich Tires will sponsor WGN Sports Review with Bob Elson starting March 21 on three-a-week basis. Another advertiser is about set to take over other three nights. Show starts as sustainer today with Jim Fleming handling it until Bob Elson returns from California.

## SAN ANTONIO

Jimmie McClain, WOAI announcer, leaves that post March 19 to join KABC as production manager.

Mrs. Frank Stewart, whose hobby is speller on KMAC, is producing the children's plays known as "Neighborhood Theater" on that station.

Peter Molyneux, well-known southwest commentator and publisher of Texas Weekly, has returned to the air via Texas Quality Network every Friday evening. WOAI is the network station here.

## WBT, Charlotte

Program Director Charles Crutchfield, back from his New York trip, had quite a story to tell about being caught in the Hotel New Yorker fire. WBT almost lost a program director.

Russell McIntyre, the handsome young Duke Power Co. baritone, sings like Crosby and looks like Tyrone Power—and has the ladies fighting their way into the studio. Jane Bartlett accompanies McIntyre at the organ. Reginald Allen is the announcer.

Grady Cole, nearly recovered from his dual operation, is expected back at the studios in a few days.

The turbaned dignitaries of North American Shrinedom will parade before WBT microphones the night of March 24. The showmanship station will carry a two hour and a half broadcast, 11:30 p.m. to 2 a.m., during festivities of the North American Shrine Convention, which will be held in Charlotte the latter part of the month.

An unusual stunt broadcast will be heard when the Ides of March come tomorrow. A fatal day to Caesar, whose demise made the Ides famous, the 15th furnished material for the WBT program department to write a corking script show. The cast will include most of the station's announcers and a well-known young woman, who for the duration of a quarter-hour will fake nuttiness and barge into a WBT studio with the warning: "Beware, the Ides of March." Music for the occasion will be appropriate Roman airs.

## KOIN-KALE, Portland, Ore.

John Schneller, control room supervisor and for nine years a member of the local staff, has resigned to join the technical staff of KNX, Hollywood, April 1.



Of the total usable radio wave spectrum the broadcast band (550 to 1650 kilocycles) occupies only three-tenths of one per cent (0.03%) of the radio spectrum.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 51

NEW YORK, N. Y., TUESDAY, MARCH 15, 1938

FIVE CENTS

## Petrillo Talks To NAPA

### WBZA MAKES PROPOSAL TO FCC ON WBZ SPLIT

Springfield, Mass.—A new proposal has been made to the FCC by WBZA, Springfield, Mass., whereby the broadcasting station claims it can operate independently of WBZ in Boston without interfering with reception from CFB, Fredericton, N. B., Canada. An examiner recently recommended denial of the WBZA application to operate independent of Boston on a 550 kilocycle frequency because the Canadian station would

(Continued on Page 8)

### Goodman vs. Fitzpatrick On CBS Network Mar. 19

Benny Goodman has accepted Leo Fitzpatrick's, WJR vice-president, challenge on swing music versus the "old fashioned" tunes. Program will be aired over CBS on Saturday, March 19, 11:30 p.m. to 12 midnight. Goodman will air his portion of the broadcast from the Hotel Pennsylvania with Fitzpatrick's team of WJR musicians airing from the Detroit studios. Fitzpatrick is now en route to New York to set the numbers he wishes to have played by his team. Listeners will decide who is the victor.

### Chevy Again Sponsors A.A.U. Tourney on KLZ

Denver — For fourth consecutive year the Rocky Mountain Chevrolet dealers will sponsor broadcasts of the A.A.U. Basketball Tournament. KLZ is carrying periods throughout this week with complete play by play of Saturday night finals. Broadcasts are being handled by Jack Fitzpatrick, Charles Inglis, Dick Barton.

#### It's An Idea

Chicago—The double feature at the movies row, going on between distributors and exhibitors and parent-teacher and other civic groups has now reached the air hereabouts. Dr. H. K. Scatliff, representing Illinois medical society, went on WJJD discussing "health effects of sitting through long movie sessions."

### REQUEST PA. STATIONS REFUSE ALL LIQUOR ADS

Philadelphia — The Pennsylvania Liquor Control Board, administrative agent of the State liquor monopoly and who has supervisory and licensing power in the state in all matters regarding alcoholic beverages, is asking all stations to cooperate with them and not accept liquor advertising.

A letter has been sent to stations throughout the state which at present are accepting liquor advertising asking their cooperation at the end of

(Continued on Page 8)

### Whiteman Ciggie Show Getting New Producer

The Paul Whiteman program, for Chesterfield cigarettes, will undergo a change in producer, writers and comedians effective with its renewal March 25. Phil Cohan replaces Marty Gosch who will take over production on the Lou Holtz program. Oliver Wakefield fades and there is a possibility that Col. Stoopnagle will replace. Newell-Emmett is the agency. Program is heard Fridays, 8:30-9 p.m. over CBS network.

### Food and Food Beverages Was Bulk of WBS Mar. Biz

Bulk of WBS's recording revenue last month was culled from the food and food beverage field, according to Norton Cotterill, WBS vice-president in charge of sales. A total of 5,540 quarter-hours were transcribed by the firm for the food manufac-

(Continued on Page 8)

## NETS Bring 17 Trans-Atlantic Programs to Cover Hitler Coup

### Philip Morris Starting Its Third Network Show

The third Philip Morris network show, "What's My Name," will start on three Mutual stations, (WOR, WGN, WLW), March 25, 8-8:30 p.m. Program will be a 13 weeks test series originating from WOR. Sponsor also has shows on the NBC-Red and CBS. The Biow Co. has the account.

### Considers Offer to Head Disk License Organization But Plans Maintaining His AFM Affiliations

### RURAL SURVEY CLOSED SAYS JOINT COMMITTEE

The rural radio study compiled by the Joint Committee on Radio Research has been completed and will be out within the next 15 to 30 days, it was learned yesterday. Committee is also working on a revised estimate of the number of radio sets by counties which will also be out soon.

Financially committee is set until June, when it is expected the NAB

(Continued on Page 2)

### Gilchrest Resigns Post On Chicago Daily News

Chicago—Charles J. Gilchrest, radio editor of the Chicago Daily News for the past eight years, resigned yesterday to devote himself to free-lance radio writing. He has done dramatic scripts for Skelly Court of Missing Heirs and other programs. Gilchrest, who was assistant to Bill Hedges when the latter edited a radio news page for the Daily News, is not being replaced, for the present at least. Joe Gorg is taking over the handling of program listings.

### 'Household' on 28 Stations

Household Finance which starts on CBS, April 6, 10:30-11 p.m., will be aired over 28 stations. Program, featuring Edgar Guest, is now on NBC. BBD&O is the agency.

Addressing a small group of officers and members of the National Association of Performing Artists, James C. Petrillo, head of the Chicago AFM local and members of the AFM Executive Board, promised full cooperation of his own parent organization as well as that of the AFL in helping NAPA to establish "property rights" and collect fees from radio stations for playing phonograph records.

(Continued on Page 4)

### WANTS WEBS INCLUDED IN N. Y. EMPLOYMENT BILL

Albany—Senate Finance Committee held a public hearing yesterday to consider among other bills, the one in the Assembly to regulate employment agencies. License Commissioner Paul Moss of New York opposed provisions of the Osterag bill which exempts networks and theater chains from employment restrictions set up in the measure. Moss did not see why the major webs should not be included. Bill is scheduled for passage in the Assembly late this week.

### Deny Any Discrimination Against Newspaper CP's

Washington—Despite rumors that the FCC has recently been "cracking down" on applications of newspapers for radio licenses, T. J. Slowie of the FCC today declared that such ap-

(Continued on Page 8)

### Pick Up the Marbles

Los Angeles—Hal Styles, KHI's "Help Thy Neighbor" maestro, squawks on Frank Silva's 250-words-per-minute air speed story. In '28 the American Radio Society gave Hal a medal for reading 2,250 words in five minutes. Later, in '36, he miked 512 words per on John Hix' "Strange as It Seems".

(Continued on Page 4)



Vol. 3, No. 51 Tues., Mar. 15, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, Mar. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130 1/2	130	130 1/2	+ 1/2
CBS A	16 1/2	16 1/4	16 1/2	+ 1/4
Crosley Radio	7 1/2	7 1/4	7 1/2	+ 1/4
Gen. Electric	38 1/2	38 1/4	38 1/2	+ 1/4
RCA Common	6 1/2	6 1/4	6 1/2	+ 1/4
RCA First Pfd	48 1/2	46 3/4	47 1/2	- 1/2
Stewart Warner	8 1/2	8 1/4	8 1/2	+ 1/4
Westinghouse	92 1/2	90 3/4	90 3/4	+ 1/2

NEW YORK CURB EXCHANGE

Majestic	1	1	
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4 3/4	5 1/4

WBAP Hot for Rodeos

Fort Worth, Texas.—Between March 11-20, Station WBAP will carry 17 remote broadcasts from the Rodeo being held in connection with the Southwestern Exposition and Fat Stock Show in Fort Worth on those dates. The "Hired Hand" of WBAP, otherwise known as Harold Hough, general manager of WBAP, will alternate with staff announcers in giving word picture of this championship rodeo. The annual rodeo and the New Year's Holiness broadcasts, are now the only two events certain to bring out the "Hired Hand" as an announcer.

CBS Signs Pat Ballard

Pat Ballard, radio script and songwriter, yesterday signed a management contract with Columbia Artists, Inc. Ballard is currently engaged in writing special song material for the Ben Bernie show and is also writing material for Horace Heidt's Alcmite program, under an arrangement with Music Corporation of America.

WROK IS THE

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

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 13, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Please Be Kind (Harms Inc.)		27
You're An Education (Remick Music Corp.)		25
Goodnight Angel (Irving Berlin Inc.)		24
Thanks For The Memory (Paramount Music Corp.)		24
Tipiti (Leo Feist Inc.)		23
I Double Dare You (Shapiro-Bernstein Inc.)		22
How Dja Like To Love Me (Famous Music Inc.)		20
I Can Dream Can't I? (Marlo Music Corp.)		20
More Than Ever (Miller Music Inc.)		20
Sweet As A Song (Robbins Music Corp.)		20
Whistle While You Work (Irving Berlin Inc.)		20
Heigh Ho (Irving Berlin Inc.)		18
In My Little Red Book (E. B. Marks Music Co.)		18
Let's Sail To Dreamland (Lorry Spier Inc.)		18
At A Perfume Counter (Donaldson, Douglas & Gamble)		16
Dipsy Doodle (Lincoln Music Corp.)		16
I See Your Face Before Me (Crawford Music Corp.)		16
Love Walked In (Chappell and Co.)		16
It's Wonderful (Robbins Music Corp.)		15

Ban on "Molly" Rescinded

Chicago.—Ban on Fibber McGee's "Good Night, Molly" as signoff for show has been rescinded and will be in evidence again from now until Molly who is Marlan Jordan, Jim's wife, recovers and is back on air. Fibber words, it was explained, do not violate letter of FCC rule which prohibits use of broadcasting channels for private communication between individuals. Molly, it was contended, is name of character in show, not Jim Jordan's wife.

WIS Promotes Shafto

Charlotte, N. C.—W. Frank Hipp, retiring president of WIS, Charlotte, last Friday night announced at a special dinner that G. Richard Shafto, general manager and vice-president, has been elected to the presidency. Shafto remains general manager while Hipp becomes vice-president and chairman of the board of directors.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

who will gladly place their radio experience and market knowledge at your disposal to assist you in your radio plans whether or not you contemplate entering any of the markets represented by

John Blair & Co.

CHICAGO NEW YORK DETROIT  
SAN FRANCISCO LOS ANGELES SEATTLE

OXOL Buys 14 Spots

J. L. Prescott, through BBD&O, has placed live spot announcements on 14 stations in the east and mid-west. Plugs, for Oxol, are being aired once a day, five times weekly. Stations are: WNAC, WCKY, WOR, WCAU, WHAM, WGBI, WBNS, WJAR, WGAR, WMAQ, WGY, KDKA, KWK and WRVA.

Rural Survey Closed

Says Joint Committee

(Continued from Page 1)  
will have been completely reorganized and work more closely with the committee. For the past year the ass'n has not concerned itself with any of the committee work. Conferences on "method studies" have been going on regularly. Another meeting is scheduled for latter in the week.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made... where retailer meets customer... that's why a retailer is judge and jury of advertising results... retailers in Michigan's eight major markets prefer, by actual experience, the....

MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative

# KEYED TO SALES

Italo-American Market

SIX profitable years on the air . . . Many continuous Advertisers . . . Positive Proof that the Programs pay large Dividends!

THOSE few words tell the story of Sponsors who appreciate that to reach our rich "Friendly Family" of 2,500,000 Italo-Americans there is only one way—the Italian way!

NO matter what you sell — our Program and Merchandising Departments can be of great help to you in so popularizing your Product that it becomes a permanent part of the "Friendly Family" that lives with us every day of the year!

BY such service are you "Keyed to Sales" to Italo-Americans, who spend over a Billion Dollars annually!

## WOV

NEW YORK • 1000 WATTS

## WPEN

PHILADELPHIA • 1000 WATTS

## WBIL

NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION

NEW YORK CITY

## NAPA SEEKS PETRILLO TO HEAD ORGANIZATION

(Continued from Page 1)

Petrillo has been offered the job of heading NAPA and came here to give the members his viewpoint on the matter. Approached on the subject, Petrillo at first turned it down and one of the officers of NAPA asked whether \$100,000 would tempt him. This was only a tentative figure and is said not to be a definite proposition as to money. Petrillo made it plain however that under no condition would he consider leaving the AFM either nationally or locally, but might consider taking on NAPA as a sideline. News of the offer was said to have been prematurely released through a misunderstanding and that Petrillo came here to further confer with the NAPA board. However, in the afternoon he talked to all present in the South Room of the Hotel Astor.

Paul Whiteman presided and introduced Maurice Speiser general counsel for NAPA who reviewed the organization's legal progress. Petrillo followed with a lengthy talk that grew hotter and hotter. Money he declared was no object if he could help and despite digressing occasionally he hammered home the fact that musicians nationally could do what he accomplished locally in Chicago.

He also took time out to mention the radio station situation as it faces the AFM since the IRNA agreement was made, and stated that the only way to bring in the small stations was through transcription and record curtailment or license.

Among those present were: Phil Spitalny, Dr. Walter Damrosch, Dr. Fritz Reiner, Isham Jones, Xavier Cugat, Benny Goodman, Emil Coleman, Don Voorhees, Gus Van, George Olsen and others.

One of the NAPA officials stated, unofficially, that transcription rights would be established further as well as phonograph records, while still another intimated that perhaps coin machines might come in for more attention than radio.

Petrillo leaves for Chicago tonight, but it is doubtful whether he will make a definite arrangement with NAPA by that time.

### NAPA Rate Card

Maurice J. Speiser, general counsel for NAPA, stated that the organization has now licensed five stations in Philadelphia and a total of seven in the state of Pennsylvania. Rates, under which all stations are eventually expected to be licensed, are to be determined by two existing conditions. A minimum sum of \$800 will be charged to permit the playing of

(Continued on Page 7)



• • • Music Corporation of America will shortly consummate a deal with WOR Artists Bureau similar to the one now in force between CBS and WOR....Sid Gary will wed Josephine Pearl in June and they'll honeymoon, spoon, etc., in S. A....Serval Electro-Lux, sponsors of "March of Time" on CBS last year, will resume footing the bills for this show next month on NBC....Nadine Connor has been signed to an exclusive appearance on Song Shop till May with options till fall—if the show runs thru the summer....Al Lewis and Hank Garson have hurriedly replaced Billy K. Wells as scripter for the Lou Holtz material....Abe Lyman is the only one definitely set to appear on the Jack Benny one-shot in N.Y. March 27. Kate Smith and Boake Carter aren't signed yet....Bill Bacher is building another show on the coast....Igor Gorin will return to the airwaves on finishing his concert tour....CBS listened to records of Richard Dix in a Zane Grey story...."Big Sister" auditioned announcers for the Fred Ugal spot on the Rinso show. Norman Brokenshire and David Ross are running in the money....Andre Baruch and Beatrice Wain have again changed their wedding date from the 29th of April to the 24th of that month.

• • • At Leon & Eddie's party to Alice Cornett, swingster of the Coca-Cola show the other nite, Del Sharbutt was there with the frau, as was Agent Ben Lipsit. George Griffin, Jack Eigan, Reed Kennedy, Col. Jack Major, Billy K. Wells, Walter Craig, Felix Coste, Coca-Cola account exec, George Evans, Matty Rosen and Al Shayne were amongst those present....At the Casa Manana Bill Robinson, 3 Stooges, Judith Allen, Cab Calloway, Orson Welles and Lionel Stander got up to do a turn....A jewelry account ran a test two spot 30-word announcement via WREC, Memphis, the other day offering to give listeners a "rabbit's foot key ring" free for the asking. The next afternoon Hollis Wooten, salesman at WREC got a call, asking if he could do anything about stopping the crowds. Seems they expected to give away several hundred of these key rings—and gave away 2,000!

• • • Jack Waldron will succeed Col. Jay C. Flippen on WHN. He was signed over the week-end to a two-year contract....CBS "Hit Parade" won't fold....Kate Smith show may be forced to continue during the hot period because the sponsor wants to....Abbott & Costello will be off that show Thurs. but return the week after. Jimmy Dorsey is on....Ed Fitzgerald has been signed by WOR for four years...."Dick Tracy" has been renewed until the fall....George Zachary, production man for Andre Kostelanez, was rushed away for an operation the other day....Milton Berle will appear on the last Jack Oakie show....Opening of the CBS Studios in Hollywood has again been postponed—this time it's slated to debut April 23....Louise Fitch, whose "Manhattan Mother" replaces J. MacDonald for Vicks, March 27th has been added to the cast of "Backstage Wife".

• • • Erma Dean, visiting actress from Hollywood, hadn't had much of a VACATION IN Kilgore, Texas. She was introduced to KOCA listeners over the Bob White program Sun.—interviewed about Hollywood and the people there by Virginia Lemont for the Hollywood newscast show Monday and starred with John D. Francis on Friday in a presentation of scenes from Maxwell Anderson's "Winterset"....The last rated a special mike set-up from the hotel, a studio audience and flowers for the lady....When 5 ambulances were called out at once in Joplin, Mo., the other day, WMBH covered the story quickly and just as quickly allayed fears that a major catastrophe had happened. The first ambulance was called to a wrong address—the second from the same undertaker was dispatched to the correct address but was overturned in a collision with a careless driver which prompted excited on-lookers to call three others.

## EUROPEAN SITUATION RUSHES ALL NETWORKS

(Continued from Page 1)

duced the Dictator as an "orator," but quickly recognized the voice and cut-in to tell listeners it was the Fuehrer. NBC up to last night had aired the most broadcasts, nine; CBS had seven; Mutual had one, besides the WOR recordings of the Rome, Berlin and Prague news reports as picked up by Press Wireless.

All three networks, CBS, Mutual and NBC, expected to pick up a description of Hitler's welcoming speech direct from Vienna. Time for broadcast was not certain last night but it was expected sometime during the morning. NBC and CBS opened up at 5 a.m., in order not to miss the event in case plans are changed.

The best broadcast from Austria was delivered yesterday by Edward Murrow, CBS European director of public affairs, who arrived in Vienna on Saturday from Warsaw. William Shirer, CBS European contact, on Friday flew to London from Vienna to deliver the first CBS broadcast when he was told no broadcasts would be allowed out of Austria. Max Jordan later made the broadcast which picked up Hitler. Fred Bate, NBC London representative, arranged the London and Paris NBC broadcasts.

All short wave broadcasts are being relayed via Berlin. Geneva, home of the League of Nations, will not relay any of the programs.

### THE BEST ELECTRICAL TRANSCRIPTION IS THE CHEAPEST!

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on 1/2 ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market. All assignments guaranteed from recording to delivery to station with all necessary A P of M, MPPA, FCC releases.

Remote Control—permanent lines.  
Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

\*

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### ANTONIA BRICO

and her

New York Women's Symphony Orchestra  
Now in its Fourth Annual Series of  
Concerts at Carnegie Hall, New York

Exclusive Management  
DOROTHY WORTHINGTON

501 Madison Ave., New York WI 2-2759



**PROGRAM REVIEWS**

**"Mother-in-Law"**

Daily dramatic serial debuted yesterday afternoon, 1:30-1:45 p.m. via WJZ-NBC, written by Elizabeth Todd. Show, sustaining, to be heard Monday through Friday has a small-town locale with plenty of barbershop gossip. First show, however, dealt with a hairdressing establishment where the characters were molded for future references. There's nothing unusual about the formula or the story. In fact, idea has been re-issued so many times in various doses that it seems to be a continuation of some other vague dramatization. However, since as an afternoon show, it is intended to serve the wants of the housewife, this serial will do that well, judging from the initial airing.

**Invitation to the Waltz**

Designed for the old fashioned listener who still likes the soothing music, Invitation to the Waltz bowed in at WOR last Saturday night with an all-star cast that included Helen Snow, soprano, Raoul Nadeau, baritone, chorus, and Alfred Wallenstein's orchestra. Program features the better known waltz favorites of yesterday and the present in a fast moving half-hour. Orchestra was well handled and presented some novel arrangements. Program is heard at 8-8:30 p.m.

**Rose Marie**

The former baby star, now grown up and billed as Rose Marie, made her new program debut last night as an NBC soloist with Norman Cloutier's orchestra over the Blue network at 7:30 p.m. Featuring the latest hit, "Two Bouquets," Rose Marie proved that she could draw a big listener response. Her voice now matured, the girl did a grand job in each of her four solos. She is scheduled to be heard twice weekly over the network at the same time.

**NEW BUSINESS**

KTSM, El Paso: El Paso Electric Co.; Fischbein Brothers, (tailors), "Miracles of Sport"; Guarantee Shoe Co., "The Forest Ranger"; Time Tested Laboratories, (retail paint stores), "Helpful Harry's Household Hints," through Meldrum and Fewsmith.

WFIL: Alexander Co., spots, through J. Faulkner Ardent Co.; Household Finance Co., spots, through BBD&O; Spaulo Importing Co., spots, through Adrian Bauer Co.; Nash-Kelvinator Co., spots, through Geyer, Cornell and Newell Co.

KYW: William R. Warner Co., music, through BBD&O; Auto Dealers & Mfg. Co. of U.S., spots, through Geyer, Cornell & Newell Co.

**REEVES**  
SOUND STUDIOS, Inc.  
Complete Transcription  
and Film Service  
1600 Broadway, N. Y. C. Circle 6-6686

**ORCHESTRAS - MUSIC**

By TED LLOYD

**TIN PAN ALLEY** has been in the throes of a rumor-siege the past week with everyone having the "inside track" on the Robbins-Bregman-MGM-Feist situation!... Parts of the stories told relate that Jack Bregman, recently divorced from the Robbins Empire to head Feist as MGM's music man, has been shelved and Jack Robbins returned to the favor of Louis B. Mayer. This is not true!... Robbins, still a stockholder in Feist, besides Robbins Music and Miller Music, has been called in by MGM to create a more friendly relationship between his interests and Feist which were torn asunder by Bregman's promotion... Bregman will continue in his present capacity and attend openings, etc., with Robbins as though there was never anything but love between the two. Robbins, Miller and Feist will again pool their advertising and other businesses to become the "Big Three" of the music industry!

Joe "Banjo-Eyes" Santly's election by the Professional Music Men's Ass'n, Friday nite (which was reported in Friday's RADIO DAILY) as business manager for the organization, is to run till May 1... This is arranged so that the group won't be without an active head prior to their Benefit Show in April. It is believed that the office, which pays \$10,000 annually, will be abolished in May. Mose Gumble was the first paid head of the song-pluggers and he resigned Friday to assume duties with Witmark Music yesterday.

Leaving Hotel Schroeder, Woody Herman's band moved to the Wisconsin Roof Ballroom, Milwaukee, alriving via WTMJ. Del Courtney's west coast ork followed Herman into the Schroeder... Rita Rio and her all girl orchestra have been set by CRA to play a week at the Michigan Theater in Detroit on March 25th, and on April 2nd, goes into the New Kenmore Hotel at Albany, N. Y., for an extended engagement with an NBC network wire... Fletcher Henderson and his orchestra are playing a series of midwest one nighters.

Jan Garber's musical debut on the Burns and Allen show has been set back to April 11, at which time Ray Noble is off to his native London.

On Apr. 4, Henderson plays a colored dance at Little Rock, Ark.; April 5th, Elk's Hall, Centralia, Ill.; April 10th, Coliseum Ballroom, Benld, Ill., and April 26th, at the annual policemen's ball at Hibbing, Minn.... Barney Rapp and his New Englanders are set to play three days at the Capitol Theater at Wheeling, West Virginia, April 7th to 9th, and then goes into the New Penn Club at Pittsburgh for an extended engagement starting April 15th.

Lou Breese and his orchestra have been held over for an additional four weeks at the Nicollet Hotel, Minneapolis, starting March 20... Zora Layman, song stylist who has just completed a series of "Snow White" records for Decca with Frank Luther, has signed a Consolidated Radio Artists management contract and will be submitted for radio by Paul Kapp, CRA radio director... The Biltmore Boys and their orchestra will open at the Hotel La Salle in Chicago on

April 16, instead of March 28. Orchestra is currently playing the Webster Hall Hotel in Detroit... Henry Busse, new CRA maestro, will begin a theater tour for CRA next month.

Orrin Tucker brings his orchestra to the Roosevelt Grill on March 23rd, following the conclusion of Guy Lombardo's contract with that hotel... Ken Sisson has added four violins to his "Canada 1938" orchestra making it the largest of its kind on any Canadian commercial... Victor Arden, whose orchestra is heard regularly on transcribed recordings over 365 stations, is currently recording several popular tunes for which he has received an unprecedented number of requests. They are "It's Wonderful," "Sweet As A Song," "I Love To Whistle" and "You're A Sweetheart." Arden's orchestra is heard regularly on the largest number of stations per week with the "Musical Moments" transcription.

Earl Hines and his orchestra plays the Shrine Auditorium at Oklahoma City, April 28... Harry Horlick and his orchestra has been set to make an album of waltz recordings for Decca. Horlick's assignment calls for modern American interpretation of the Johann Strauss waltz compositions.

Al Goodman, currently directing the music for the Warner Brothers radio programs, has composed an original score which will be published and which will appear in a forthcoming musical film... Emil Coleman has devised a special musical arrangement to accompany the dancing of Mario and Floria, who are currently appearing with Coleman's orchestra in the Iridium Room of the St. Regis.

**Fibber McGee Preview Series**

Chicago—Previews of the Fibber McGee show, which moves to 9:30 Tuesday, starting this week, will be given at NBC studios at 7:30 p.m. Monday evenings before a studio audience. Although continuance is dependent on reaction to first few sessions, it is thought likely that idea will be continued.

**WQXR**  
NEW YORK'S FASTEST GROWING STATION  
INTERSTATE BROADCASTING CO.  
730 Fifth Ave., New York

**GUEST-ING**

EDWIN LINSTROM on State of Pennsylvania program, Mar. 14. (CBS, 7:45 p.m.).

JAN PEERCE on "Your Hit Parade," Mar. 18, (CBS, 10 p.m.).

JUNE KNIGHT on "Hollywood Serenade" Thurs., March 17 at 10 p.m. EST via MBS.

FRANK SCULLY, writer, on "Meet the Author" program, March 16 (KMPC, 3:405 p.m.).

CARL ED, on "Cartoon Club of the Air," March 20 (WNEW, 6:45 p.m.).

NAT KARSON, scenic designer, on "Encores and Epitaphs," March 18 (WNEW, 4:30 p.m.).

JUDITH ANDERSON and FAY BAINTER, in "The Singing Strings" on Rudy Vallee program, March 17 (NBC-Red, 8:00 p.m.).

**Spitalny Wins Award From Women's Ass'n**

The Seventeenth Annual Women's National Exposition of Arts and Industries, through Mrs. Oliver Harriman, chairman, today will announce Phil Spitalny and his all-girl orchestra as winner of the third annual achievement award for most distinguished work of women in radio for the past year. Awards will be presented March 28 at the opening of the exposition.

Spitalny and his band will observe its fourth year as a unit tomorrow at a tea given by the Exposition today at which time the announcement of the winner will be made public.

**KLZ**  
is the favored guest in most of the homes of the Denver-Rocky Mountain Region  
Local merchants know... and that's why department, jewelry, furniture and men's and women's stores all spend more of their radio money with KLZ than with any other station.  
CBS NETWORK 560 Kc.  
Representative - The Katz Agency, Inc.



Wherever you find busy radio executives you will find Radio Annual for they realize the value of "knowing where to find it." . . . Radio Annual is complimentary to Radio Daily Subscribers.



## NEW PROGRAMS—IDEAS

### WROL Weekly Summaries

WROL in Knoxville is trying out a couple of new ideas, brand new ideas for Knoxville and probably new elsewhere. The first idea is that each week-day morning except Saturday at 9:00 this station presents a transcribed variety program known as the "Mixing Bowl" using Harry Moreland as m.c. Included in the chatter each day Moreland announces all contests and free offers on the station giving the time of the broadcast and how you may enter the contest or get the free offer. In this way these commercial and sustaining programs will get a "ready made" build up.

Second idea is the repetition of the five transcribed "Charlie Chan" episodes on Sunday night that were played during the previous week. No commercial is used but a credit is given to the regular sponsor for granting the permission. Thus listeners who have missed an episode or two during the week can hear these as well as the regular followers can review what has happened during the week.

### Radio Execs Flocked To Capital Press Feed

Radio executives by the dozens were present at the White House correspondents dinner last Saturday. Frank R. McNinch, Eugene O. Sykes and T. A. M. Craven of the FCC were also present. Radio people included Lenox R. Lohr, Mark Woods, Clay Morgan, Niles Trammell, James R. Angell, John F. Royal, A. A. Schechter, William Rainey, Kenneth Berkeley and Frank Russell of NBC; also Frank Mullen of RCA.

Luther Reid, Jess Willard and Harry Butcher represented CBS; Robert Berger, Democratic National Committee; Lew Lehr, Fox Movie-tone; Curt Peterson, radio director Marschalk & Pratt; Sam Fuson, vice-president, Arthur Kudner Inc.; J. E. "Dinty" Doyle; E. M. Williams, United Press, and Harry A. Batten, president of N. W. Ayer completes the list.

### Skelly Oil Renews "Heirs"

Chicago—Skelly Oil Company has renewed its Court of Missing Heirs broadcast for 13 weeks which will carry show into middle of July. Show is producing such results that it may be kept on straight through summer. It's aired over midwestern leg of CBS at 9:30 Sunday nights. Show is written by Jim Waters and Al Shebel with Fritz Blocki director and Peter Cavallo Jr., musical chief. Blackett-Sample-Hummert handles. Broadcasts have produced a half dozen legitimate claimants to fortunes up to quarter million dollars and about a thousand others whose claims are being investigated.

### Kiddies' Kitcheneering on KIRO

KIRO, Seattle, has inaugurated radio cooking lessons for kiddies as the novel Saturday feature of its new Home Service program series. This half-hour program is now broadcast every week-day, originating in the model kitchen of the Central Housing Information Bureau.

Program is directed by Helen Malloy, well-known home economist, and covers all branches of home making of interest to men, women and children.

### "Doggy" Broadcast

On Wednesday afternoon at 4, WJW takes mobile transmitter W8XOA to the Akron Municipal Dog Pound, to open a series to be known as "Towser Town Tattler." Unclaimed purps will be "interviewed," described, and an effort made to have them claimed by owners or bought by interested persons willing to pay ransom. Broadcast scheduled for Wednesday and Friday afternoons.

### Airmail Week Reveals Further Radio Plans

Further plans for National Airmail Week were revealed yesterday when an announcement from headquarters stated that 48 State Chairmen have been selected to head activities locally. Plans for special broadcasts, etc., over the 748 radio stations in the United States and Canada are now being readied and will get under way beginning March 31. Charles H. Crutchfield, WBT program director, and radio director for National Airmail Week, is also readying blanks for the stations for the contest which is to be held among stations during the drive. Winner will be awarded a medal by FCC Chairman Frank R. McNinch.

### WDNC Works Fast to Sell Timely Local Sports Show

Durham, N. C.—WDNC, sold a play-by-play accounting of the finals in the South Atlantic Basketball tournament last week within a two-hour period. The Durham Coca-Cola Bottling Co. took the show when it was learned that the local high school was set to compete in the play-off. Ken Gerard and George Case handled the show.

### Pat Gordon on Ad Series

Chicago—Patricia Gordon, president of Princess Pat, Ltd., sponsors of a Tale of Today on NBC, will be the first speaker in the Thursday evening radio lecture series of the Chicago Federated Advertising Club, starting March 17. She will discuss advantages, limitations and facilities of networks, independents and individual stations. Marvin Harms of Young & Rubicam is chairman of the radio division of CFA.

## Food and Food Beverages Was Bulk of WBS Mar. Biz

(Continued from Page 1)

turers. Soaps and cleanser makers were runners-up with 2,260 quarter-hours.

Total quarter-hours for the month from all classifications were 11,227, up 84 per cent over Feb. 1937. More than 400 stations participated in the business which was placed by 42 clients.

Complete breakdown follows:

Classification	Accounts	Station Hours
Automotive	4	1,471
Drugs & Toilet Goods	9	1,324
Food & Food Beverages	11	5,540
Financial & Insurance	1	226
Household Appliances	3	210
Jewelry & Tableware	1	4
Laundry Soaps & Cleaners	3	2,260
Oil & Gas	2	100
Paints	1	182
Miscellaneous	7	10
<b>Total</b>	<b>42</b>	<b>11,227</b>

## PHILADELPHIA

A change is reported about to take place in WCAU's Women's Club of the Air. It is reported that Doc Levy, station prexy is dissatisfied with results and is planning some changes, with Carolyn Ann Cross former head of WIP's Homemakers Club in key position ready to step into a new spot.

Miss Cross who left WIP, after building up large following, is considered to be a top-notch organizer. At present the WCAU Women's Club is being handled by Elsie Carroll, Barbara Boyd and Helyne Larson.

After reading that WJR Detroit, has banned swing music of the old ballads, in RADIO DAILY, WFIL's g.m. Don Withycomb says that he sees no objection to injecting swing into the songs. Any musicians that feel the need of a jam session can come up to the studios and will be heartily welcomed. The station has invited Tommy Dorsey, in town for a vaude appearance to appear on the station's "Five O'Clock Revue," which has been accepted by him, and swing anything he wants.

With election time coming around again in Pennsylvania, stations are clearing time for political commitments, which are starting to be booked.

## BOSTON

Armed only with a WBZ microphone and an asbestos vest, special events announcer Arthur Feldman invaded the Medford Marshes to give a description of the huge bonfire of old used cars which celebrated the close of National Used Car Exchange Week.

Bob Freeman of the WEEL production staff will sail with his orchestra on March 19 for Bermuda. Bob and the boys will play for dancing during the cruise.

Jordan Marsh, New England's largest department store, is using WCOP for a concentrated spot campaign in connection with their birthday sale promotion.

A. A. Schechter, in charge of news and special events broadcasting for NBC, in town visiting the WBZ studios of NBC.



**F**RANK KELTON, formerly associated with Bill Harty in the Harty-Kelton agency, announces the launching of the Frank Kelton Agency, following dissolution of the former partnership.

Dr. Ernest Wilson has inaugurated a nightly "Unity Viewpoint" program on KFAC at 6:30-8:45 p.m. He will be assisted by Franklyn Kelly, baritone.

The Kleer Skin Institute now is participating in the sponsorship of the KECA "Bridge Club," with the Elwood Robinson Jr. agency handling the account, and Battle Creek Foods Co. has signed for participation in "Ann Warner's Chats with Her Neighbors" through the Erwin Wasey office in Chicago.

Dr. Adamantios Polyzoides returns to the air via KHJ-Don Lee on Tuesday at 8:30-8:45 p.m. with a new series commenting on world affairs. The Doctor is instructor of journalism and international relations at U.S.C.

The Terminex Co. of Southern California has signed for a series of spots on KMPC's "Your Beverly Hills" program, on a three-times-weekly schedule, and Milo F. Johnson has contracted for a quarter-hour Monday through Friday strip for his "Bible Fellowship" program, continuing for six months and heard at 6:45 to 7 each evening.

Celebrating a contract renewal, Hal Styles' "Help Thy Neighbor" program book general manager Lewis Allen Weiss of the Don Lee net for a "personal appearance" Sunday.

Sam Pierce, KHJ continuity man and announcer, announced the arrival of Samuel Pierce III to his associates at the station last week.

Cliff Edwards, "Ukelele Ike," returns to the air to headline a new weekly program on KHJ-Don Lee Wednesdays at 8:30-9 p.m. Katherine "Sugar" Kane will be featured with Cliff, and the music will be supplied by Carleton Kelsey, musical director at the station.

20th Century Radio Productions has started production on a new 39-episode waxed program aimed at the Australian market and already optioned by Broadcasting Service Assn. Ltd., Sydney.

Kenny Baker has been set for a personal appearance at the National Orange Show in San Bernardino on March 22, with Frances Langford going

**National Guard Tieup**

WLEC has inaugurated something new in military broadcasts in a tie-up between the station and the Muncie National Guard unit. Ottis Rush, chief announcer, and Henry Marks, announcer, have worked out a system whereby the questions asked by Captain Elliot Watts of the U. S. Army during his tour of the ranks are aired over the station. The two WLEC announcers follow the Captain with a mike and air every word. Captain Watts, of the local unit, was enlisted to assist the announcers in defining terms for the listening audience.

**Candid Camera Contest**

A candid camera contest is being used in a promotion stunt by the WAAF feature, "Remember With Joy." Contest will end March 20, the first anniversary of the broadcast, at which time a winner will be named and will receive the award, a miniature camera. In the first year of the program, 795 requests for musical numbers have been received and 270 pounds of candy have been given away.

**Local Talent Buildup**

WHK - WCLE, Cleveland, this week instituted a special promotional campaign among radio editors throughout the country to build an interest in local talent. Each release sent out by station will feature a thumbnail sketch of one artist, and editors will be requested to build a morgue from the material for im-

ing in the following day. Policy of presenting different outstanding personality each day of the citrus fair was sold to the Orange Show by Fanchon & Marco, which organization is handling the booking.

KNX "points with pride" to the fact that during 1937 some 18,383 separate broadcasts, totaling 5,831 hours, were made available to listeners. The program department's breakdown reveals that of this total 8,623 broadcasts and 3,004 hours were commercially sponsored and 9,761 programs, filling 3,825 hours, were sustaining. Program analysis on the basis of "type" classifies 6,214 programs, utilizing 2,174 hours, as of an "educational and cultural" nature, of which about one-third were sponsored and the balance sustaining, including 71 hours of religious broadcasts. The statistics are from the office of Charles Vanda, western program chief of CBS.

The new show for Union Oil to replace the long-lived "Thrills" on NBC Pacific Coast Red became an actuality with the signature of John Nesbitt, who will head the new program. Nesbitt, whose "Passing Parade" was muted when he signed to convert the series into shorts for M-G-M, returns to the air with the new program next month. Jack Runyon will supervise for Lord & Thomas, as he has in the past on "Thrills."

date reference. Series of releases are to start this month.

**Sign-Off News**

A decidedly favorable listener reaction has greeted WAAF, Chicago, in its latest attempt to promote the station. A three-minute up-to-the-second news dispatch is aired immediately preceding the sign-off every night with a roundup of all important events aired in rapid-fire manner. Feature is an expansion of station's service, "News Brevities."

**Juvenile Guest Artist**

Mary Bills, KGVO Story Lady, has inaugurated a new policy in a huge promotion stunt designed to build listening interest. Each broadcast in the future will feature guests picked from the juvenile listening audience who will relate a children's fairy story over the air. Sponsor will serve guests with milk in the studio on each show. Program is heard Fridays, 5-5:30 p.m.

**Newsy News**

In search of a new idea for news presentations, WISN, Milwaukee, turned up with a feature last week called "News in the News" which drew a huge listener response. New feature includes a discussion of the week's biggest news stories by Jerome Karpf, Editor-in-Chief of the Milwaukee News-Sentinel, and Alan Hale, WISN newscaster. Program is set for Friday airing at 6:30-6:45 p.m.

**NAPA's Rate Card Has a \$600 Minimum**

(Continued from Page 4)

recorded music 6 program hours per week. The highest 15-minute fee shown on the rate card of the individual station, plus size of station, ability to pay and coverage will determine additional assessment.

No financial plans have as yet been worked out by the NAPA it was stated.

Litigations now in process and expected to be settled within the next month by NAPA include Lily Pons, Wayne King and Fred Waring, California; Connie Boswell and Abe Lyman, Chicago; Paul Whiteman, New York; Guy Lombardo and Ray Noble, Boston. All cases, with the Ray Noble cases as an exception, are against radio stations.

Officers of the NAPA are Fred Waring, president; Meyer Davis, vice-president; Frank Crumit, secretary and Dan Voorhees, treasurer. Recent new members to the board include Benny Goodman, Rudy Vallee, Grace Moore and Hal Kemp.

Talk of a tie-up with the American Society of Recording Artists on the coast was definitely out of order according to one of the NAPA officials. The ASRA is also seeking licensing but is not regarded as a "voluntary" organization.



**F**RED FISHER, of La Fendrich Cigar Co., Cincinnati, in town consulting with Ruthrauff & Ryan and attending the Golden Gloves Boxing Tournament.

Broadcast Meat Products Co. of Chicago sponsoring David Lowe, film gossip on WNEW six nights a week. Handled through George H. Hartman agency, Chicago.

Sidney Lachman, Chicago rep for ASCAP, taken to hospital.

Sammy White, syncopating pianist, of the Aunt Jemima show, almost collapsed during broadcast due to gastric attack.

Allie Flannery of WJJD Flannery Sisters team, tired of waiting for television, is doing commercial modeling.

WJJD Sports Edition to mark its 100th session next Wednesday with special party. A huge baseball bat made of ice cream and individual ones of same material have been ordered for members of cast. With Editor Warren Brown on coast he will get his by air mail. Assistant Editor Russ Hodges will preside.

Harry McTigue, former WJJD announcer visiting here, before going to Florida to cover activities of Rochester ball club, he has been on air for Consolidated Drug Trade Products in St. Louis past winter.

Ervin Victor, WJJD staff announcer specializing in hillbilly stuff has distinction of signing on the station at 6 a.m. and signing it off at 7:30 p.m. He gets in a few hours sleep during the day, though.

Rex Maupin's orchestra has been named to provide musical background for new WMAQ dramatic series, Cross-Roads, featuring Anne Seymour, for Bath-O-Bloom. Sponsor is Monrie Chemical Co. of Quincy, Ill.

Frank Winge, Chicago Times editor-writer, will have his story of how he saved a paroled convict from conviction on a murder charge dramatized on the Philip Morris show on Saturday March 26.

**BIRTHDAYS**

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

Greetings from Radio Daily  
March 15th

James Allan Billy Hare  
Ernie Jones Everett Mitchell  
Charles Pease

... Did you know that  
at The School of Radio  
Technique, programs  
are directed, rehearsed,  
and Western Electric recordings  
made for presentation to sponsors  
and agencies?  
GEORGE MARSHALL DURANTE, DIR.  
R. O. Bldg. Radio City, New York

## Request Pa. Stations To Refuse Liquor Ads

(Continued from Page 1)

their present commitments not to accept further hard liquor accounts.

Station attitudes at the present time are non-committal on this situation. The request if accepted will affect mainly the independent stations, as they at present are the only ones accepting liquor accounts. No pressure has as yet been placed on the stations, nor does it seem likely that the control board will use more than moral persuasion, as it legally has no right to do so.

However, dry sentiment is strong among the religious groups and it is pressure from this source appears to be forcing the board's hand. If sentiment becomes strong enough what may likely happen is the removal of religious accounts from these stations carrying liquor advertising.

## NEW ORLEANS

Jimmie Willson has opened up with a new program of songs over WWL at New Orleans, dedicating the period to requests. Results so far are favorable.

Ronald Hanell and his four Aces opened in the Fountain Room of The Roosevelt for the cocktail period. Broadcast several times daily over WSMB, WDSU and WWL.

The Four Kings of Rhythm are on the air daily over WBNO from the St. Charles hotel bar.

Lita and Jerry Marsh, are doing sophisticated songs in the Jung cocktail lounge and switching to the more conventional for their air work.

The Four Bachelors, singing from the Blue Room, have a burlesque of the "Rigoletto" quartet which is a scream.

## NEW HAVEN

"We've Got a Lot in Common," written by Perry Lafferty. WBY music director for a Yale dramatic musical, hailed as a hit, and introduced by Larry Clinton at the Yale Prom.

Phil Buxbaum Jr., WELI sports-caster, at the mike for the Yale-Harvard swimming meet at the Payne-Whitney gym, sending the program to WMCA and Inter-City.

The Christian Science Monitor News reappears on WELI schedules daily at 11:30 a.m.

## ONE MINUTE INTERVIEW

ARTHUR PETERSON

"Radio can perform a mission to the people by performing the works of Hendrik Ibsen. George Bernard Shaw has said that Ibsen is at least as great a dramatist as Shakespeare, and Ibsen will not require 'streamlining'. He wrote of problems which we are facing today, and his prose is ideal for broadcasting purposes".

## ★ Coast-to-Coast ★

WAYNE H. LATHAM, program director, WSPR, Springfield, Mass., has been elected honorary president of the Public Speaking Club of Springfield.

Earl J. Glade, Managing Director of KSL will speak this Saturday night at the monthly party of Salt Lake Chapter of the Utah Association for the Blind.

Because station was unable to put program on the air due to commercials. KTSM has been inviting opera patrons to hear Metropolitan Opera broadcasts from an NBC line fed to the lobby of the Hotel Paso del Norte.

Karl O. Wyler, KTSM Manager, was elected director of El Paso Chamber of Commerce and director of El Paso Sun Carnival Association. He was among five directors chosen from seventeen candidates.

WBAP's broadcasts from the Texas State Prison at Huntsville, Texas, scheduled to begin March 8, positively will begin March 22, and Governor James V. Allred will be there in person to open the series. This is the third postponement for the series, but Governor Allred has been on a speaking tour.

WMBH, Joplin, has instituted a 13 week series of programs for the Pope Beauty Shop which is written and presented by Maxine DeVaney, copy-writer. Program consists of health and beauty talk which is preceded by a short poem.

WTMJ, Milwaukee, is presenting Mildred Cable, soprano, and Max Raskin, baritone, in the Jewish Center's musical fantasy, "Monesh."

W. J. Scripps, general manager, and Myron Golden, educational director of WIVJ, addressed more than 4,000 students at Wayne University's all-college convocation last week on the subject of radio. C. C. Bradner, announcer, was speaker at the University's alumni luncheon held last Saturday.

Allen Prescott, the Wifesaver, is preparing his third book on hints to the housewife.

Ozarks News-bits, popular local news show aired daily at 9:45 a.m. on KWTO, has been renewed under the sponsorship of Faultless Starch Co., Kansas City.

Ice Cream Manufacturers of Springfield, Mo., effective April 1, will begin a new series of programs to be titled "Radio Spotlight" and featuring Floyd M. Sullivan, commentator. Program, which will be of an educational nature, will be written by Sullivan.

WPAJ has re-arranged its broadcast schedule to make room for five

new news periods with Robert Horn selected to handle the shows. Programs are a result of station's addition of UP service.

Jean de Rimanoocy, CBS violinist, travels 1,500 miles March 25 to make a guest appearance as soloist with the Calgary Symphony Orchestra at a special concert.

Ben Weaver, formerly associated with KWOS, Jefferson City, has joined the announcing staff of KWTO-KGBX, Springfield.

Karl O. Wyler, manager of KTSM, last week addressed an Open Forum at El Paso on British, American and Canadian broadcasting, and upheld the American system of commercial sponsorship. Wyler remained on hand after the talk to answer all queries put by the audience.

John Pearson, sales manager of KWTO-KGBX, announced that the station's February business was the largest in the station's history. Sales for the month reached a total of \$46,000.

Foster Brooks, for the past seven years associated with WHAS, has resigned to join the staff of KWK effective today.

## WBZA Makes Proposal To FCC on WBZ Split

(Continued from Page 1)

suffer from interference in 25 per cent of its reception zone at night.

The new proposal, advanced by WBZA's attorney, Horace I. Lohnes, involves a reduction in the power assignment at night from the proposed 1000 kilowatts to 500 kilowatts. This, Lohnes told the commission at a hearing, would preclude interference with the Canadian station.

## Deny Any Discrimination Against Newspaper CP's

(Continued from Page 1)

applications were approached "in the same manner as any other."

Rumors were based upon the fact that the FCC recently denied applications of four newspapers.

"There has been no order curtailing the number of newspaper applications," Slowie said, "and until such time as there is newspaper applications will be considered from the same approach of any other."

## WLW, Cincinnati

Red Top Brewing Co. is sponsoring a series titled "Headline Heroes," which gives recognition for valor performed by men and women.

After several weeks of original dramas written by members of station's continuity staff, the "Theater Digest" program heard Thursday nights will return to famous old plays and books. Owen Vinson directs the series.

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

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



Columbus 5-7366-7

Mr. C. A. Snyder  
J. Stirling Getchell, Inc.  
405 Lexington Ave., N. Y. C.

My dear Mr. Snyder:

Congratulations and every good wish on your appointment as Radio Director of J. Stirling Getchell.

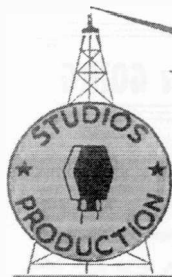
In this new position you doubtless will be faced with many recording problems. With our modernly equipped studios and expert engineers, International Production Studios can be of invaluable assistance in solving these problems.

Again—Congratulations! And may we have the opportunity of serving you?

Very truly yours,

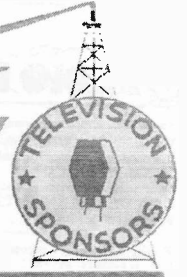
Kenneth W. Howard  
Sales Manager.

KWH/amh



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 52

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

FIVE CENTS

## Sponsored Records Get Under Way

### NAPA'S PETRILLO DEAL VERY MUCH UNSETTLED

Although indications are that Jos. N. Weber, president of the AFM does not approve of the idea, a committee representing the National Association of Performing Artists met yesterday with James C. Petrillo to further discuss the offer made to Petrillo of \$100,000 to head the NAPA. While the meeting was private, it is believed that committee and Petrillo met to iron out certain barriers now standing between

(Continued on Page 8)

### State of Louisiana Law May Tax Traveling Bands

New Orleans—That the state of Louisiana will attempt to stretch its income tax law so as to collect from traveling band leaders who play short engagements in hotels and night clubs with their name outfits, was seen here this week as investiga-

(Continued on Page 6)

### CKLW Appoints Phil Fuss Its Eastern Sales Head

Philip A. Fuss, for the past three years member of the WMCA sales staff, has been appointed Eastern Sales Representative for station CKLW by Frank Ryan, general manager. Fuss will open offices here today. Before joining WMCA, he was with WOR for five years, also in sales capacity.

### Renew Burns and Allen General Foods Corp. yesterday

renewed the Burns and Allen series, heard over 73 stations of the NBC. Red network every Monday, 8-8:30 p.m., for an additional 52 weeks effective April 4. Young & Rubicam is the agency.

### Johnstone Speaks

The Great Johnstone from Great Neck, Long Island, otherwise known as G. W. Johnstone, Director of Public Relations and Public Features of WOR, delivered a speech yesterday before the local Teachers' Club. He spoke on The History and Development of Radio, inasmuch as he completes 15 years in the biz on March 23.

### YOUNG & RUBICAM SETS JELL-O SUMMER PROGRAM

West Coast Bureau, RADIO DAILY, Hollywood—Young & Rubicam agency yesterday definitely closed a deal for What Would You Have Done, sustaining teaser-type show which was cooperatively bankrolled and produced by CBS and the Music Corporation of America to replace Jack Benny who goes off the air for a 13 week summer layoff, commencing July 3.

Regular airing of this Tuesday night show mutes after tonight to prepare for the General Foods and Jell-O sponsorship under Young &

(Continued on Page 2)

### Boston Exchange Seeks RCA Stock Trading Okay

Washington Bureau, RADIO DAILY, Washington—The SEC will hold a public hearing on April 7, on the application of the Boston Stock Exchange for unlisted trading privileges in RCA no par value \$3.50 cumulative convertible first preferred stock. Hearing will be held at the same time when 14 other securities will be considered, and which the Boston exchange asked to have the same privileges.

### KFBK's New Transmitter Ready for Friday Salutes

Sacramento—The McClatchy station KFBK will make its initial broadcast under newly increased power grant of 10,000 watts Friday night when a series of special shows are to be

(Continued on Page 7)

## Fewer Ether Plugs May Result From ASCAP Publisher Meet

### McNinch Reports Progress On Accounts for Licenses

Washington Bureau, RADIO DAILY, Washington—FCC Chairman Frank R. McNinch today reported "much progress" on the proposal of a uniform system of accounts for broadcast station licenses it was revealed here today.

"That phase of the work is coming along nicely," McNinch said, "and we may be able to make a report sooner than we think at present."

### Chesterfield and Canada Dry Reported First Accounts Using 25-Word Advertising Announcements

### "AIRMAIL WEEK" BEGINS CUTTING 15,000 DISKS

Initial step in the actual broadcasting schedule for the National Airmail Week gets under way tomorrow when Charles Crutchfield, radio director, Major Paul R. Younts, chairman, and James Farley, Postmaster-General, begin cutting a series of twenty disks for distribution among the 743 stations participating in the campaign. All told, 14,960 disks will be distributed for broadcast purposes.

Series will be explanatory in nature, and will feature a five-minute talk by Farley, which will be pre-

(Continued on Page 4)

### Rep. Jenckes Sues Carter Philco-CBS Over Speech

Washington Bureau, RADIO DAILY, Washington—Congresswoman Virginia Jenckes of Indiana has filed suit with Congress and the FCC charging Boake Carter, CBS and Philco Radio and Television Corp., with being parties to a "vicious" distortion of her recent speech, according to the Congressional Record issued yesterday. Also attacking the FCC, Representative Jenckes declared here was an outstanding case of the FCC turning over to an alleged com-

(Continued on Page 2)

Despite the fact that manufacturers of records are facing a stiff battle with both the AFM and NAPA concerning the playing of records in public places, it has been learned by RADIO DAILY that one such manufacturer yesterday made two disks for the first time, containing commercial continuity.

In what is believed to be the first advertising campaign of its kind, 25-word announcements were inserted at the beginning of each recording carrying paid advertising for Chesterfield Cigarettes and Canada Dry

(Continued on Page 8)

### TWO N. O. AFFILIATES HOLD OUT ON AFM PACT

New Orleans—Two NBC affiliates, WSMB and WDSU, are still holding out on the AFM local and will not sign IRNA contracts under the Plan of Settlement. All points have been agreed upon however with the exception of the closed shop which the AFM wants to apply to all programs excluding civic and religious broad-

(Continued on Page 8)

### Networks Winding Up Austrian Rush Orders

Hitler's welcoming speech to the Austrian population yesterday was picked up by all major networks. Chancellor's speech ran from 5:30-5:48 a.m.

Except for some unforeseen developments, the CBS program last

(Continued on Page 2)

### Fancy Pickup

Denver—KFEL had an exclusive Denver broadcast yesterday of Colorado's U. S. Senator Ed. C. Johnson when special transcription of his address was made in Washington and air mailed here. Talk was entitled Faith vs. Battleships. Disk was made by the Senator to acquaint the people of Denver with the Naval light now being waged in the capital.

(Continued on Page 7)



Vol. 3, No. 52 Wed., Mar. 16, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher  
 DON CARLE GILLETTE : : : Editor  
 MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Tuesday, Mar. 15)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	131 3/4	130	131 1/4	+ 1/4
CBS A	17	16 1/2	17	+ 1/2
CBS B	16 1/2	16 1/4	16 1/2	+ 1/4
Gen. Electric	40	38 1/2	39 1/2	+ 1 1/2
RCA Common	6 3/4	6 1/2	6 3/4	+ 1/4
RCA First Pfd.	48 1/2	48	48 1/2	+ 1/2
Stewart Warner	9	8 1/2	9	+ 1/2
Westinghouse	93 1/2	91	93 1/2	+ 2 1/2
Zenith Radio	14 1/2	14 1/4	14 1/2	+ 1/4

## NEW YORK CURB EXCHANGE

	Bid	Asked
Majestic	1	1
OVER THE COUNTER		
Stromberg Carlson	4 1/4	5 3/4

## Repeat for "Gang Busters"

Gang Busters, sponsored by Colgate-Palmolive-Peet Co., will institute a repeat airing for the west coast effective with the broadcast of April 27. New airing, which will be heard over eight stations, will be heard at 12 mid.-12:30 a.m. Program fades for an eight week period in June.

## Hull Speech to Europe

Cordell Hull's speech on American foreign policy before the National Press Club tomorrow, 1:30-2:15 p.m., will be aired over CBS and relayed to CBC and BBC. Later speech will be translated into five different tongues and broadcast over W2XE, CBS short wave station.

## Felix Knight Signed

Felix Knight, tenor, has been signed for six weeks on the Schaeffer Beer programs beginning March 24. BED&O has the account.

More Power for Your Job!

NEW EQUIPMENT... NEW PUNCH!  
 ALBANY, NY.

# F. C. C. ACTIVITIES

**EXAMINERS' RECOMMENDATIONS**  
 KLO, Ogden, Utah. CP to increase power to 1 KW., 5 KW. L.S., be granted. 1400 kc., unlimited.  
 KVOL, Lafayette, La. CP to increase power to 100 watts, 250 watts L.S., be granted. 1310 kc., unlimited.

**HEARINGS SCHEDULED**  
 April 12: George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.  
 Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts L.S., unlimited.

April 19: KIDO, Boise, Idaho. Mod. of CP, 1350 kc., 1 KW., 5 KW. L.S., unlimited.  
 April 21: Birmingham News Co., Birmingham, Ala. CP for new station. 590 kc., 1 KW., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.  
 Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.  
 Cadillac Broadcasting Corp., Detroit, Mich. CP for new station. 1140 kc., 500 watts, daytime.

WWPO, Inc., Pittsburgh, Pa. CP for new station. 1120 kc., 250 watts, unlimited.

Times Printing Co., Chattanooga, Tenn. CP for new station. 1120 kc., 500 watts, 1 KW. L.S., unlimited.  
 Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.

April 25: Pinellas Broadcasting Co., St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, 250 watts L.S., unlimited.  
 Juan Piza, San Juan, P. R. CP for special station. 4797.5, 6425, 8655 kc., 1000 watts, unlimited.

KMED, Medford, Ore. CP to change frequency and increase power to 1320 kc., 1 KW., unlimited.

**APPLICATIONS RECEIVED**  
 WIBX, Utica, N. Y. Mod. of license to change power to 250 watts, unlimited.  
 Rock Hill Broadcasting Co., Rock Hill, S. C. CP for new station. 1310 kc., 100 watts, daytime.

KGBX, Springfield, Mo. CP to change power to 1 KW., make changes in equipment and directional antenna for night use.  
 KWTO, Springfield, Mo. CP to install directional antenna for night use, change hours of operation to unlimited with use of 1 KW. power nights.

KGVO, Missoula, Mont. CP to make changes in equipment and change power to 1 KW., 5 KW. L.S.

## Young & Rubicam Sets Jell-O Summer Program

(Continued from Page 1)  
 Rubicam production guidance. An interesting sidelight is that CBS nursed the series into commercial acceptance for the NBC release. Understood that the D'Artega orchestra was signed some time ago for the summer Jell-O show having played it last season.

## Rep. Jenckes Sues Carter Philco-CBS Over Speech

(Continued from Page 1)  
 mentator the facilities of 59 broadcasting stations "in order that he might untruthfully destroy and change the meaning of utterances of a regularly elected member of our nation's Congress."

## Garceau to Crosley

Indianapolis—John S. Garceau has resigned as advertising manager of the home appliance division of Fairbanks-Morse & Co. to join Crosley Radio Corp. of Cincinnati as advertising manager. Garceau replaces Glenn H. Corbett, who resigned.

## Mexican Rep Firm

Chicago—William Pugh, formerly with Ray Linton & Co., has opened Mexican Radio Sales, a rep firm for Mexican stations at 360 N. Michigan. Pugh was formerly associated with United Artists Studios.

## Hinds Ambrosia Campaign

Hinds Ambrosia, through Monroe F. Dreher Inc., is planning to use radio in key cities as part of its spring and summer advertising campaign.

## Diener's New Agency

Chicago—William L. Diener, Inc., has been organized as a new advertising agency at 919 North Michigan Ave. Accounts to be handled by agency include Knappe & Vogt Mfg. Co., Grand Rapids; Martin Band Instrument Co., Elkhart, Ind. and Story & Clark Piano Co., Chicago.

## Join CBS Research Dep't

Oscar Katz, Fred Mahlstedt and Clifford P. Houglund have been added to the CBS research department. They are all working under the direct supervision of Dr. Frank Stanton, manager of the division. Mahlstedt was formerly with Arthur Kudner Inc. Houglund comes from the insurance field and Katz was with National Markets Analysis Inc.

JOSEF CHERNIAVSKY  
**WLW**  
 THE NATION'S STATION  
 CINCINNATI  
 "The Musical Cameraman"  
 Every Sunday 6 P.M. EST.  
 NBC Blue Network

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

# COMING and GOING

JANE PICKENS, vocalist, leaves today for Hollywood where she will take a screen test.  
 LEO FITZPATRICK, vice-president and general manager of WJW, Detroit, returned home last night via plane.

CLARK A. LUTHER, manager of WOC, Davenport, is in town.  
 JOE RINES, band leader, is en route back to New York from Miami.

LINTON WELLS, commentator heard on the RCA program, left last night for Montreal to arrange for Sunday's pick-up.

ANNE JAMISON leaves for New York following her Hollywood Hotel broadcast March 18 in order to fill concert commitments in the east.

## RMA Meeting in Chicago

Chicago—The Radio Manufacturers Ass'n will hold its annual convention at the Stevens Hotel on June 7 and 8. Leslie Muter, president of the Muter Co. of Chicago as well as of the RMA, has announced. The National Parts Trade show will be held in conjunction with the RMA session, starting June 8 and continuing four days.

## Air Swedish Prince Arrival

MBS is planning to air the arrival of Crown Prince Gustave Adolph of Sweden, June 26. WFIL, Phil., as a key station, will feed Mutual with the shows June 26-27 which will be the 300th anniversary of the Commonwealth of Penn.

STATION

NEW YORK  
 Serving New York  
 and New Jersey  
 HOURS A DAY

**PHILADELPHIA**

Bill Ware who now conducts the early morning broadcast over WCAU gets into the studio 5 a.m. in order to go on the air at 7:45 a.m.

Leroy Miller and Don Haeyworth of the KYW announcing staff have been selected to announce the Tommy Dorsey broadcast from Philly.

Joe Jenkins who is now being featured on the Mood Indigo program over WIP is a member of the U. of P. Mask and Wig Club.

George Opp, radio editor of the Ledger who will appear on Dr. Hagen's True or False over Mutual, will be able to hear himself on the air when WFIL, unable to clear time, disks the program and puts it on an hour later.

Van Wallen, producer of the Wallen Players over WDAS, has just sold two plays to the Penn Publishing Co.

Bill Dyer, WCAU sports commentator leaves Philly to visit the training camps of the American and National League clubs; guests speakers will fill Dyer's spot.

KYW's Symphony Club Orchestra under the direction of William Haplich, makes its network debut shortly.

John Harrison, who was recently awarded a first class radio telephone operator's license by the FCC, joins the engineering staff of WIP.

Carlotta Dale, songbird of the KYW Top Hatters, is now being heard on her own program over the red network.

Annabelle Adams, director of WIP Homemakers Club, will be the guest speaker of the monthly reception of the Penn Athletic Club Women's Group.

Don Bovay returns to WCAU after a vacation in the West.

Jim Harvey is now conducting KYW's newest feature, the Camera Club.

The Stewart Sisters heard on WCAU, first gained fame in Hollywood when they worked with Walt Disney in his production of the Three Little Pigs. The sisters voices were used in the film.

Albert Lymer presents a new series of exercises for women over WIP, called Bend Down, Sister.

Pat Stanton's "Merry Go Round" program heard over WDAS is scheduling a series of guest shots; with Fats Waller signing the guest register on the reception room wall.

The Saturday evening Vincent Varieties on WCAU, featuring Larry Vincent and the Stewart Sisters inaugurate a new series with the presentation of old time memory songs.

With the primaries due in May, and both major parties, split wide open with candidates, stations are looking forward with keen interest to the anticipated business. Last November's campaign was a gold mine to stations as they carried the bulk of the campaign publicity, with newspapers running second.

First in local accounts  
in Chicago  
**WGES**  
(In the heart of Chicago)

☆ PROMOTION ☆

**WIP Coverage Map**

WIP, Philly, has issued a new coverage map showing that the total population served covers an area of ten thousand square miles and contains some 6,934,580 people, with 1,282,897 radio homes.

Breakdown shows an area of 535 square miles covered by a signal of 10 millivolts and serves a population of 2,847,148; an area of 2,941 square miles is provided with a signal of 2 millivolts and confines a population of 3,661,899. With a half millivolt signal, coverage is made into Maryland, most of New Jersey and one county in New York and nine counties in Pennsylvania.

**Lone Ranger Tieup**

With the advent of WFIL's Lone Ranger disk series, department stores sales of cowboy suits, masks, and etc. have skyrocketed. At present station has some 2,500 Lone Ranger troops formed with 10 members to a troop. 18x10 legal-looking charters for the troops are being mailed to 5,000 persons. Average mail received daily is running about 800.

Station has made tie-up with newspaper to carry column of lone ranger news, and with theaters running the movie serial. Safety awards are being made weekly of bronze plaques to the troop making the greatest contribution to highway safety during the week.

**Brochure on Simonds**

WFIL have issued an illustrated brochure on their ace sports commentator Hal Simonds. Booklet gives historical background of Simonds, and his program called "Sports Page of the Air", which has been on the air since 1931 and has been sponsored 92 per cent of the time. Mail response to program has grown from 13,451 in 1932 to 31,695 in 1937. In the month of February this year mail ran a high of 6,728 pieces, covering seven states, 55 counties, and 321 different communities.

**Koin Aids Wild Life**

Portland, Ore.—With several ardent sportsmen on the staff, KOIN here will give full support to National Wild Life Restoration Week, proclaimed by President Roosevelt to begin March 20. In addition to co-operating with the National Wild Life Federation with a series of announcements, the station will place a wild life conservation stamp on each outgoing piece of mail.

**High School Forum**

WLBC, Muncie, dipped into the ranks of the local high school in presenting a new feature to be known as "Young America Speaks." Program is patterned after a forum with members of the World Topic classes participating. Programs will emanate from studios of station.

**KANSAS CITY**

The KMBC Texas Rangers have been aired via ET's this week due to illness in the ranks, Rod May no sooner reporting back to the studios than Bob Crawford had to retire because of a sprained ankle.

Chuck Logan, Transradio press chief, is back at his desk following the death of his mother at Centralia, Ill.

WDAF went on the air last week with a thrice-weekly quarter hour live talent show for the K. C. Power & Light Co., titled "Helen Hamilton—Strictly Feminine." Betty Sweeney of the WDAF staff airs the show, which is scripted by Helen Hamilton and Mrs. Adrian Sorrells.

KCMO has sold a series of 546 spots to Curtis Candy Co.

KCKN's recently inaugurated "Search Party" program is set for Saturday night airings from the stage of the Electric Theater. Owen Balch conducts the feature which is sponsored co-operatively by ten local business firms.

When the first three planes out of the California flood area arrived here during evening hours devoted to network programs, KMCC sent announcer Fred Edwards to the airport to make recordings of interviews with passengers so that the feature could be aired on a later spot that evening.

Kenneth Kay, WHB crooner, is doing a daily quarter hour commercial for Bentley's clothing company.

Erie Smith, KMBC newscaster, is billed for four speaking engagements during the remainder of the month.

**Networks Winding Up Austrian Rush Orders**

(Continued from Page 1)

night finished up the short-wave programs from Austria. Alvin Steinkopf, AP's Vienna head, was introduced by Edward Murrow for a quarter-hour talk.

Mussolini is scheduled to deliver an address before the Italian Chamber of Deputies today. Speech will be broadcast over CBS at 11 a.m.

**Birthday Stunt DeLuxe**

Radio will combine to celebrate the King of Jazz, Paul Whiteman's birthday on March 28 with a series of broadcasts to be heard over stations from March 20-26. Opening program will be a guest appearance by Whiteman on Mary Margaret McBride's program March 22. On the same date Irene Wicker will salute the maestro. On March 23, Andre Kostelanetz conveys greetings on the Chesterfield show. March 25, Chesterfield program, special programs over WNEW and WINS. March 26, Coca Cola program. March 27, a birthday party at the Casa Manana. March 28, honored on all CBS programs. Mildred Bailey and Morton Downey will unveil "Door of Opportunity" at the Whiteman office.

**Adapt Program as Game**

The MBS program, "Let's Play Games," written by Jane Martin, is being written into game form by Parker Bros.

**SMALL TOWN HABITS?**

sure they differ...one city from another...just as neighbors on one street do...but their needs are identical with the world...in Michigan's eight major markets there are hundreds of these lively communities...plus several cities of 50 to 100 thousand population...where people prefer their "neighbor" radio station...these markets are united as one peoples by...

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative



Betty Suttor, Australian radio actress, arrived this week to try her hand at American radio. She was a member of the 2GB and 2UE stock company in Sydney for the past year.

"Rhythm In The Breeze" is the euphonious title of a new CBS Pacific Coast program airing Saturday nights at 8:15 to 8:30 over KNX. Ivan Ditmars conducts the orchestra, and Mary Lou is the featured vocalist.

The KHJ-Don Lee "Marines Tell It to You" show goes Mutual network, and changes time to Sundays at 6-6:30 p.m. PST, coincident with the transcontinental airing. Captain Bayliss collaborates with Julian Steyskal on the scripts, and production is credited to Clinton Jones. Series has been on Don Lee for three months, sponsored by the 7Up beverage firm, which is an account of the Glasser Advertising Agency.

Students of Belmont High School on Friday took over operation of KEHE, local Hearst station, and had complete charge of programming, production, scripts and every phase of its functioning.

#### Radio Beam for Chicago

Chicago—Chicago's Municipal Airport is to have a new \$100,000 radio beam station to guide airplanes to and from the field. U. S. Dept. of Commerce will construct the new station on a tract of land to be rented by Chicago Sanitary District. Station will consist of four radio towers, each 130 feet high, which will send out beams in four directions.

#### Tayton Cosmetics "Heroines"

Chicago—Tayton Cosmetics has launched new show titled Today's Heroine over WJJD three times a week. Outstanding women of Chicago-land will be saluted for their achievements with a bouquet, when they are interviewed on show by Frances Martin. Women will be nominated by listeners.

#### Bob Kaufman to KYSM

Chicago—Robert Libby Kaufman, formerly program director of WBBM, and later with KMA, Shenandoah, Ia. and WLS, Chicago, has been named manager of KYSM, Mankato, Minn., station which is shortly to go on the air on 1500 kc., 250 watts, daytime and 100 at night.

#### LISTEN TONITE TO DORIS RHODES

6.05 P.M. WABC-CBS Network

MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● **PERSONAL Postcards To:**—Jay C. Flippen: To fill the spot you vacate next week at WHN the following people auditioned as your successors—Henny Youngman, Marty May, Pat West, Georgie Price, Jack Waldron, Ray Knight and a couple others of that calibre. All of them are network personalities. Yet, for some unknown reason, you haven't a network show yourself... Eddie Cantor: When you introduced Belle Baker at your after-broadcast show last week, the audience howled, stamped their feet, whistled and applauded for Belle to sing. She, too, deserves network recognition—yet hasn't been "discovered" yet. As a reputed master-showman, may we ask you why?... Minsky Brothers: Abbott & Costello, the team on the Kate Smith show don't use a script for their broadcasts—being graduates from your burlesque... Donald Flamm: That young lady who was up to see you the other day regarding an audition for some sort of a fashion show came to you for sentimental reasons. She's Gabriel Heatter's daughter, Maida, who wants to break into radio via the same route her pappy did—WMCA... Paul Whiteman: The little boy that stared at you in the lobby of the Essex House last week was Brother Robbins—who was debating whether you should replace another bandleader in his personal "feuds."

● ● ● **Jack Pearl:** Lou Huston, scripter for KFOX, Long Beach, Cal., is throwing away his Grimm's Fairy Tales in favor of the World Almanac as a source for the unbelievable. Seems that some time ago Huston thought he was topping your Munchausen when he created a Billiard Ball Mesa for a local in one of his fantastic comedy sketches. This imaginary mesa was supposed to be covered with huge stone balls which rolled around when the wind blew... Now a scientific magazine comes out with the item that such spheres do exist, fashioned by nature with wind and rain, near Minneapolis, Kansas... Arthur H. Samuels: Mrs. Robert Berentsen, who does "Mrs. Thrifty-Buyer" via WHAM, Rochester, has written over 1200 episodes to the show, played the lead, part of the maid, Violet Brown-Aunt Sadie Buyer and Brown's little boy, Sammy.

● ● ● **Joe Rines:** There's a deal pending for you to take over the musical reins (no pun intended) of a ciggie show to be heard twice weekly on your return from Miami. A comic will be featured... Harold J. Rome: The fellow who plays the other piano for your "Pins & Needles" show, Baldwin Bergerson, is the composer of some of Elsa Maxwell's "Who's Who" score... Ted Hammerstein: Your "Music Hall" which fades this week returns in the fall on another network... Dick Powell: Funny that on the WB show, Bob Hope—a Paramount star—should be the clicker—and on the Metro show, Connie Boswell, a contemporary contracted singer, is the hi-spot... Al Tolson: In case you're interested in who wrote that story under your by-line in Jack Dempsey's mag—it's Tim Marks of the Earle Ferris office... Chi. Mob: Jack Major will be in your midst next week playing at the Oriental there... Bill Lewis and John Royal: Last week we addressed one of these to you—and also Nat Abramson re: Al Shayne. He was signed by Abramson yesterday.

● ● ● **Grantland Rice:** Press Agent Ed Dukoff is handling Pigskinners Larry Kelly for radio... Block & Sully: Mrs. David Freeman, widow of your former scripter, has taken a leave of absence from the Shubert press dept to put final touches to her play "Women Without Men"... John S. Young: Nelson Olmsted, wordslinger at WBAP, Fort Worth, Texas, will be married June 9... Richard Brooks: This is something you may be interested in for your newscast. Daniel Boone has a new relative. At least he's a relative of some sort but the Boones of Laurel, Ind., can't seem to identify him as part of the family tree. Francis "Jake" Higgins asked WLBC's Old Ranger if he knew Bab Boon? Hence relatives in Laurel, Ind., of Daniel wrote the Old Ranger for more specific information!



**B**ORIS KARLOFF due here Sunday to begin rehearsals for his five guest appearances in NBC's Lights Out. First vehicle will be the Cat Wife, on which listeners in great numbers have asked that he play. Other four plays will be new ones by Arch Oboler.

Janice Chambers, 12-year-old operatic singer, who won distinction on a Morris B. Sachs Amateur hour on WENR has been signed by Zeppo Marx and will go to Hollywood.

Bob Becker's Dog Chats on NBC, with rebroadcast for WGN, for John Morrell's Red Heart Dog Food, will fold in April.

Commander E. F. McDonald, president of Zenith Radio Corporation, and party aboard the Mizpah who have been touring South American waters, have radioed that they are at Trinidad and expect to start the cruise northward to Miami.

Quaker Oats has switched the order of appearance of its Aunt Jemima, Cabin at the Crossroads and Margot of Castlewood, the former now being aired first instead of last.

William R. Cline, WLS sales manager, has some of his candid camera shots on exhibition at the Zeiss Ikon show at the Palmer House.

Square dancers at WLS National Barn Dance shows are appearing in new costumes—poke bonnets and dubonnet percale dresses splashed with posies.

Clark Dennis, NBC tenor featured on Fibber McGee show, has joined lineup of entertainers at the Chez Paree.

Doug Hope, comic interviewer, will launch new half hour series on WJJD in which each day he will interview two persons challenging them to tell the truth for two minutes. Martin Jackobson will be on the show with Hope. Musical transcriptions will be featured.

Sam Geison of Tom Flizdale staff has resigned and will return to New York for a few days before going on to Hollywood.

Margarette Shanna, headliner of Arnold Grimm's Daughter, has joined Quaker Oats Margot of Castlewood lineup in new role.

#### UNIVERSAL RIBBON MICROPHONES



An all-purpose microphone. Plug in and use. Unconditionally guaranteed.

MICROPHONE DIVISION  
Universal Microphone Co., Ltd.  
424 Warren Lane Inglewood, Calif.



**AGENCIES**

**ABBIE CARUTHERS** has been named radio director of Oakleigh R. French & Associates, St. Louis. Appointment becomes effective immediately.

**LEO NEJELSKI**, advertising manager of Swift and Co., Chicago, announces an increase in the family. Baby has been named Paul Arthur Nejelski. Swift's now on air with Sunbrite Junior Nurses Corps.

**NATE PERLSTEIN**, publicity director for Morris-Shenker-Roth, Chicago, has gone to Hollywood for fortnight.

**A. A. FIERRO** has joined William R. Harshe, Inc., Chicago, publicists, to handle Congress Hotel account.

**HARRY FERRY**, vice president of Cramer-Crasselt agency, Milwaukee, has opened offices as advertising and sales economist at 8 South Michigan Avenue, Chicago.

**DEWEY BERTKE** of Lord & Thomas, Chicago, is back from a cruise in the Caribbean.

**FRENCH EASON**, vice president of L. W. Ramsey Co., has gone to Hollywood to look after F. W. Fitch interests.

**RICHARD GARNER**, formerly with H. W. Kastor & Sons, Chicago, has been made head of local Joseph Hershey McGillvra office.

**CLARKE BROWNE** has been named director of market research at H. W. Kastor's succeeding C. C. Chappelle, v.p., who recently was named vice president of the American Marketing Ass'n. W. R. Watson, formerly of WLS, has joined the Kastor sales staff.

**JOSEPH KATZ**, president of the Katz Agency, will speak on the Baltimore Radio Forum, March 15, over WBAL on the subject, "Advertising—And You."

**J. M. KORN & CO., INC.**, Philadelphia, has been appointed advertising and merchandising counsel for the Chester Brewing Co., Inc.

**H. O. STONE**, secretary of the Izzard Co., Seattle, has just returned from a 10,000 mile motor jaunt through Western and Southwestern states and into Mexico.

The London office of N. W. Ayer & Son has been moved to Bush House. Douglas J. Meldrum is in charge of the office.

**More Thesaurus Buyers**

Four new subscribers have been signed for the NBC Thesaurus service, namely KLAH, WCSH and OAX4J and OAX4J of Lima, Peru.

Renewals have been received from CKPR, WAIR, WAAT, WIBG, KQW, WOW and HP5K and HP5O, Colon, Panama.

**Dr. William Moulton Marston**

Originator of the Lie-Detector  
 Author of the Two Current Best-Sellers  
 "Try Living" & "The Lie Detector Test"  
 exclusive management  
**DOROTHY WORTHINGTON**  
 501 Madison Ave., N. Y. WI 2-2759

☆ **Programs That Have Made History** ☆

**WJR's "Mrs. Page"**

**I**n "Mrs. Page," WJR has a program which, the Detroit station's executives maintain, upsets every theory of commercial broadcasting. While radio editors and "Vox Pop" yell to high heaven that the air is filled with an over abundance of advertising ballyhoo, "Mrs. Page" goes blithely on her way with nothing else but.

"Mrs. Page" is Ruth Franklin Crane of the WJR staff and when she started the program of "Household Economies" something like ten years ago she told the housewife now to make a cake, how to save on her meat bill, how to make her husband happy though married and all the other fol-de-rol that usually goes with such a program.

Then the sponsors began to move in and it wasn't long before there wasn't any room for "sustaining" features. It became just a matter of straight commercial, dressed up to make it interesting. Now the sponsors are waiting in line for a chance to get on. Originally six a week, there are now nine spots and there might be more if the WJR big shots didn't fear that they might press a good thing to far.

Miss Crane limits the number of sponsors on each program to seven, which means that each one gets about two minutes. There isn't any pussyfooting—She gets right down to brass tacks and does a straight-from-the-shoulder job of selling. Back of it she does a lot of research and writing in addition to the copy sent her by the agency. She's thorough in her work and doesn't waste words.

Why does such a program succeed? First of all because Miss Crane is

fussy about her sponsors. Maybe she wasn't so particular in the formative days, but today she has to have personal faith in the product or it is "out." Her voice and her "copy" carry conviction and sell merchandise.

Miss Crane believes that women who make a business out of the job of housewife are eager to know of new products (or old) which will save them time and money. They read long advertisements in newspaper and magazine, so why should they turn off a radio speaker who is telling them the things they want to know? She has found that her theory is the right one.

One Chicago agency, which has been with her from the start, has tried repeatedly during recent months to take over the entire program. The offer has been refused for the very good reason that the station doesn't propose to let down other sponsors.

The mail response is always large and grows to great proportions when there is a "bait." But the thing which pleases "Mrs. Page" most is the intimate correspondence which comes to her.

With the expansion of the schedule from six to nine programs a week, "Mrs. Page" has now inserted a new thought of selling Advertising as well as merchandise. To combat the forces at work to discredit modern advertising, she has prepared a series of short talks—three a week—which explain convincingly why an advertised product comes to the consumer at a lower cost. It is an added punch to a campaign that had already proved one of the most effective ever put on the air.

**WOPI's "Roy's Radio Column of the Air"**

**"Y**OU understand, of course, that this is a hobby of mine, so, of course, I would expect no compensation for preparing this feature"—so wrote Roy C. Nelson, to W. A. Wilson, vice-president and general manager of WOPI, Bristol, Tenn.-Va., in meekly requesting an interview and audition. That was the inception of what is now one of the most popular weekly programs over that station.

"Roy's Radio Column of The Air," as the program is known, is 15 minutes of informal fireside patter, poems and readings of well-known and loved prose, with musical interlude. While in the main the poems and prose are from Nelson's own scrap book, collected from his many readers during the years his column has appeared in the Elizabetheth Star, new and original themes submitted by listeners are welcomed and used.

While refraining from answering questions, or presenting solutions of intimate problems, as often requested in letters from fans, Nelson does

subtly interject helpful philosophical hints into his poetry and prose.

In its second year, the program, which has a large and rapidly growing mail response, is sponsored by Sterchi Brothers, local distributors for Philco Radios.

**Heinz Mag. to April 10**

Heinz Magazine of the Air, broadcast over the CBS network Sundays, 5-5:30 p.m., will be extended until April 10, before fading it was announced yesterday. Additional programs will feature Mark Warnow's orchestra and choir and Channing Pollack. Maxon, Inc., has the account.

**OFF-THE-AIR RECORDINGS  
 TRANSCRIPTIONS OF ALL TYPES  
 REHEARSALS  
 All at Modest Prices  
 SILVER-FRANK, INC.**

1650 Broadway Circle 7-2777  
 New York City Circle 7-2797

**GUEST-ING**

**ART TATUM**, blind negro swing pianist, and **CHARLEY BARNETT**, saxophonist, on the Saturday Night Swing Club, March 19 (CBS, 7:30 p.m.).

**FRANK CRAVEN**, in Our Town, on the Kate Smith hour, March 24 (CBS, 8:00 p.m.).

**RAYMOND SCOTT QUINTET**, on Hollywood Showcase, March 17 (CBS, 10:30 p.m.).

**MARTHA SCOTT**, on Bide Dudley's program, (WOR, Friday 11:15 a.m.).

**GABRIEL HEATTER**, on the Pat Barnes Barnstormer program, (WOR-Mutual, Saturday 8:30 p.m.).

**MARTIN BIERNE**, Irish musician, and the **ETON BOYS** on Ray Block's Varieties, March 17 (CBS, 3:00 p.m.).

**MAJOR JOHN BASSETT**, president of Montreal Gazette, interviewed by Linton C. Wells on Magic Key program, March 20 (NBC-Blue, 2:00 p.m.).

**JOAN BENNETT**, screen star, in "Shadow-Light" on Hollywood Playhouse, March 20 (NBC-Blue, 9:00 p.m.).

**BESS JOHNSON**, on "On Broadway" program, March 20 (NBC-Blue 3:00 p.m.).

**NINO MARTINI**, on Ford Sunday Evening Hour, March 27 (CBS, 9:00 p.m.).

**LUCY MONROE, ELISSA LANDI** on "Hammerstein Music Hall", March 18. (CBS, 8 p.m.).

**ARTHUR TRACY**, The Street Singer, appears on the Al Pearce program March 22 (CBS, 9 p.m.).

**PAUL WHITEMAN** to be interviewed by Mary Margaret McBride March 22 (CBS, 12 noon).

**JACK BENNY** and **JOE PENNER** will appear on the fifth anniversary program of Phil Baker, March 20 (CBS, 7:30 p.m.).

**BETTE DAVIS** in scenes from "Jezebel" on Hollywood Hotel, March 25 (CBS, 9 p.m.). **HELEN GAHAGAN** on same broadcast as soloist in place of Anne Jamison.

**TAMARA** on the Paul Whiteman show, March 25 (CBS, 8:30 p.m.).

WHAT IS YOUR PLEASURE MONSIEUR  
 AMERICAN or EUROPEAN PLAN  
 Yours for the Asking!  
**WBNX NEW YORK**  
 1000 WAYS DAY AND NIGHT  
 The Station that Speaks Your Language

## PROGRAM REVIEWS

**Norman Corwin**

Appearing on the RCA Magic Key program Sunday 2 p.m. on the NBC-Blue network, Corwin gave out one of his delightful travesties on *Mary Had a Little Lamb*, easily the highlight of the show. Modernized version portrayed how it might happen in Times Square traffic with the cops arriving in radio cars; conservative dailies reporting it; how a Hollywood story conference would work it out; as Gertrude Lawrence would handle it for a play, and a gabfest at a surrealist gathering.

**Great Plays**

WMCA new series of plays suitable for Lent and sponsored by the Church of St. Mary the Virgin, got under way Sunday 8-8:30 p.m. First production was Charles Rann Kennedy's *The Terrible Meek*, a modern miracle drama originally produced in 1912. Adaptation for radio was made by Maryverne Jones, and featured players were James Bell, supported by Hilda Spong, and Hugh Williams. Cast handled the English characterizations effectively and the production was well paced and fairly smooth throughout.

**Rhythm School of the Air**

WNEW has unearthed a new scintillating emcee in Lanny Grey who is presiding over the Lanny Grey Rhythm School of the Air, new series which has been selected to fill the half-hour recently dropped by Allen Kent. Assisted by an expert cast of foils, the program is paced swiftly with clever gags and really good music. Lucille and Lanny, duo featured on WNEW and NBC, lead the show into its musical phase with Don Richards and Mary McHugh handling the solos. Jimmy Rich, former partner of Al Courtney, takes care of the organ in a manner to be envied. Program should definitely fill the void left by Courtney who has switched to WINS.

## CANADA

Sunday marked the 15th anniversary of CKY, Winnipeg, and D. R. P. Coats broadcast one of his "Between Ourselves" talks in which he told of the station's early history. Everall Dutton, news service editor at CJRC, Winnipeg, has been appointed news commentator and will be heard on all news broadcasts over the station in future.

Programs produced by Canadian Broadcasting Corp. in December, 1937, totaled 1,340, against 788 in December, 1936. National network broadcasts made up 55.6 per cent of the total. French network received exclusively 369 programs or 27.5 per cent.

**Farnsworth Gets Award**

San Francisco—Philo Farnsworth, television inventor here, has been given certificate of Eta Kappa Nu, national engineering society, as "outstanding American engineer."

## ORCHESTRAS - MUSIC

By TED LLOYD

WITH THE DECISION to make twelve pictures less for the coming year, Paramount Pictures reduction in schedule showed its fangs in the music subsidiaries, Famous Music and Paramount Music. . . . It was itemed recently that Sam Coslow, one of the country's outstanding tunesmiths would be dropped from the Paramount payroll April 1st, among other writers. The 25 per cent general reduction has now entered the East at Paramount Music, renamed from Popular Melodies. Here, "Baron" Elmore White, formerly professional manager for Robbins, who resigned to accept a similar post with Paramount last August, has been notified that Charlie Ross, at present employed under him, would assume White's duties. . . . Rather than reduce salaries, it was decided to shave off the people in the higher payroll brackets in which White is classified. His work with "Ebb Tide," "The Big Broadcast" score, etc., have been more than satisfactory, it is generally known. . . . Harry Santley, plugger at Famous will be moved to Paramount. Sidney Kornheiser is still general manager of both firms with Lou Diamond as prexy. . . . From a reliable source it is learned that all other firing will be outside of the professional depts. . . . Murray "Pretty-Boy" Weisel remains with Famous as before.

Gene Krupa, drummer-boy for Benny Goodman's crew, who quit last week to form his own band to be headed by Arthur Michaud, who originally handled Goodman, and is now the mentor for Tommy Dorsey, et al, has acquired Jess Stacey, pianopounder, and Harry James, first trumpeteer from Goodman, for his aggregation. . . . Teddy Wilson, colored ivory-tickler and mainstay of the Goodman Trio and Quartet, is also severing his connections with Goodman. . . . It isn't known yet whether Wilson will go with Krupa or form his own band. . . . No matter the course Wilson cares to follow, Lionel Hampton, xylophonist-supreme, will trail along with Teddy. . . . Rockwell-O'Keefe will handle the combo.

Sammy Kaye and his "Swing and Sway" band have again postponed their trip East to continue indefinitely at the Terrace Room of the Hotel Statler, Cleveland. The band, originally scheduled for a four-week engagement, is playing its fifth month at the Mid-West spot.

Donaldson, Douglas and Gumble, with Addy Britt as professional manager, will remain on its own feet and not be bought out by any other publisher. Firm has a hit in a song from the *Casa Manana* show, "At A Perfume Counter."

Carl "Deacon" Moore and his orchestra play the Pla-Mor Ballroom at Kansas City on April 30. . . . Convinced that today's swing music will become tomorrow's folk music, brilliant young Morton Gould, composer-conductor-arranger for WOR's "MUSIC FOR TODAY" program has completed two "American Swing Symphonettes" employing symphonic forms for developing modern swing themes.

Consolidated's radio department is signing up new talent for exclusive submission. Paul Kapp, radio direc-

tor, recently took an option on *Eve Casanova* and her new "charm school" script and has put under contract Art Ryserson, sensational guitarist, and his "Svingtuplets," radio trio recently heard on the *Fred Allen* show.

Frank Parker was in an automobile smash-up in Jersey with his press agent, Ken Lyons. No injuries!

CRA has an option on Terry Shand, formerly featured vocalist with Freddie Martin's orchestra. Shand, writer of "I Double Dare You," "My Extraordinary Gal," "Cry Baby Cry," and other hits is a pianist and singer. Consolidated is submitting him for radio and as the director of his own band.

The radio premiere of portions of *Ferde Grofe's* new piano concerto will be featured by the famed composer and conductor when he directs the NBC Symphony Orchestra on the RCA Magic Key program Sunday, March 20th. This will be a radio preview of the new concerto which will be played in its entirety during *Ferde Grofe's* Carnegie Hall concert in New York City on March 25th.

The 4th Edition of the Cotton Club Parade has the distinction of presenting the first complete show score ever turned out by the master of modern swing—Duke Ellington. . . . The outstanding number from the Cotton Club show is the swing-wild "Skronch," latest offshoot of the family tree which brought forth "Truck-in," "Suzy-Q" and "Peckin'". . . . The sweet hit of the show is the number "If You Were In My Place" one of the smoothest of all Ellington tunes. In addition there is enthusiastic "Slappin' The Soles Of My Feet" and "Lesson in C." Collaborating with Ellington on the lyrics are Henry Nemo and Irving Mills. Mills Music, Inc. is publishing.

Retrenchment policy was reported put into effect yesterday at the offices of CRA where salary cuts as high as 20 per cent were said to have taken place. Although the organization is constantly expanding and business believed to be fairly good, Charles E. Green, CRA president apparently is seeking to play safe, just in case.

**New Crystal Mike**

Los Angeles—American Microphone Co. has announced a new crystal microphone, Model B9, featuring an extended useful range in which the bass is efficiently reproduced. Catalog is available.

## NEW BUSINESS

Signed by Stations

WHN, New York: Barney's Clothes Inc. (men's clothes) announcements, through Alvin Austin Co.

WENR, Chicago: Lewis-Howe Co. (Tums), Vocal Varieties renewal, through Kastor & Sons; Morris B. Sachs, Amstour Hour renewal, through Schwimmer & Scott; Holland Furnace Co., announcements, through Ruthcauff & Ryan.

WMAQ, Chicago: Holland Furnace Co., announcements, through Ruthcauff & Ryan; J. L. Prescott Co. (Oxol), announcements, through John Durham; Gruen Watch Co., ETs, through McCann-Erickson; Industrial Training Corp., "The Camera Speaks" ET, through James R. Lunke & Associates; Monroe Chemical Co. (Bath-O-Bloom), "Crossroads," through Stack-Goble.

WMCA, New York: River Bank Canning Co. (tomato paste), Zeke Manners and his Hillbillies, through Klingner Advertising Corp.; Zion National Kosher Sausage Factory, "Zion Variety Show," through Advertisers' Broadcasting Co.; Clark Shoe Co., announcements, through Friend Advertising Agency.

KSFO, San Francisco: Auto Dealers & Manufacturers of America (used cars), announcements, through Young & Rubicam; B. Simon Hardware Co. (fishing equipment), "Fishin' Fool"; Drackett Co. (Drano & Windex) "Hello Peggy" ETs, through Ralph H. Jones; Axton Fisher Tobacco Co. (20 Grand Cigaretts) Joe Rines' Orchestra, ETs, through McCann-Erickson; Calavo Growers of Calif. (avacados), "Friendly Homemaker," through Lord & Thomas; S. A. Sherer (loans), announcements, through Smith & Bull; Southern Pacific Railroad, announcements, through Lord & Thomas; Gas Appliance Society of Calif., announcements, through Jean Scott Prickleton.

WNEW, New York: Community Opticians, Rex Hamilton, singing organist; Jadwiga Remedies Inc. (Reddy Rub), "Make Believe Ballroom" renewal, ETs and announcements; General Mills Corp. (Wheaties), Newark Bears Spring Training Baseball Broadcasts, through Knox Reeves Advertising Co.

State of Louisiana Law  
May Tax Traveling Bands

(Continued from Page 1)

tors of the tax collector's office tried to trace several name bandsmen who had left the state.

Reports were that the tax collector would seek an amendment to the present law at the legislature meeting in May so as to make employers' responsible for the collection of the tax in these circumstances.

## OKLAHOMA

John Blatt, promotion director for WKY, off for Colorado Springs to supervise publicity campaign for KVOB.

Willard Egolf, commercial manager KVOO, Tulsa, was principal speaker at Tulsa Advertising Federation luncheon on "Radio Station Coverage."

Henderson Leake is conducting "Music for Young Readers," over WNAD, Norman.

KVOO (Tulsa) unit playing nearby theaters with spot in State at Pawhuska last week and in Plaza in Tulsa week before. Unit consists of Toby Nevius, comedian; The Wood sisters; Jack Mitchell as emcee, Jane Faulkner, Joe Hood and M. Ashbaugh.

## ASCAP PUB. PROPOSING A NEW DIVIDEND PLAN

(Continued from Page 1)

cent of the publisher share; 30 per cent of the dividend is based on availability and 20 per cent on a basis of seniority. Old system of classification such as A, B, C or D, etc., was declared to have its evils but probably a lesser one than the current situation of a battle for the most plugs on the air.

It is pointed out that the publisher now thinks only in terms of performances and that while the idea is not exactly destructive, it is considered far from being constructive. A publisher whose work is being rendered on the air may have a few bars of another song interpolated by the conductor or arranger and the interpolated tune receives as much credit as the piece de resistance.

As it stands, the publishers state the business is getting to be a race for the most plugs on the air and the only method of combatting it is to re-arrange the Ascapi method of distributing its dividends to publishers. Beneficial result is also expected to the radio listeners who are often the victims of over zealous professional managers or contact men with publisher organizations.

## KFBK's New Transmitter Ready for Friday Salutes

(Continued from Page 1)

broadcast over the McClatchy California network in dedication of the new transmitter, according to Howard Lange, general manager. Governor Frank Merriam will be principal speaker.

While the salute to the new transmitter will be broadcast by the Warner Bros. station KFVB, a unit of the McClatchy network, it will also be aired over KYA, San Francisco. KFBK will produce a special 30-minute program featuring a 25-piece orchestra and a resume of the station's history.

## SAN ANTONIO

Sieberling Morning News is on KTSA six times a week at 7:30 a.m., sponsored by Stevens Stores.

Plans to broadcast a series of organ concerts via remote control from the Municipal Auditorium with Ted Brown at the console is a new idea of Station Manager Gene Roth of KONO.

Studio Director Charlie Belfi of KABC played the organ on a recent broadcast for Al Brite's log cabin fiddlers' band, setting a new combo for a musical outfit. Walton Blanton was pinch-hit spicler for the program.

## Aids Community Chest

In conjunction with the local Community Chest drive, Mendel Jones, WCKY program director, has arranged a series of program dealing with the activities of the Cincinnati Community Chest. Series will include talks, variety programs and broadcasts of noonday luncheon meetings throughout the duration of the drive.

## RADIO PERSONALITIES

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

### OWEN F. URIDGE

**O**WEN F. URIDGE, sales manager for WJR, Detroit, had a background of 12 years in practically every phase of radio before he was elevated to his present position less than a year ago. He usually knows all the answers whether the problem be from the studio or the business office.



Usually knows all the answers

It was just in the stars that Uridge should eventually wind up in show business. His grandfather was Owen Fawcett, who played with Booth and Barrett and other distinguished actors of his day. Indeed, the Fawcetts were strutting their stuff on the English stage as far back as 1760 and Owen was the first male member of the family who, up to 1926, had found any other employment.

His first job was with a 100 watter, now out of the picture, and after two years there, doing all the things that one has to do around a station of that size, he moved over to WJR, remaining until 1930. For the next two years he was manager of sales at WGHP but came back to "JR" when "GHP" went "XYZ."

His next turn was with Columbia's Detroit office, where he handled spot business for the mid-west but when the sales department at WJR needed a new head last summer General Manager Leo Fitzpatrick called him back. One glance at the WJR time chart gives proof that he has done a good job.

Uridge went overseas with the 30th division and was in France two years as a first lieutenant. He is a member of Detroit's Orpheus club, one of the finest male choruses of the country, and could do a good solo job at the microphone if he had time. His home is in Grosse Pointe, a Detroit suburb on Lake Saint Clair. There are two children—Eleanor 14 and Owen Jr. (called Duke) less than a year.

## NEW PROGRAMS—IDEAS

### Break for the Kiddies

Fairy Tale Time is the title of a program over WCLE which appeals to the three to four year old audience. Program consists of a five minute period of Fairy Tales told by Kay Brennan and is designed to put the children in a restful mood at afternoon nap time.

### Strictly Social

WOWO has originated a program titled the Observer for the convenience of social organizations, clubs, churches, etc. outside the city limits of Fort Wayne. The Observer, a sustaining program heard daily, Monday through Friday, will broadcast an invitation to a social function, a bazaar, a banquet and similar announcements.

### Real Kitchens

A new participating program over KXYZ brings to the housewife audience in Houston, Martha McDonald's Modern Kitchen. The series conducted by Mrs. McDonald will present housewives the opportunity to gain new ideas about food, its purchase and preparation, new thoughts in practical serving for the family, planning for party menus, economies in the food budget and other helpful suggestions and ideas. Program is broadcast direct from the all-modern kitchen in the studios of KXYZ.

### Helps Peace Movement

"Cincinnati Peace Waves" is the title of a new series of talks, round-table discussions and dramas as WCKY's contribution to the campaign for world peace. The series, arranged by local Peace League will open late this month with a statement by President Alfred D. Moore of the League and will continue during March, April and May. Drama portion of the series will be handled by Civic Theater Guild under the guidance of Director Owen Phillips.

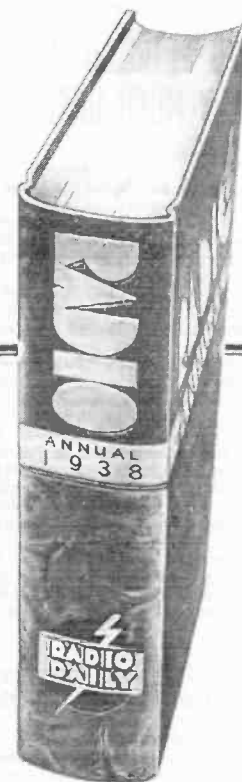
### WBBQ, Memphis

Roger Phillips, former program director at KFJZ, Fort Worth, has joined the production department.

Lloyd Goodin, from KHBC, Okmulgee, Okla., is a new member of the sales department.

E. Reginald Ferguson has been shifted from the announcing to the continuity department, replacing Robert Ramsey.

New departure in local sports broadcasts was the airing of nightly City Bowling Tournament over WBBQ, sponsored by Coca Cola, which likewise has bankrolled wrestling, football and baseball airings.



Radio Daily in presenting and distributing Radio Annual complimentary to its subscribers as part of Radio Daily service is happy to play its modest part in the progress of a great industry.



## NAPA'S PETRILLO DEAL VERY MUCH UNSETTLED

(Continued from Page 1)

Petrillo and the proffered post. NAPA seeks to license the use of phonograph records.

Following Petrillo's talk before officers and members of NAPA Monday, it was learned by RADIO DAILY from one of the officers yesterday, that despite Petrillo's refusal to commit himself in his speech, he is definitely receptive to the union with NAPA, but at the same time is unwilling to completely sever connections with the AFM where he is head of the Chicago local. He is also a member of the Executive Board. It was also learned that NAPA has no objections to Petrillo's continued allegiance with the AFM.

Up until a late hour last night, when Petrillo departed for Chicago, no announcement of an affiliation between NAPA and Petrillo was forthcoming. It is believed that action will be delayed until the AFM board completes its negotiations with radio stations which are now in progress.

## "Airmail Week" Begins Cutting 15,000 Disks

(Continued from Page 1)

ceded by one-minute announcements by Crutchfield and Younts. Crutchfield will handle the announcing duties on all transcriptions.

It has been learned that stations are already preparing special series and special event broadcasts for the campaign in an effort to win the plaque which is to be awarded for outstanding broadcasts to one station by FCC Chairman Frank R. McNinch. Participation of the FCC chairman marks the first time since he has taken office that he has been actively associated with any one broadcasting project.

### WBAL, Baltimore

A new schedule has been adopted for "Happy Johnny and his Radio Gang," effective tomorrow. Program will be heard Tuesday, Wednesday, Thursday and Saturday, 12:05-12:30 p.m.

A new series under auspices of the Women's Christian Temperance Union, began Sunday, 12:45-1 p.m. It includes a number of 15-minute dramatizations entitled "It Does Happen Here."

## BIRTHDAYS

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

Greetings from Radio Daily

March 16

Tommy Donnelly  
Elizabeth Lennox  
Lewis MacConnach  
Henny Youngman  
Joseph Higgins

## ★ Coast-to-Coast ★

WISN will broadcast the speech of Milwaukee's Mayor, Daniel W. Hoan to the Sunday Morning Breakfast Club on March 20, at which time the Women's Relief Corps of the GAR will present the club with a flag in honor of its outstanding civic work. Club's meetings for the purpose of civic and national discussion are a regular weekly feature over station.

Mr. and Mrs. Odie Thompson, popularly billed on KWTO-KGBX, Springfield, Mo., have returned to the air as a duo after an absence of almost three months. In the interim, "Odie and Sue" became parents. Up until two weeks before the arrival of the new daughter, Odie and Sue kept up their radio broadcasts by a special remote direct from the Thompson home, over KWTO-KGBX.

A novelty in Canadian broadcasts will take place today when over CBC network a word picture will be given of the Canadian National Railways icebreaker and car ferry, S. S. Charlottetown, battling its way across the Northumberland Strait en route from Borden, Prince Edward Island, to Cape Tormentine, New Brunswick. Bob Anderson of CBC will describe the voyage of nine miles through the ice field, and the loading operations at Borden.

Robert E. Bausman, business manager of WIRE, was the principal speaker at a luncheon-meeting of the Apartment Owners Association of Indianapolis yesterday.

Mary Pickford, Walter Lippman and General Hugh S. Johnson will speak over WMCA at the 1938 Citizen's Appeal dinner for the Salvation Army on March 22.

WATL has three different types

### WRC-WMAL, Washington

William Stafford Carson has joined the engineering staff. Around the control room corridors they call him "The Giant"—he's six feet six and a half inches tall, and hails from Baltimore.

A two piano team, Olmstead and Nieman, will be aired weekly over WMAL beginning April 2 at 6-6:15 p.m. . . . Amelia Olmstead and Minna Nieman are well known concert pianists of this city.

Bryson Rash, local announcer, received 4,000 letters last week on his "Science on the March" over WMAL. Earl Godwin, newscaster, heard daily over WMAL at 8:30 a.m., has been elected president of the White House Correspondents' Association. Godwin is the White House correspondent for the Washington Times.

Mary Mason, WRC "Home Forum" expert, is inaugurating a new feature on her program . . . Each Monday, beginning March 21, a member of the Board of the National Women's Athletic Ass'n will advise listeners how easy and economical it is to get exercise in Washington.

of musical programs which have found wide audience acceptance. The Little Swing Club, is local popular song group which patterns itself after CBS's Swing Session. For light opera music the station offers The Cat and the Fiddle. The program, Hymns of the Ages is built around a large Salvation Army band playing favorite hymns.

The Indiana State Federation of Women's Clubs have inaugurated their campaign to beautify the state by gardening and tree planting with a weekly broadcast over WFBM.

Children's Symphony Chats is the title of a new quarter-hour program over WFBM on Saturdays. Stories and histories of well known symphonies will be told to youngsters by members of the Indianapolis Symphony organization.

W. A. Wilson, general manager, announced that Station WOPI has made arrangements to sponsor the Summer Radio Cooking School to be held during the month of May. School will be conducted in Kingsport, Johnson City, as well as Bristol, by Mrs. Henrietta Dull.

Jim W. Woodruff, Jr., WRBL general manager, has completed arrangements to broadcast the road and home ball games of the Columbus Redbirds. Jack Gibney will handle the mike assignment. Special equipment has been installed at the ball park for the home games.

Howard Ackley, chief announcer of the WOWO-WGL staff has completed his tenth year with the station. During his ten years he estimates that he has announced 15,000 programs.

### CKLW, Windsor

"Air Adventures of Jimmie Allen," new serial scheduled to start last week, was postponed to this week. It will be heard five times weekly.

Judge John J. Maher will be the teacher when CKLW's new "School of the Air" is inaugurated this week. Judge Maher will conduct two series of broadcasts, a Monday morning class in Public Safety, and a Friday morning session on Government and Political Science. Leading educators of Detroit and the state public and parochial schools met with Manager Frank Ryan of CKLW to broadcast a forum discussion introducing the new program Friday.

### WRDW, Augusta, Ga.

"Eb" Winn is back on duty after a visit in the old home town, Plum Branch, S. C.

Three leading banks of Augusta are now airing regular commercial shows.

Broadcast of Imperial Cup races from Aiken, S. C., coming up March 26.

## COMMERCIAL RECORDS ATTRACT TWO ACCOUNTS

(Continued from Page 1)

Ginger Ale, with Arthur Boran the announcer. Music by a name band was then dubbed in on the balance of the disk from another recording.

Advertising is being sold on the basis that it is direct, and tie-ups will be made to advertise products, such as liquor, cigarettes, etc., so that listeners to coin machines may purchase product in the same establishment.

The AFM at present is engaged in a battle to gain compensation for musicians on all recordings. NAPA will endeavor, through its paid head, to fight the use of their records on the coin machines. The new medium of advertising it is to be noted, offers a close parallel to the fight being waged between stations and the AFM wherein it is charged that recordings are being used on commercial programs without compensation being given to the musicians whose recordings are used. Reeves Recording Co., made the two above mentioned records.

MPPA and Ascap also believe they have a stake in the commercial disks and are expected to move accordingly.

## Two N.O. Affiliates Hold Out On AFM Pact

(Continued from Page 1)

casts. Also, agreement must be retroactive to Jan. 17. G. Pipitone, head of the musicians union here said that WWL signed on such a basis and the other must follow suit, or, the WWL contract will have to be rejected. Pipitone left by plane for New York to confer with President Jos. N. Weber of the AFM. Station WSMB is owned by Maison Blanche and the Saenger theater interests. Union is reported preparing to appeal to station advertisers in the event of a strike.

### WWJ, Detroit

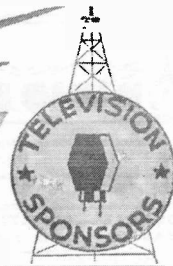
WBXWJ furnished dance music for the Motor City Radio Club at the Dearborn Island Club House on Saturday night.

Number of licensed radio receiving sets in Australia passed the million mark for the first time in 1937, totaling 1,008,595 on Dec. 31.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3. NO. 53

NEW YORK, N. Y., THURSDAY, MARCH 17, 1938

FIVE CENTS

## FCC Mulls Craven 'Order'

### CULKIN BILL HEARINGS START EARLY IN APRIL

Washington Bureau, RADIO DAILY  
Washington—Hearings on the Culkin Bill banning radio liquor advertising will be held by the House Interstate and Foreign Commerce Committee early next month, Congressman Culkin, upstate New York Republican, the measure's sponsor, told RADIO DAILY yesterday.

Culkin said he expected federal alcohol administrator Alexander to testify before the House Committee as well as other FAA executives. Culkin added the administration has expressed "keen interest" in his measure.

### Strickland Loses Suit Against Hearst Daily

Dwight Strickland, conductor of a series of radio programs heard over WNEW and titled "Poets of Today," yesterday lost his libel suit against Hearst and the "Sunday Mirror" for \$75,000. Suit was based on a series of articles about members of the cast of the radio program that appeared in the Sunday Magazine of the Mirror. Trial was held in Supreme Court of New York.

Program was forced to leave the air three months before the articles appeared because continuity was censurable.

### Campbell Station Switch

Campbell Soup Co., effective April 25, will switch 5 stations from Amos 'n' Andy 7-7:15 p.m. airing to the repeat show at 11 p.m. Stations switching because of daylight time are: WTAM, WWJ, WLW, KSD, KSTP.

### Good Ole Days

Milwaukee—Turning back the years, Bob Heiss, chief announcer of WTMJ, jerked sodas again in a drug store where he worked as a schoolboy fourteen years ago. Heiss now conducts a program emanating from drug stores. Last Saturday he again jerked sodas for his former employer but it was all part of the sponsor's idea.

### Status Quo

Oklahoma City—Disagreement among local AFM members as to whether radio bands should be permitted to play outside engagements was put to a vote at last meeting and result was a tie-vote. Decision now postponed until next month's meeting.

### AUSTRIAN COUP STUFF STEALS 'MARCH OF TIME'

For the second time in its radio history, the "March of Time" tonight will devote its full-half hour to the dramatization of one subject, the Austrian coup by Hitler.

Vivid presentations of the important dramatic episodes of the coup will cover the complete story plus the highly significant European developments in other countries as a result of the Nazi conquest. Por-

(Continued on Page 2)

### More Camel Show Talent Set by Wm. Esty Agency

R. J. Reynolds Tobacco Co., sponsor of the Camel Caravan, yesterday announced the complete talent lineup for the new Cantor series which is set to begin March 28, 7:30-8 p.m. over a CBS network of 90 stations. Cast, headed by Eddie Cantor, will include Deanna Durbin, Fairchild and Adam, piano duo, Benny Goodman's Quartet, Bert Gordon, Edgar Fairchild's orchestra and Walter King.

## NAB Monday Board Meet Off; Final Report Still Incomplete

### KADA Airs Livestock Show

Ada, Okla.—KADA has been granted special temporary permission by the FCC to carry daily broadcasts of the Southwest Junior Livestock Show to be held in Oklahoma City, Mar. 21 to 26. Town will send a large delegation of contestants. The Ada station has carried a leased wire from Oklahoma City to give daily livestock quotations for the last two years. Station will be permitted to broadcast programs from the show daily from sunset to 9 p.m.

## Believes That Its Adoption Will Stall Off a Congressional Investigation; Action Is Due Tomorrow

### WBBC SIGNS WITH ARTA TO SETTLE LABOR BIZ

Brooklyn radio technicians' troubles and the present strike at WLTH are expected to be settled by WBBC and the ARTA contracting yesterday for a 40-hour week, vacations with pay, and salary increases of, in some cases, as much as 100%. Salaries had averaged about \$22.50 weekly, will now run from \$37.50 to \$45.00. A mileage allowance of 7c per mile will also be granted to those men using their own cars. Contract was signed by Peter Testin, representing the Brooklyn Broadcasting Corp. and Louis Goyette of the ARTA.

### Stevens Bats for Goodman In Fitzpatrick Swingeroo

Leith Stevens will substitute for Benny Goodman in the swing versus old-fashioned tunc bout which Leo Fitzpatrick, manager of WJR, and Benny Goodman are staging on CBS. Fitzpatrick wanted an earlier hour, 7:30-8:15 p.m., for the broadcast on Saturday, but Goodman, because of previous commitments could not broadcast at the earlier hour. Hence Stevens is pinch hitting with his "Saturday Night Swing Club" troupe. Ray Heatherton and Hollace Shaw

(Continued on Page 2)

By PRESCOTT DENNETT  
Washington Bureau, RADIO DAILY

Washington—The FCC has taken under advisement the adoption of the special order proposed by T. A. M. Craven, FCC commissioner, for a sweeping investigation by the commission of charges of "monopolistic trends and practices in the radio broadcasting industry."

Adoption of order, it is expected, would mean an immediate probe of all monopoly charges, including "competitive practices and contractual relationships between the networks and their affiliates."

RADIO DAILY was authoritative—  
(Continued on Page 8)

## PETRILLO'S NAPA TALK WAS HIS OWN SAYS AFM

Any statements made Monday by James C. Petrillo head of the Chicago AFM local when he addressed officers and members of the NAPA, was strictly on his own and is not to be considered as coming from the AFM, said Jos. N. Weber, president of the musician union. While the AFM sym-

(Continued on Page 7)

## Bree Cosmetics on WTMJ As Test for Other Spots

Chicago—Bree Cosmetics, through Gibbs & Co., holding company, on Wednesday launched test on WTMJ, Milwaukee, of Betty Bree, presenting women's news, to background of

(Continued on Page 7)

### Just A Swap

Nashville—WSM has found itself in the unusual position of feeding the NBC-Blue network a half hour dance program, but unable to carry it itself due to receiving an NBC-Red program at the same hour. WSM's show is Francis Craig's dance orchestra, on 77 outlets.

(Continued on Page 8)

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Mar. 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURE EXCHANGE

Table with columns: Bid, Asked. Row: Majestic.

OVER THE COUNTER

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

WSM Donates 'Opry' Show

Nashville—WSM is donating fifteen minutes of its famous Saturday Night Grand Ole Opry to the state of Tennessee. Purpose of the broadcast is to offer a free 24-page color brochure advertising the beauty and advantages of the state. Time donated is from 11:30 to 11:45 p.m. First offer on this late hour brought 1,500 requests for the free booklet with more coming on each mail. In addition to rendering a service to the state, the station is interested in proving that the late periods on the Grand Ole Opry are valuable commercial spots.

NEW BUSINESS

WHAM, Rochester: Unit Parts Rochester Corp., musical programs renewal.

WPTF, Raleigh: The Lewis Sporting Co., "Oddities in the News" program.

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

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WBRE—Wilkes-Barre, Pa. 1310 Kilocycles—100 Watts

LOUIS G. BALTIMORE, Owner and Operator

The rich Pennsylvania trading zone surrounding Wilkes-Barre, Kingston, Nanticoke, Pittston and Scranton was added to the NBC listening territory on Jan. 30, when WBRE, Wilkes-Barre, advantageously located in the area, became an NBC outlet supplementary to both the Blue and Red networks.

WBRE is owned and operated by Louis G. Baltimore. It has a frequency of 1310 kilocycles and at present utilizes 100 watts, with the expectation that the daytime power will be raised to 250 watts this spring. Upon completion of plans for the increased power, a new transmitter will be installed in the recently occupied modernistic design transmitter house. The new 180 foot vertical radiator is already in operation.

The station serves an unusually large trading zone because of its unusual position in the state of Pennsylvania. Wilkes-Barre has a population of 86,626 under the 1930 census; Kingston, directly across the river from Wilkes-Barre, has a population of 21,600, and Nanticoke and Pittston have populations of 26,043 and 18,246 respectively. Scranton, with a 1930 population of 143,433, is but 16 miles from Wilkes-Barre, and engineering tests indicate that the WBRE signal is the strongest one in Scranton with the exception of the Scranton station.

The area covers the rich Wyoming Valley which has a normal trading zone population of 344,587. Wilkes-Barre itself rates as the 88th market in the United States and the sixth in Pennsylvania with a 1935 retail sales total of \$37,945,000.00.

The station has been in operation since 1927. Louis Savitt is program manager, A. C. Baltimore is sales manager, and S. R. Baltimore is promotion manager.

Hitler's Austrian Activity Steals "March of Time"

(Continued from Page 1) tions of the broadcast will date back to 113 B. C.

The "March of Time" has been on the air for over seven years but it was not until 1932 that the first program was taken by one subject, the election of President Roosevelt in 1932.

"Almanac" for Wrigley

Phil Cook's Almanac, now heard daily on WABC, will be presented over a CBS coast-to-coast network replacing Wrigley "Double Everything" series beginning March 27. Daily series will also be continued. Dick Swift will produce. Show will be heard 6:30-7 p.m.

Halco Institute Testing

Chicago—Halco Institute (alcoholism cure) has placed its account with Selviar Broadcasting system and has started a test program on WAAF, Chicago. If test proves satisfactory other midwestern stations will be used. Program is a musical transcription series titled "Do You Remember." Arthur A. Kohn handles account for Selviar.

AAU Bouts on NBC

NBC will air blow-by-blow description of the AAU amateur boxing championship bouts from the ring-side in Boston on Wednesday, April 6, 11:30 p.m., over the Blue web.

Bill Stern and Bob Evans, son of the famous ball player, Billy Evans, will collaborate on the broadcast.

Werble on Special Job

Washington—Wallace Werble, local Transradio Press representative here, has been detached for some special work on the road. He expects to be gone for several months.

Stevens Bats for Goodman In Fitzpatrick Swingeroo

(Continued from Page 1) have been added to the WJR team. They will fly to Detroit to add their talents to the contest. Another added starter for the swing team is Maxine Sullivan, the Onyx Club's exponent of old-fashioned tunes in swing style.

Illinois Bell on Air

Chicago—Illinois Bell Telephone Co. to promote its Red Book, classified directory, will start a spot campaign on Chicago stations on April 3. E. C. Herrick of N. W. Ayer is handling placement.

Vallee Show Signs Caesar

Irving Caesar, the song writer, has been signed for a number of appearances on the Vallee show beginning next Thursday. Caesar will sing his safety ditties on the program.

Graham McNamee has also been re-signed for another year as the announcer on the show. NBC Artists set both deals.

Webs Air Mussolini

Benito Mussolini's speech yesterday to the Italian Chamber of Deputies was picked up by NBC, CBS and Mutual direct from 2RO, Rome. NBC had to cancel out two Procter & Gamble commercials on the Blue web in order to air the Duce.

Radio's Latest Novelty LANNY GREY'S "Rhythm School of the Air" Daily WNEW 12:30 P.M.

COMING and GOING

LEO FITZPATRICK, WJR vice-president, changed his mind about going home yesterday. He is remaining in town for a few more days.

NILES TRAMMELL and FRANK RUSSELL, NBC Chicago and Washington vice-presidents, respectively, are in town.

WILLIAM DRIPS, of the NBC Farm and Home Hour, is visiting here.

BEATRICE LILLIE departs for London following her appearance on the Camel program Mar. 22.

F. W. BORTON, WQAM president, is off on a week's fishing trip.

BENEDICT CIMBEL, JR., WIP head, has returned to Philly after a two-week Florida vacation.

R. A. STUART, executive of 3XY, Melbourne, Australia, arrives in New York tomorrow. Seeks scripts and program ideas.

FRANK FORREST, here from Hollywood for guest shot on American Legion show and concert appearances.

Soule Resigns Post

The Board of Directors of Trans-Electra Corporation, Graybar Building, yesterday announced the resignation of Gordon Soule as president.

Forrest J. Johnston, Vice-President, will head the activities of Trans-Electra until the board of directors elect a president.

Blair Enlarges Office

John Blair & Co. station reps, have taken additional floor space for its New York office on Madison Ave. Entire office has been redecorated. George Bolling, vice-president in charge, has moved his desk into the new space.

WKY - beats all in Oklahoma in volume of local and national business. Oklahoma City. Representative—The Katz Agency, Inc.

**OKLAHOMA**

Consolidated Radio Artists, Inc. have filed a \$778.50 suit for breach of contract in district court in Oklahoma City against Mack Jackson.

Hughie Price, WKY discovery who scored a triumph on Major Bowes CBS program set for a week's personal appearance at the Tower theater in Oklahoma City.

W. C. Gillespie, manager KTUL (Tulsa) has been appointed to the Tulsa Chamber of Commerce trade development committee. He and Willard Ezoff, commercial manager KVOO have also been appointed to the market research committee of the wholesale division of the chamber.

So successful were the KTOK broadcasts of an Old Fiddlers Contest held at the municipal auditorium by the Oklahoma City Used Car Dealers Association for Used Car Exchange Week that the event will be held each year, according to plans. First night actual car auction was also carried. As many as 32 fiddlers appeared in each hour's show.

Changing over from a straight orch broadcast to a Sunday Afternoon Variety Show has loaded down the mailman for KTOK in its new Sunday afternoon show being remoted from Blossom Heath Club to the Oklahoma Network. Program features variety acts by Ralph Webster's orch, Jane Benton, local talent and interviews with patrons of the club by Webster and Paul Buening, program director of KTOK.

Southwest Aviation Conference activities at the Oklahoma City municipal airport were broadcast by WKY with Perry Ward, Allan Clark and Earl C. Hull on the job assisted by Lieut. Bunny Trundle, late of the U. S. Marines.

Ben Bezoff, WKY announcer, ill with flu.

Walter Cronkite, WKY newscaster, back from Kansas City vacash.

Unit from WKY set to play Sooner Theater at Norman, Mar. 17, for Oklahoma University engineering school St. Pat's day celebration. To include Marty Hall, The Bellboys, Hughie Price and Harmonicas.

Soggy Jones and his Coon Hollow Hillbillies (i.e. Doc Davis and gang from staff orch.) new unit with two fifteen minute spots weekly on WKY. Ben Bezoff on other end of 12 noon quips.

**Corn-Kix Adding More**

Chicago — General Mills which launched a campaign for Corn-Kix, new cereal, through "Those Happy Gilmans" on WTMJ, has added WDRC, Hartford, Conn.; WCCO, Minneapolis, and KDAL, Duluth, Minn. Expected to expand list possibly to 50 stations. Blackett-Sample-Hummert, Chicago, handles the account.

**WBIG** *famed*  
GREENSBORO  
N.C. *for*  
Showmanship  
George P. Hollingsberg Co., *Hall Reps*

☆ **PROMOTION** ☆

**Cashing in on Disaster**

California Consolidated Water Co. seized upon the advantages afforded by the March floods which swept southern California. Acting with lightning speed the company contracted through The McCarty Co., Los Angeles advertising agency for frequent spot announcements on KNX which was the first medium to warn the public to boil or take other precautions with their drinking water. By cashing in on a disaster and at the same time offering the community a valuable public service, the water company was swamped with orders after each announcement.

**"Used Car Week Aids"**

In order to stimulate interest in used car buying WQAM, Miami, made transcriptions of comments on the national movement by auto dealers participating in the campaign. Recordings were cut at the showrooms of the dealers and then combined into two programs for broadcast during National Used Car Week. Feature was handled by Norman MacKay and Leslie Harris.

Designed as a good-will builder, KIRO's High Power Half Hour invited all local used car dealers during National Used Car Week to enter their crack salesmen in a com-

**Zenith Radio's Plans**

Chicago—Zenith Telepathy Series, currently plugging new Radio Nurse, will feature interview with Dr. Herman N. Bundesen, president of the board of health and baby specialist, on broadcast for March 20. Following week Mrs. William Harkness, who brought two pandas from Tibet to zoo here, will relate a telepathic experience. Zenith Radio Nurses have been distributed to 20,000 dealers and first inquiries are now coming in though magazines carrying ads are just being released this week.

**Radio Guide to Phila.**

Chicago—Click and Radio Guide, published by Moses L. Annenberg, have moved general offices from Chicago to Philadelphia. Press work continues to be done here. Curtis Mitchell, editorial director, moving family to Philadelphia. Annenberg publishes the Philadelphia Inquirer also.

**KOA Red Cross Station**

Denver—A Red Cross emergency first-aid station, said to be the first ever established at a radio transmitter, has been installed at the KOA transmitter, ten miles east of town. J. A. Slusser, engineer in charge, and Russell Thompson, also an engineer, have been given diplomas in first aid following 30 hours of classroom work. Transmitter is on U. S. Highway 40, a heavily-traveled route, and the boys expect to be called upon at any time to use their newly-acquired skill.

petitive one-minute talks. Contestants were given wide choice of subject and after the contest judges pronounced a twenty-way tie with cigars going to all entrants. Program polled a surprising number of telephone calls with votes for the contestants.

**Better Client Service**

As a matter of service to its clients, WPTF, Raleigh, now transcribes programs for audition purposes, thus making it possible for prospective sponsors to hear custom-built shows in their own places of business. Talent, contest ideas and all production details are carefully explained on each disc, enabling clients to obtain comprehensive knowledge of every program before signing for sponsorship.

**WBT Shriner Tieup**

In connection with national Shriner's convention to be held in Charlotte on March 23-25, WBT will put on a gala broadcast from 11:30 p.m. to 2:00 a.m. Shriners will salute their home towns and dance music will be broadcast. WBT will also take part in the welcoming ceremonies Tuesday evening, March 22nd, when the Shrine President's train arrives with a thousand or more delegates who will be picked up en route from Kansas City.

**PHILADELPHIA**

Three shows are now being pumped to the Mutual Coast to Coast network from WFIL. The shows are "The Imperial Hawaiians, twice weekly, Tues. and Thurs.; "Thursday at Three" featuring the music of Anthony Candelori and his band with 12 vocalists, comedians and instrumental artists; and the Intercollegiate Spelling Bee. Three more shows are being readied for network consumption shortly.

Four new accounts make their bow over WPEN, starting this week.

Riverside Canning Co., makers of Madonna Brands, go on the air six times weekly featuring the "Italian Varieties"; and Flotill Products, for "Flotta Brand Salsina" offer the "Story Behind the Song" which the Aldo Santo Co. every Sunday. Both shows will be in Italian. Planters Hi Hat Peanut Oil will offer a six nights weekly musical show designed to meet the Jewish audience. A Negro spiritual hour featuring an all negro cast, with all material written by negroes, and directed by them, is to be heard every Sunday.

**Johnson Co. in Canada**

Chicago—Needham, Louis & Brorby has started a transcription campaign for S. C. Johnson, Brantford, Ont. (furniture polish) on following Canadian stations: CJRM, Regina; CFRN, Edmonton; CFCN, Calgary; CFQC, Saskatoon; CJRC, Winnipeg; CKAC, Montreal. Same concern has Fibber McGee and Attorney-at-Law on NBC.

**If You Lived in Kalamazoo**

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

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

**MICHIGAN RADIO NETWORK**

WXYZ KEY STATION DETROIT MICHIGAN



The Paul H. Raymer Co., Representative

## NEW VOCALIST BUILDUP ON CHESTERFIELD SHOW

Grace Moore, who replaces Lawrence Tibbett on the Chesterfield Wednesday night airings on May 30, yesterday announced that she has completed arrangements whereby an audition board will be picked to select an unknown singer, either tenor or baritone, to sing opposite her on each broadcast. Singer will attempt to discover a new personality, and develop it for the air and screen. Program is heard over CBS network at 9-9:30 p.m.

### The "Other Half"

WPTF's new Raleigh show, "The Other Half," depicts dramatic incidents in the lives of unsung heroes and people behind the news. Early production plans call for interviews on the air with a hotel hostess, a steeplejack, a train dispatcher, a water works chemist and a forest ranger. Wes Wallace, WPTF production manager, will script the shows and contact future participants whose occupations link them with the unusual and dramatic.

### Bottled Gas on Air

Chicago-Illinois Bottled Gas for use in rural homes not served by gas systems, has started quarter hour programs on WJZ, Tuscola, Ill., and is using announcements on WLS, Chicago. Wade agency has the account.

## Coming Events

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

## D'ARTEGA

### AND HIS ORCHESTRA

New Buffalo Theatre for limited engagement

Exclusive Management

JACK LAVIN

PARK CENTRAL HOTEL NEW YORK

LISTEN TONITE TO

### DORIS RHODES

6:05 P.M. WABC-CBS Network

MANAGEMENT

COLUMBIA ARTISTS, INC.



● ● ● "Little Shots About Big Shots"—When Del Casino entrained for Hollywood with "Eddy The Great" Duchin's caravan, he was met at the coast depot by people from Paramount Pictures.... They rushed him to the music dept. where he sang for Sam Coslow, who thought him "great" but that he wanted Al Siegel, voice coach of the studio, to also listen. Casino sang the same tune for Al, who said he was "sensational" but that he wanted Ted Lesser, talent scout for Paramount, to get a bang out of hearing him sing.... So, Del, anxious to get on the silver screen, sang for Lesser. Ted believed him stupendous—but wanted Del to chirp the ditty for Eugene Zukor, one of Paramount's headmen.... When it came to sing for him—Del Casino forgot the lyric to "True Confession."

● ● ● Believing that social events for members of the staff of KGY in Olympia, Washington, makes for better relations, Manager W. R. Taft makes it a point to arrange a staff party at regular intervals throughout the year.... Last summer it was an all-day excursion aboard a cruiser owned by KGY's news editor, Sam Crawford.... A few weeks ago, the entire staff retired to the Taft cabin in the mountains and had a grand week-end skiing.... Now the social calendar calls for a "Do-As-You-Please" party to be given at the home of Mrs. George Tilden, merchandising director of the station.

● ● ● Singer Joey Nash has had a million-and-one agents handling him for some time—but none brought any worthwhile results.... A few weeks ago, JOEY, without benefit of agent, manager or representative, sold HIMSELF to Procter & Gamble for their transcription series plugging Camay soap.... Now, on receiving payment for this work, Nash deducts ten per cent which he places in a pocket separate from the other 90 per cent—thus feeling he's Big Time sans agent!.... Russ Morgan is sporting a shiner. It wasn't from walking into a bed or door—but from handball!

● ● ● Whenever the chief engineer of WOPI, Bristol, goes out on remotes, he always finds that he has a steady assistant in General Manager W. A. Wilson's youngest son, Jimmy, who has become quite adept in handling the microphone cable.... Commentator Richard Brooks wired the following on Tuesday: "Today is the Ides of March. How strange it would be if history would repeat itself and Hermann Wilhelm Goering would stab Hitler even as dear old Brutus slipped the stiletto between the ribs of Caesar.... For it was March 15th when that happened—long ago!"

● ● ● When the Academy Awards were given last week, 20th Century-Fox Pictures was awarded an "Oscar" for their short "Private Life of the Ganets"—written and narrated by A. L. Alexander—conductor of the "True Story" show.... Recently the trade press blazed with the news that an air personality had been signed for a period longer than five years—for the same sponsor. However, last month, the headlines switched to the fact that this person would go to another sponsor within a fortnight.... Here's the reason for the first story. At that time Mr. X was being considered for a picture contract—but the producer didn't know for how lengthy a period to sign the comic—so Mr. X arranged to have the sponsor release the news that he was signed for the air for five years. With the publication of this news, the producer signed the comic for that period also—figuring that he'd have the value of radio exploitation for his pictures for that long a time!

## SEARCHINGER'S BOOK 'HELLO AMERICA' READY

Former CBS European Representative, and now broadcasting from England over the NBC networks regularly, has penned a tome, "Hello America," (Houghton Mifflin Co., \$3.50). Cesar Searchinger is well schooled to write a non-fiction volume dealing with International broadcasting.

"Hello America," deals primarily with the major events in recent years that have made history, not only because of their importance in their localities, but because radio has brought home to all corners of the world the happening when it occurred. Searchinger directs his commentaries to the American public, however, and explains all the whys and wherefores of some of the most important events ever aired over the networks in the United States from across the seas.

Included in the volume are actual accountings and details of International broadcasts made by the present Duke of Windsor in his now famous abdication address, former Prime Minister Ramsey MacDonald, Mussolini, Hitler, Mahatma Gandhi. Also there are many true stories behind the scenes in Foreign and International broadcasting as related by Searchinger himself.

Book should appeal to the average layman, as well as the personnel of the industry itself.—N. W.

## "March of Time" Serval Sponsorship Starts Apr. 8

Serval (Electrolux) will take over the sponsorship of the "March of Time" on April 8. Program will continue to be heard on the NBC-Blue, Fridays 8-8:30 p.m. BBD&O has the account.

## CARL BIXBY

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

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## GEORGE GRIFFIN

Lyric Bartone

- THURSDAY WJZ-NBC BLUE  
12:15 P. M. EST.
- SUNDAY WEAF-NBC RED  
9 A. M. EST.

Management NBC Artists Service



**PROGRAM REVIEWS**

**Philadelphia Orchestra**

The Philadelphia Orchestra programs sponsored by a group of banks over the NBC-Blue Monday night for a full hour is easily one of the highlights of any week. Although show is bucking the Lux Radio Theater with its "name" film personalities, this fact has not caused the sponsors to cheapen the program contents. For some 20 odd weeks only the best of the serious music has been aired.

Three of the most famous symphony conductors, Leopold Stokowski, Eugene Ormandy and Fritz Reiner have directed the broadcasts. Guest stars from the Metropolitan have been regularly featured on the show. And to give it a financial touch Dr. Neil Carothers, Dean of the College of Business Administration at Lehigh, and W. Kiplinger have been speaking on topics of current interest in the field of banking, foreign relations, economics and business trends.

Last Monday's show, with Lucy Monroe, a guest soloist, was one of the series best broadcasts. The orchestra's string section, reputed to be one of the best in the country, had numerous opportunities to show that they have a right to the claim. Miss Monroe was in rare form, singing four numbers instead of the usual three. The orchestra played works by Dvorak, McDonald, Bizet and two Tchaikowsky's numbers.

This is the first season that the program has used a full-hour. The 1936-37 series was a half-hour. The hour span is the right length for this type of show, but it is hoped that when the series returns to the air next year that the sponsors will pick a mid-week spot. Monday is too close to the NBC Symphony, Ford Sunday Evening Hour and New York Philharmonic programs which are broadcast on Saturdays and Sundays. Even good things have a way of becoming tiresome when it is available in too large doses.

Series completes its 26 week run on April 11.

**"Headlines and Bylines"**

"Headlines and Bylines" on CBS is one of the best news programs of its type on the air. Coming late Sunday, 10:30 p.m., but just before the 11 p.m. news reports on other stations, series has built up a large audience.

Commentators on the series are specialists in the particular fields which they cover each week. And

**★ Programs That Have Made History**

**NBC Breakfast Club**

THE NBC Breakfast Club, a stepping stone to stardom for some of radio's great, made its debut October 24, 1933, and is heard each week-day morning at 8:00 a.m., CST over the NBC-Blue network.

"Anything can happen on the Breakfast Club," says Don McNeil, master of ceremonies on the popular full-hour morning air show and he points to a never-ending parade of talent and informality as the chief reasons for the program's enthusiastic reception during the past five years. Such stars as Fibber McGee and Molly, the Morin Sisters, the Merry Macs, and Gale Page are numbered among those this Breakfast Club has presented to its listeners.

Currently the Breakfast Club is featuring the music of Walter Blaufuss and his orchestra. Jack Baker, NBC tenor, alternates each week on the program with Johnnie Johnston, the NBC swing troubadour and his guitar. Fran Allison, NBC balladist and the Aunt Fanny of the Breakfast Club, shares the spotlight each alternate week with Annette King, contralto.

Each Monday, the Three Romeos, news of late has been far from the "run-of-the-mill" variety. But people with good background in foreign affairs revitalize the news. "Headlines and Bylines" is a fast half-hour.

**Musical Memory Contest**

One of the few "quiz" type of shows to make the WQXR program board, premiere being heard Wed. 9-9:30 p.m., proving to be a show conducted in dignified manner and a sure-fire bet for music lovers, of which this station has many. First prize is \$15 dollars, second \$5 and several lesser prizes as well as offers for those who send in questions that can be used. Questions were varied and included straight queries on who composed such and such a composition, the "melody teaser" wherein a piano played ran off a few bars and the title and composer was asked of the contestant. In the latter, 25 per cent went for guessing the composer and 75 per cent for the title. Various other questions concerned famed composer traits and careers. They were also fitted for apart from their music. Production was nicely produced and handled throughout.

To those interested in music and even for those who are not, this type of shows proves highly entertaining as well as enlightening. It may easily be developed into even more of an educational feature through delving into the biographical angles of the composers. Tickets are available to those who write in and the contestants are chosen from the patronage in a clean-cut manner.

NBC singing trio, appear on the show. Tuesdays finds the Escorts and Betty, NBC quartet, guesting on the program. Wednesdays are assigned to the Vagabonds, NBC Negro quartet.

Thursdays are Breakfast Club days for the Ranch Boys, NBC western ballad trio. Friday is another Escort and Betty day and each Saturday the Cadets, quartet joins the talent parade.

The program has stood up so well, McNeil believes, because it is so utterly informal and because it offers a little bit of everything. The music isn't standardized. Blaufuss and his boys play everything from swing to classics. There is plenty of what McNeil calls "small talk," and once in a while he introduces a note of sober sentimentality with a beloved poem or the wistful contribution of a listener.

As constituted, the show is directed, m.c.'d and written by McNeil. As an early morning program of variety its listener interest East and South and West to the Rockies is probably as great as any early morning broadcast ever had.

**★ F. C. C. ★  
ACTIVITIES**

**APPLICATIONS GRANTED**  
Columbia Broadcasting System, Inc., New York, N. Y. CP for Mobile unit, 1646, 2090, 2190 and 2830 kc., 100 watts.

Yankee Network, Inc., Boston, Mass. CP for new high frequency relay station, 31100, 34600, 37500, 40500 kc., 10 watts.

WGOA, Pensacola, Fla. CP to install vertical radiator, change equipment and increase day power to 1 KW, 1340 kc., daytime.

**EXAMINER'S RECOMMENDATION**  
KWOS, Jefferson City, Mo. CP to increase hours of operation and power to 100 watts, 250 watts LS., unlimited, 1310 kc.

**APPLICATIONS RECEIVED**  
WOR, Newark, N. J. Mod. of special experimental authorization to change power of facsimile station to 50 KW.  
WHF, Harrisburg, Pa. CP to install new transmitter, increase power to 1 KW., 5 KW. LS.

**LINCOLN**

Jiggs Miller went the full route when he took over Lyle DeMoss' old program director's job at KFAB. He took over Lyle's house, his office, and his man on the street program.

Benny Meroff, playing theater dates in this territory, will be on jobs for 8 weeks, and then will either go back to his air show, or go to the coast.

Jack Hanssen, KFOR program director, will personally handle a show with Fletcher Henderson, when the latter comes in next week for King's ballroom.

Jim Cox, KFAB-KFOR's continuity head man, is bedded down with a bad cold.

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
- Clifton Webb
- Marion Davies
- Oscar Shaw
- Ann Pennington
- Harry Richman
- Ina Claire
- Willie and Eugene Howard
- Norma Tarris
- Hai LeRoy
- Gilda Gray
- Jack Whiting
- Gertrude Niessen
- Nick Long, Jr.
- Lina Basquette
- George Murphy
- Jane O'Neal
- Carl Randall
- Patricia Ellis
- Georgie Tapp
- Grace Bradley
- Medirano and Donna
- Malissa Mason
- Pierce and Roland
- Virginia Bacon
- Walter Tetley
- Virginia MacNaughton
- Buddy Raymond
- Florence Rice
- Don Costello
- Gloria Young
- The Five Kelllys
- Paulette Goddard

and  
Hundreds of Others

**NED WAYBURN'S  
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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** ADDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

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**A**LICE MARION, recently featured with Richard Himber and before that with Ted Lewis, will be the feminine vocalist with Bob Crosby's orchestra when he opens at Blackhawk restaurant and on Mutual replacing Kay Kyser on Wednesday, March 30.

Hazel Beeman, who formerly conducted women's activities for Affiliated (Insull) Broadcasting system to join WHIP, Hammond, in April as home economics expert.

Janice Chalmers, 12-year-old Chicago soprano, and her vocal teacher, Lillian Goodman, leaving this weekend for Hollywood and assignment for child at Metro-Goldwyn-Mayer.

Toni Gilman, 16-year-old player of ingenue roles, has joined lineup of "Skelly Court of Missing Heirs" making her first appearance last Sunday. She is older sister of Lucy Gilman of the Junior Nurses corps.

George Sutherland, announcer formerly with WBBM, has joined staff of WIP, Philadelphia where he replaced Jack Barry.

George Kercher, salesman for Edward Petry & Co., to depart for Texas Sunday to make several contacts on Alka-Seltzer and other accounts.

Paul Rhymer, author of Vic and Sade, and wife went to New York on combined business and pleasure trip. Jack Gallagher named to handle production in Hollywood of Advitagraph Corp., Chicago, producer and distributor of advertising motion pictures.

Frank Rand, head of CBS press department, to address University of Iowa drama school on radio on April 4. Thereupon he goes to Omaha and Lincoln to visit CBS stations there and from there to Minneapolis for opening of new WCCO studios on April 7.

Kay Chase, author of Painted Dreams on WGN, back from two month vacation in West Indies, Panama and Mexico. Wrote all her scripts day by day and airmailed them back to Chicago.

Kay Kyser giving farewell party to his Chicago friends at Blackhawk restaurant Wednesday evening.

Marion Claire, wife of Henry Weber, WGN musical director, has gone to Hollywood where she will make a guest appearance next Thursday on the Bing Crosby-Kraft show.

Mel Merkley, publicist for Fred Waring, has returned to Chicago and is awaiting the stork. In private life she is Mrs. Luke Ehrhott. John O'Connor, manager, is handling publicity temporarily.



## ORCHESTRAS - MUSIC

By TED LLOYD

**B**ECAUSE A SONGPLUGGER was fired in an economy wave last week, sustaining artists, bandleaders, etc., have banded together to boycott the songs published by the firm responsible for the discharging.... Jean Ellington, who has several sustaining shots on NBC, had one of the songs programmed for this week but on learning that the contact-man was aired, she cancelled the song and wrote a letter to the man's former employers notifying the action she was taking and the reason for doing so.... Barry Wood, CBS's "white hope" amongst the crooners, has taken a similar stand and ruled off all tunes published by the said firm. Howard Phillips, also of CBS; Barry McKinley and Nola Day of NBC and numerous topnotch maestros are planning to take action....

All this is an aftermath because the songplugger had been doing a great job for the firm and was let out. The singers and artists felt that the ax should have fallen elsewhere.... This boycott is ridiculous and will only leave a bad taste in everyone's mouth. Singers and bandleaders should never permit personal issues to reflect in their work nor should they pick songs on anything but merit. After all, they must play to the public at all times and the public don't give a hang who is plugging which song.... Lastly, the status of the discharged man won't be lifted by this mistaken sense of loyalty. It may deprive him from obtaining another job because a publisher would be fearful of hiring him—due to the stink raised in his behalf.... Let the matter drop now and you singers will find your pal back in the fold pronto!

**REVIEWS OF THE REMOTES:** George Olson bowed off MBS and out of La Conga the other nite playing medley after medley as though he was trying to oblige every music publisher.... Abe Lyman came through on CBS playing a song written by a member of his band called "Be-wildered" which sounded just as well delivered and arranged as Chick Webb's rendition the nite before with Ella Fitzgerald vocalizing.... Buddy Rogers playing from Philly's Arcadia and aired thru CBS did a swing arrangement of that old favorite "Lady Be Good" thus making it a new favorite of ours.

Henry Busse's crew with Don Huston singing on NBC-Blue did "More Than Ever" better that its composer, Isham Jones. "Sunny Side of the Rockies" was also rendered but not as good as "It's Wonderful" a torchy thing.... Ruby Newman from the Rainbow Room and airing thru NBC-Red put everything he knew into "In My Little Red Book" which was vocalized well and instrumented beautifully. "Let Me Look At You" was just so-so. His waltz

Paul Damai, radio editor of the "Hammond Times," and Ray Patton are launching a new show to be called "Patton's Pillar of the Air" over WVAE, Hammond, Thursday. Feature of premiere broadcast will be a sketch of two Tin Pan Alley men writing a song. Music for show has been specially composed.

Orson Welles came out Monday for his Shakespeare forum broadcast on Tuesday from Erlanger theater.

medley was diverting and "Dipsey-Doodle" fair.

The announcers on the Busse and Newman program should go to the blackboard and write 300 times "I am not funny. I must try not to be funny".... Their interruptions and attempt at humor was the last thing in boredom.... Andre Baruch who handled the Lyman show gets a kiss for just mentioning the title of the next selection and that's all!

Leon & Eddie, the famous Gold Dust Twins of West 52nd Street, have scored again and this time with a Gala Welcome Home Radio Party to Ramona, the famous songstress who recently returned from London. This party will take place at Leon & Eddie's on Sunday evening, March 27.

Will Osborne and his Orchestra open at the Meadowbrook Country Club in Cedar Grove, New Jersey, April 16th for an indefinite stay with a CBS and Mutual wire.... Andy Kirk and his Orchestra who has been heard over the National Broadcasting System three times weekly, from the Grand Terrace Cafe in Chicago, has had another broadcast added making four times weekly.

Shep Fields and his "Rippling Rhythm" orchestra, currently playing at the Fox Theater, Detroit, goes into the Lyric Theater, Indianapolis, tomorrow. He has a schedule which will keep him occupied throughout the Midwest until the middle of April.... Ozzie Nelson, with a highly successful stay at Victor Hugo's behind him in Beverly Hills, has begun a road tour along the West Coast. His band must necessarily be in Los Angeles week-ends for the Sunday night commercial.... Frank Nouak and his orchestra will play at the inaugural dance of the Dartmouth Club at its new headquarters on March 26.

"Snowtime," written by Ken Sisson, has lyrics by Lionel Shapiro, young Manhattan commentator on Sisson's weekly radio show "Canada 1938," and New York columnist for the Montreal Gazette. The French words are by Georges Toupin, unknown in the United States but for many years one of the greatest French script writers and lyricists.... Sisson is not new as a composer and is recognized as a consistent producer of standard tunes. He is especially well-known for his brilliant, orchestral arrangements for Irving Berlin and many leading band leaders.



**F**RANKLIN KELLY has been signed by KMPC to appear on the Monday-Wednesday-Friday "Let's Share the Day" program, heard at 10:45 a.m. on those days, and produced by Arthur E. Sutton, program director at the station. Kelly is a newcomer to the Coast, but is well known for his work in light opera and with the Municipal Opera in St. Louis.

Warren Brown, sports editor of the Chicago Herald-Examiner, will be quizzed by Mark Kelly on his "Man to Man" sports commentary on KNX-CBS Pacific Coast, Thursday at 7 p.m. Brown covered the Santa Anita Handicap for his paper and remained to check up on baseball squads in training out here.

"One Man's Family," its cast, and its author, are planning a return trek to San Francisco sometime this summer, according to author Carlton E. Morse. Morse is arranging to broadcast his weekly NBC show from the Bay City for a month or so, during which time he and the cast will have an opportunity to visit their families and homes. The return to San Francisco is in line with the statement made when the program transferred to Hollywood, at which time Morse and NBC said the show would originate in San Francisco occasionally.

### James Wood, Jr. to Marry

James Wood, Jr., NBC engineer, has become engaged to C. W. Farrier's. NBC television coordinator, secretary, Victoria P. Geiger. They will be married at St. Bartholomew's Church on April 23.

### DON KERR

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

**DO YOU KNOW**

No wireless set may be used in Australia until the user is actually in possession of a Broadcast Listener's License for which there is a prescribed fee. However such licenses are issued free to any blind person over 16 years of age.

**AGENCIES**

TEEL WILLIAMS has resigned as account executive of N. W. Ayer & Son to become associated with Williams & Saylor, Inc., as vice president.

THE WGN ADVERTISING Alumni Association has been formed by former advertising men associated with the Chicago Tribune and radio station it was announced yesterday. Next meeting of the group is set for April 27 at which time Robert R. McCormick, president of the Tribune, will be invited to speak.

EDWIN W. GLEAVES, formerly merchandising manager and news commentator for WLAC, has resigned to join the Bert-Gitting Advertising Agency, Milwaukee. Appointment becomes effective immediately.

TEEL WILLIAMS, formerly with N. W. Ayer & Son, has joined Williams & Saylor Inc., as a vice-president.

W. C. HOUSE, advertising manager of the Larvex division of Zonite Sales Corp., put out a "feeler" via a new program on WMCA.

**Swift & Co. on Two**

Chicago—Swift & Co., Chicago, has launched a spring campaign for Vigoro (plant food) on KFWB, Hollywood, using Major Bateson, Gardner of the Air, spot announcements on KMA, Shenandoah, Ia. J. Walter Thompson, Chicago, handling.

**Wanna Be An NBC Announcer?**

NBC has figured out that the composite NBC-Radio City announcer would look something like this. He is slightly over five foot 11 inches tall, weighs 165 pounds and has straight dark brown hair and brown eyes.

He is over 31 years of age and is most likely married. NBC also found out that he went to college, does not say whether he graduated, and that while in college he studied dramatics, if it was not chemistry, medicine, languages, or something else. He got into radio via the back door, either through stage or newspaper work.

**Petrillo's NAPA Speech Not Official AFM Matter**

*(Continued from Page 1)*

pathies are with those seeking to curtail disks or obtain property rights in any musical field, the primary concern right now of the AFM is "how to put more musicians back to work." Weber stated yesterday that he did not believe it was possible for Petrillo to hold down both his AFM connections and also work for the NAPA.

Meeting held yesterday between the AFM sub-committee of its Executive Board and attorneys representing phonograph record manufacturers will be continued today, on the matter of clauses in the proposed licensing agreement. Attorneys who attended were Milton Diamond, for Decca; M. H. Lavenstein, for Columbia, Brunswick and American Record Corp., and David McKay and E. B. Morris, for RCA Victor.

**Bree Cosmetics on WTMJ As Test for Other Spots**

*(Continued from Page 1)*

operatic music. Ruthrauff & Ryan, Chicago, handling account.

If test works out similar programs may be started in New York, Atlanta, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Chicago, Milwaukee, Minneapolis, Des Moines, Kansas City, Oklahoma, Dallas, Denver and Los Angeles.

**KOIN-KALE, Portland, Ore.**

Latest addition to the staff is Don Price, control room engineer and graduate of Medford (Ore.) High School.

Aids in making out federal income tax returns are explained in a series of talks over KOIN in cooperation with J. W. Maloney, Oregon collector of internal revenue. Talks are scheduled in the evening to reach the largest possible audience.

**GUEST-ING**

EDDIE CANTOR speaking on Modern Gods on the Women's Hour March 22 (WTNN, 3 p.m.)

BEATRICE LILLIE on the Benny Goodman portion of the Camel Caravan March 22 (CBS, 10 p.m.)

BOBBY BREEN, interviewed by Radie Harris, March 17 (MBS, 6:45 p.m.)

JUDY GARLAND, on the Al Pearce and his Gang program. March 29 (CBS, 9:00 p.m.)

DR. HOWARD HANSON, on NBC Symphony Orchestra program. March 26 (NBC-Red and CBC, 10 p.m.)

FERDE GROFE, on Magic Key program, March 20 (NBC-Blue, 2 p.m.)

PESCHA KAGAN on the Heinz Magazine on the Air Mar. 27 (CBS, 5 p.m.)

WILLIAM S. HART will be interviewed by George McCall on the Hollywood Screenstoops program Mar. 22 (CBS, 7:15 p.m.)

**Nuptial Note**

Jack Meakin, NBC musical director in Hollywood, and Patricia Norman, songstress with Eddy Duchin, were married over the week-end in Yuma, Ariz.



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  - ... Will be a great reference book covering a great industry
- and now—FULFILLMENT

## FCC CONSIDERS CRAVEN ORDER ON MONOPOLIES

(Continued from Page 1)

ly informed last night that the full commission spent all day discussing Craven's order-proposal. At night-fall it was explained FCC would formally pass on the order Friday morning when informed observers expect it will be passed and the three investigatory commissioners appointed. Kindred proposal will also be considered.

The Craven order follows shortly Chairman McNinch's NAB convention address advocating self-investigation of radio monopoly. It is believed such a probe will head off the continued fight for a radio and FCC investigation by Congress.

In a special two-page statement Craven pointed to his plea for more facts and data on the broadcast industry contained in his recent report on the social and economic aspects of radio broadcasting.

Craven said securing of the information he wants would lead "to an intelligent understanding of the progress and improvements which should be undertaken by the industry."

Craven also reminded his fellow commissioners that in his report "it was suggested that further studies be made of the social and economic phases, particularly with reference to contractual relationships between chain companies and networks, and the effect of competition as well as improvements in program continuity."

Craven continued: "Recently there have been many criticisms and charges with reference to alleged shortcomings of the existing application of radio to the service of the public. Therefore the time has come when complete facts and data are necessary to establish the truth or falsity of such charges. This is essential in the interest of the public as well as for the stabilization of an industry which in general has rendered excellent service to the American public.

"It is also essential to secure other information of an economic character which will result in a clearer understanding of the complex problems involved in the application of radio to the service of the public, and lead to more farsighted regulation than is possible at present."

## BIRTHDAYS

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

Greetings from Radio Daily

March 17  
Jimmy Grier  
Edwin M. Whitney  
Frank McDonnell  
Syd Leipzig

## ★ Coast-to-Coast ★

**EARL HARPER** will inaugurate the baseball broadcast for the current year over WNEW March 23 when he brings a play-by-play description of the training camp game played between the Newark Bears and Boston Americans. The broadcast is the first of a series to emanate from Florida during spring training sessions.

**Ralph Edwards**, CBS announcer and actor, has had his option renewed by Republic Pictures and is set for a new release to be filmed in the near future. Edwards' scenes will be shot at the Long Island studios.

**Howard S. Meighan**, of Radio Sales, was re-elected as a trustee of Mamaroneck township at Tuesday's election.

**Hal Seville**, commercial manager of WBAX, Wilkes Barre, was seriously injured in an automobile accident last week-end and is at present recuperating from a crushed chest at the Medical Center, Jersey City.

**Ernest Mobley Jr.**, formerly with KASA, Elk City, has been added to the announcers' staff of KFXR replacing Perry Wooley.

In order that WHO might carry the educational and entertaining series, "Great Plays", the sponsors of the Betty Ross News Bulletin, the Pfaff Baking Co. have sanctioned a schedule change. The newscast will now be heard at 5 p.m. directly following the new series which runs from 4 to 5 p.m., fed by NBC.

WQAM, Miami, is using the phrase "It is your duty to register and vote" on station breaks as a means of promoting civic spirit in the forthcoming elections. Maurice Fink of WQAM sports announcer, is taking time out for an appendectomy, while Dinty Dennis and Leslie Harris are airing International Four Ball Golf Tournament for Kellogg's.

NBC has signed **Elvira Rios** as a sustaining artist. The Spanish singer and actress, who is now working in Paramount's "Tropic Holiday," will be heard on Thursdays at 4:30 to 4:45 P.S.T. on her own program with musical accompaniment by Frank Hodek and orchestra.

After hearing **Martha Dullin**, WBT commentator who conducts Women Make News, interview Mayor Burnet R. Maybank of Charleston, S. C., an Iowa listener wrote in telling her that in his opinion she was the best woman commentator on the air. Miss Dullin returned to the studios this week after a week's illness.

**Lee George**, formerly head of KWTO-KGBX sports department, has

resigned to free-lance. Besides his broadcast activities he refereed 320 basketball games during the 1935-1936 season.

The entire KDKA production staff was called in to design the new series of weekly "Tap Time" programs for the Fort Pitt Brewing Co. The program, emceed by Bill Hinds, will feature Maurice Spitalny as orchestra conductor and violin soloist, Faye Parker, contralto and whistler, and Billy Sherman, baritone. Program, heard Mondays at 7:30, starts March 21.

The regular Tuesday night broadcasts of **Al Pearce** and his Gang over CBS will be heard from Kansas City on March 29, and from St. Louis on April 5, where they are making theater appearances. **Judy Garland** will be the guest artist for the broadcast from Kansas City.

"Tom Foolery," a regular W8XWJ variety show featuring the "Gagazine of the Air" whose co-editors are known to their public as Cohn and Kohner, has been opened to the public every Saturday in Studio B in WWJ's building at 6:45 p.m. The show, which only WWJ's ultra-high frequency station will broadcast, will go on the air at 7-7:30 with rhythm music furnished by the High Hatters Orchestra.

**Joe Villela**, KQV-WJAS publicity director and emcee on the Club Oldsmobile program over KQV is now the leader of a twelve-piece band.

Effective March 19, several WIBC feature programs switch times. **Uncle Jim's Radio Revue**, previously heard on Saturdays at 12:30 p.m., will be heard from 2 to 3 p.m. The WIBC **Farm and Home Hour** will be broadcast at 11:30 a.m., Monday through Friday. The **Wonder Valley Boys** will present their program every Saturday at 1:15 p.m.

WPTF in Raleigh, along with other stations, is beginning to feel signs of Spring. This is evidenced by the boost in mail caused by listeners who are availing themselves of the free-seed offers made on The Monticello Party Line, Ma Perkins and The Clark Gardener programs on that station.

### Fashion Academy on CBS

The Fashion Academy will announce the winners of the Academy Award for the best dressed women in radio over a CBS network in a special broadcast Mar. 19, 1-1:15 p.m.

## NAB DEFERS MONDAY MEET; REPORT INCOMPLETE

(Continued from Page 1)

be needed, according to wires sent to members of the board of directors.

Notice sent to the board members and signed by Philip G. Loucks, special counsel and acting head of the NAB, read as follows: "Chairman Ethridge has instructed me to advise you that it is most imperative that NAB board meeting be postponed from March 21, to a date yet to be determined by the Executive Committee.

"Committee has had two meetings and committee members are working with all possible speed but they have found the task more difficult than first anticipated, and it is now apparent that final report and recommendations cannot be ready on March 21. Please be prepared to respond to telegraphic call upon reasonable notice."

### LOUISVILLE

**George Patterson**, program director of WAVE, passing out the cigars. Proud father of a bouncing baby girl, his first offspring.

**Earl Keller**, former leader of pit bands in leading vaudeville houses of the city, and erstwhile musical director of WHAS, has taken charge of the WAVE staff orchestra, replacing **Harry Diekman**.

**Falls City Brewery** after several auditions, has decided to sponsor an all-musical program over WHAS, using the staff orchestra directed by **Bobby Hutzell**.

**Joe Hepp**, dialect comedian for several years over WHAS and WAVE has been appointed a county policeman. Was formerly a city detective.

**Gertrude Hardeman**, for the past seven years with NBC and CBS in New York, visiting Prof. **Karl Schmidt**, prominent local musician, and readying several script shows for Eastern agencies.

## ONE MINUTE INTERVIEW

RALPH EDWARDS

"Announcing has become a highly specialized profession and it carries with it a heavy load of responsibility. No matter how elaborate a program is, the brunt of the selling falls on the person who delivers the commercial. Training in diction and voice control is not enough for the person who steps up to the microphone on behalf of the sponsor. Salesmanship is so important a factor that an intensive course in that subject is not at all amiss. One thing I try assiduously to avoid—and that is, to convey the impression that I am on a platform making a speech. It's much more effective, I think, to adopt a friendly manner of speech."



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 54

NEW YORK, N. Y., FRIDAY, MARCH 18, 1938

FIVE CENTS

## Wants FCC Included In Probe

### NO "MONOPOLY" IN CBS' MAKEUP STATES PALEY

William S. Paley, CBS president, stated yesterday that the organization of the CBS network prevents any "possibility of network monopoly." Paley pointed out that out of the 114 stations on the network, only eight were owned by CBS and one operated on lease.

He made the statement in reply to the resolution which Commissioner T. A. M. Craven has put up to the FCC. Resolution calls for the investigation of the network.

(Continued on Page 8)

### NBC's Boxing Sponsor Gets Festival April 1

Adams Hats on April 1, will sponsor 30 rounds of boxing over the NBC-Blue network, 10 p.m. First bout will be from Madison Square Garden with Fred Apostoli and Glenn Lee trading punches. At the conclusion of this fight, broadcast will shift to Chicago to pick up the Joe Louis-Harry Thomas world's title bout.

Both fights are 15 rounds. This is the first time in the history of radio that blow-by-blow descriptions of two top card fights have been aired in a single night via radio.

### Crossley Chairman of AMA

Archibald M. Crossley, president of Crossley Inc., has been elected chairman of the New York Chapter of the American Marketing Assn., succeeding James O'Shaughnessy. Other officers elected were: F. T. Hypps, director of research of Brown & Tarcher, as vice-president; N. H. Seubert, Media Records, vice-chairman, and Lawrence B. Whit, of the marketing ass'n which bears his name, was re-elected secretary.

### Breezin' Along!

Rochester—Ken French, WHEC announcer, carried a mike into the uppermost parts of a flying trapeze to interview acrobats. For 20 minutes Ken straddled a 2-inch pipe to talk 55 ft. up. He was originally slated to fly through the air with the mike, telling how it feels.

### Canadian Tap

Montreal—Automobile owners in Canada were disappointed to learn from Deputy Minister of Transport that they must pay the \$2.50 license due April 1, even though they are already paying a license for a radio set in their homes. Only tourists' are exempt.

### TRANSRADIO NORTHWEST SETUP IS OVERHAULED

Seattle, Wash.—The local office of Transradio Press Service announced today that Transradio's leased teletype service in Washington State and Oregon will be put on an 18-hour-a-day basis effective April 1st. Hitherto TP's Pacific Northwest circuits have operated 16½ hours daily.

Harold Parr, Seattle Manager of Transradio, said the expansion of service was part of a general program of expansion in the Northwest. Simultaneously a widespread shake-up of TP clientele in Washington State is expected. Transradio is suspending service to KMO, Tacoma, in the next few weeks "because of difficulty." (Continued on Page 2)

### Branham Co. Signs Two; WAAT Goes to J. J. Devine

The Branham Co., effective immediately, has been appointed national station representative for KXYZ, Houston, and KRIS, Corpus Christi.

WAAT, New Jersey has appointed J. J. Devine & Associates as exclusive national representative, it has been announced by Paul H. La Stayo, president of the station.

## Artists' Bureau Restrictions Defeated in N. Y. Assembly

### McNinch-NAB Meet Off

Washington Bureau, RADIO DAILY

Washington—Proposed luncheon-meeting of NAB board of directors with FCC Chairman McNinch has been postponed "for a few days," it was revealed at headquarters yesterday. Reason for the delay is the postponement of the NAB board meet originally scheduled for next Monday.

## Rep. Wigglesworth Still Squirms Despite Craven "Order" and Will Continue To Seek An Investigation

### OPTIMISTIC SYMPOSIUM ON NBC RED MARCH 21

"Spring Outlook on Business" is the title of a symposium which NBC will stage on March 21, 9:30-10 p.m., over the Red network. Prominent speakers from all fields of industry will be heard on the program which will originate from New York, Washington and Hollywood.

Speakers are Edwin S. Friendly, chairman of the committee on advertising of the American Newspaper Publishers Assn.; Dr. John F. Anderson, who was chairman on the advisory committee.

(Continued on Page 2)

### CBS Auxiliary Studio "Blasted" Off the Air

CBS studios at 799 Seventh Ave. were forced off the air for 13½ minutes Wed. due to cable trouble. Blasting at 52nd St. and Sixth Ave., where a new subway is now under construction, was blamed. "Life of Mary Southern," had just started the day's program.

(Continued on Page 2)

### WMAZ Gets Power Boost

Macon—The FCC has granted a power increase to 5,000 watts during daylight operation to WMAZ it was announced yesterday. According to station officials power grant is expected to double station's coverage.

Washington Bureau, RADIO DAILY  
Washington—Yesterday's announcement that the FCC was considering a resolution to investigate alleged monopolistic practices within the radio industry was considered on Capitol Hill here today as "a red herring to thwart off the inevitable congressional investigation of both the FCC and the industry combined."

Describing the Federal Communications Commission as "a group who by their own testimony were weighted against the industry."

(Continued on Page 3)

## COAST TALENT BUILDUP ON TWO WEB PROGRAMS

The Columbia Broadcasting System and Columbia Management of the west coast, through KNX, will institute a twice-weekly audition period for the purpose of discovering new talent for CBS. Charles Vanda, CBS West Coast Program Director, will be in charge and will also be a member of the special audition board.

(Continued on Page 3)

## Liggett & Myers Revamp Whiteman Program Plan

Liggett & Myers Tobacco Co. yesterday revealed its corrected plans for the new series of Paul Whiteman programs which are scheduled to begin April 1. Sponsors under a special merchandising plan will feature Whiteman in a series of Swing musicals with a set vocalist, probably a soprano.

(Continued on Page 2)

### Pittsburgh Bowlers

Pittsburgh—Radio bowling league wound up another season with KQV, again in first place. WCAE, was second. WWSW, third and WJAS in cellar position. KQV's strong men are: John Leux, manager; Lou Kay and Jack Buchheit, salesmen. Criss Cross, program director and Joe Villella, announcer.

(Continued on Page 3)

# RADIO DAILY

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**JOHN W. ALICOATE** : : : Publisher  
**DON CARLE GILLETTE** : : : Editor  
**MARVIN KIRSCH** : : : Business Manager

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## FINANCIAL

(Thursday, Mar. 17)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	128 1/2	128 3/4	128 3/4	+ 1/4
CBS A	16	16	16	—
CBS B	16	16	16	—
Gen. Electric	39 1/4	37 3/4	37 3/4	-5/16
RCA Common	6 1/4	6	6	—
RCA First Pfd.	47	46 1/4	46 1/4	- 3/8
Stewart Warner	8 1/4	8 1/4	8 1/4	—
Westinghouse	9 1/2	8 3/4	8 3/4	+ 1/4
Zenith Radio	13 1/4	13 1/4	13 1/4	—

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4 1/4	5 3/8

## CBS Auxiliary Studio "Blasted" Off the Air

(Continued from Page 1)

episode when the blast occurred, and program of music was dubbed in immediately from headquarters.

"Hilltop House," which was in rehearsal at the time, was rushed to main studios by cab and went on as scheduled at 5:45 p.m. Latter program, sponsored by Colgate-Palmolive-Peet Co., changes its air time effective April 25 to 10:30-10:45 a.m. with repeat airing for Denver and west coast at 4:30-4:45 p.m.

## Red Cross Series in May

The American Red Cross and the United States Office of Education of the Department of the Interior jointly have announced an international shortwave broadcast addressed to the students of the world, to be carried by W2XAD and W2XAF, Schenectady, 6 to 6:30 p.m. (EST) May 4. The NBC-Red network will carry the program, long wave, in this country.

## MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEU FEATURE  
1250 Ke.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

# RADIO PERSONALITIES

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

## JAMES R. CURTIS

**JAMES ROBERT CURTIS**, owner and president of the "Voice of Longview" (Texas), radio station KFRO, in radio's pioneer days, while still a student of law, conducted a mail order business by short wave selling parts to amateurs. He is now licensed to practice before the FCC and the Supreme Court as well. In 1923 he obtained a license to operate the third station in Fort Worth, his birthplace, with the call letters KFRO. In 1931, on the discovery of oil in the East Texas Field, he moved to Longview, taking KFRO along with him, with a construction permit from the FCC to be known as the "Voice of Longview." Actual operation began in 1935. By 1937 Mr. Curtis had bought out his incorporators, becoming sole owner, and the station had increased its power from the original 100 watts. With an A.B. from Texas Christian, B.E. from Brantley-Draughon Business College, M.A. from Southern Methodist and an LL.B. from Cumberland University, he is president of the Longview Junior Chamber of Commerce, Director of Longview Community Chest, Lions Club, the city's branch of the Federal Savings and Loan Association, Secretary of the Texas Broadcasters Association, Honorary First Lt. Tenn. Nat. Guard . . . He still finds time to contribute to newspapers, radio, canine magazines and breed St. Bernard dogs.



Has a degree for every call letter....

## Transradio To Increase Its Service in Northwest

(Continued from Page 1)

vergencies of contract policy," according to Parr. Recently Transradio suspended service at KGY, Olympia and at KRKO, Everett for other reasons, Parr explained. Subsequently the delivery of service to KRKO, Everett was resumed on the basis of a new contract.

Parr said he expected Transradio would revise its commitments in Spokane within the next 30 days. For 2 1/2 years Transradio has been serving KPQ and KGA of Spokane, prior to which time it served KFPY of Spokane.

In the states of Washington and Oregon and British Columbia, Parr pointed out, Transradio serves more than twice as many radio stations as all of the other press services combined. In the same area it is serving three daily newspapers.

## Gil Murray Joining CBS

Pittsburgh—Gil Murray, salesman for the WJAS-KQV stations, is leaving March 25th, to become affiliated with the Columbia Broadcasting System's WBT Division, Charlotte, N. Carolina.

## Schechter Takes the Air

A. A. Schechter, NBC director of news and special events, will be interviewed by Frank Mullen, RCA director of publicity, on the Farm and Home Hour, NBC-Blue, Mar. 21, 12:30-1:30 p.m.

Schechter will tell how NBC builds and puts on special event programs, such as the recent broadcasts from Vienna and Egypt. Mullen, before he joined NBC, was director of the Farm hour.

## Good Business Symposium Set for NBC-Red March 21

(Continued from Page 1)

ory committee of the National Suit & Cloak recovery board; J. J. Pelley, president of the Assn. of American Railroads and Joseph Schenck, president of the Assn. of Motion Picture Producers.

Also Tom Girdler, president of the American Iron & Steel Institute; Alvin Macauley, president of the American Automotive Manufacturers Assn., and Paul S. Willis, president of the Grocery Manufacturers of America.

## Doug Connah Joins Agency

Douglas Duff Connah, formerly associated with BBD&O and the Columbia Broadcasting System, has been named Radio and Publicity Director of James A. Greene & Co., Atlanta, Ga., which handles the Nehi account. Connah will make his headquarters in New York for the present.

Connah, whose duties at present will center upon the Royal Crown Revue, NBC feature sponsored by Nehi, replaces Sam Slade, who has resigned.

## WIP and Rambeau Quits

Philadelphia—WIP, Philadelphia, and its national representative, William G. Rambeau & Co. have severed connections. Station has not appointed a successor as yet.

**THE PERFECT MARKET'S LOUDSPEAKER**  
ALBANY N.Y.  
Newly Equipped for Super Power

## COMING and GOING

**AL DONAHUE** and wife leave Palm Beach today for a short trip to Nassau. Will return Sunday and go to New Orleans where Donahue and band are scheduled to open at Roosevelt Hotel.

**GEORGE SCHER**, publicity director Lennen & Mitchell, sails aboard the Greytoko Castle April 20, on a trip around the world.

**FRED WEBER**, MBS general manager, left town yesterday for trip to Cleveland, Chicago and St. Louis. He originally planned to leave town last Monday.

**GENE O'FALLON**, manager of KFEL, Denver, is in New York.

**K. K. HACKATHORN**, WHK sales manager, is making the rounds around town.

**ROBERT E. BAUSHMAN**, business manager of WIRE, Indianapolis, is in town for a few days.

**JOHN LYMAN BOGERT**, Benton & Bowles account executive, and **MRS. BOCART** sail today on the Santa Paula for a 17-day South American cruise.

## Liggett & Myers Revamp Whiteman Program Plan

(Continued from Page 1)

Connie Boswell. Program will be designed for the younger generation and will follow somewhat along the lines of the Benny Goodman Camel broadcasts. Guest stars will be used, but will be especially designed to fit in with the swing motive. Phil Cohan, recently returned from the west coast, takes over production and Al Lewis and Hank Garson will probably handle the writing end.

Program is heard Fridays, 8:30-9 p.m. over the CBS network. Newell-Emmett has the account.

## Talent and Production Set on MBS Morris Show

The Philip Morris-Mutual show which starts March 25, 8-8:30 p.m., will have Arlene Francis and Erik Rolf conducting the audience participation program entitled "Johnny Presents, What's My Name." Ray Block and his orchestra will furnish the music. Johnny and Charles O'Connor will be on hand to handle the commercials.

Program will emanate from the Mutual Playhouse. Persons, selected from the studio audience, participating in the program will receive cash awards from \$5 to \$10 depending on how many guesses they take to answer the question. The Blow Co. is the agency.

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

## CONGRESSIONAL PROBE NEEDED SAYS WIGGIE

(Continued from Page 1)

ed down with all they could do at the present time," Congressman Richard Wigglesworth of Massachusetts told RADIO DAILY today that the pending FCC investigation of the radio industry would not in any way cause him to relieve pressure for an investigation by Congress.

"I have believed all along, and still believe," Wigglesworth said, "that an investigation of the radio industry should also include the Federal Communications Commission as well and I haven't changed my mind in the least."

## Coast Talent Buildup on Two CBS Programs

(Continued from Page 1)

which will include Lud Gluskin and Wilbur Hatch. William Moore will conduct the auditions.

Vanda also announced plans to introduce a Talent Parade which will be a tie-up between Columbia Management and commercial agencies. Talent selected from the auditions will be placed in a training school to be run by the Columbia Management Corp. and when ready, will be presented as new faces talent to agencies.

Entire audition set-up has been decided upon following an announcement made recently by Herbert Rosenthal that Columbia Artists, Inc., will maintain a policy of open doors for all new talent. It is expected that an average of 70 newcomers will be heard at each session at the KNX studios.

## KSL Hires Dr. A. L. Beesley For New Crime Programs

Salt Lake City—In connection with a new series of Crime Commentation, Earl J. Glade, managing director of KSL, announced yesterday that the Salt Lake CBS affiliate has collaborated with the Salt Lake Tribune-Telegram in bringing Dr. Arthur L. Beeley to the Special Features Dept. of KSL. Dr. Beeley holds Professorship of Sociology at the University of Utah and is regarded as one of the nation's outstanding authorities on Criminology.

Series will be heard Saturday at 7 p.m. Dr. Beeley's comment will be elicited by Earl J. Glade who will take the role of inquisitor during the program.

The topics and themes will be tied in with a large newspaper campaign directed to administrative, municipal, and law enforcement agencies of all the western states the Salt Lake Tribune serves. Literature will be made available. The cycle will be the most comprehensive attempt to discuss the Criminal Social problem affecting American cities ever attempted by KSL.

## NEW PROGRAMS—IDEAS

### Program Name Contest

The "Program Without a Name" which Warren Sweeney, popular WJSV announcer, has been conducting every week-day morning from 6:00 to 7:00 now has a name. In its place is a program with the title, "Old Chanticleer." The name came to be as a result of a contest engineered by Warren with a five dollar first prize for the best title for the program. The originator, and the winner, is Mrs. Henry G. Hanford, 3706 Military Road, Chevy Chase, D. C.

The crowing rooster will open the program, be heard intermittently throughout and then close the show.

### "Inquiring Subscriber" on WISN

New series of programs arranged by the Milwaukee Community Fund entitled "The Inquiring Subscriber" made its debut on WISN Wednesday.

The "Inquiring Subscriber" program develops the reactions of Community Fund subscribers who made tours of the agencies in order to see for themselves just what is being accomplished by their subscription to the Fund.

Program is in the form of interviews between an interpreter from the Community Fund and a guest of WISN from various trades and professions.

Purpose of the program series is to acquaint Fund subscribers how the Community Fund spends its money.

### Aiding the Dog Catcher

"Towser Town Tattler," is the title of a novel program recently inaugurated by WJW. Program, which utilizes a mobile unit, is heard from the Akron dog pond where unclaimed pups are interviewed and described and an effort is made to have them claimed by the owner or by dog lovers who are willing to pay the ransom. Program has revealed a human interest angle, especially to children.

### "The Trailer Family"

The adventures and misadventures of the Thomas family on their trans-continental tour in their new trailer is the theme of the new dramatic series heard over WIP each Tuesday and Thursday morning at 11:45 a.m.

The cast includes the father, Clarence; mother, Clarie; daughter, Emily and that scamp of a son, Junior. Clarence, ostensibly the head of the family, is a mild-manner individual; wife Clarie is the typical backseat driver (than which there is no worse), Emily is young, pretty, and goes for Robert Taylor, and Junior is just another one of those spoiled brats who have had the rod spared on them.

From time to time, other characters are woven into the yarn, and the entire cast is drawn from the WIP dramatic staff.

Scripts are written by Cyrus Beck, well-known in local literary circles.

### WIP's "My Stars"

In order to aid the layman to become better acquainted with the stars, WIP has inaugurated a new series of programs, "My Stars," which are broadcast each Tuesday evening from 8:30 to 8:45 p.m.

Conducting this series is Armand Spitz, formerly editor and publisher of a suburban newspaper, and at present editor of "The Institute News" of the Franklin Institute. Spitz is a widely-known amateur astronomer, and lectures almost weekly on the popular aspects of astronomy.

This new series will present introductions weekly to some of the stars which may be seen in the heavens at that particular time. An unusual feature of the programs will be the suspension of the show for several minutes weekly after the evening skies are described, so that listeners may go out-of-doors and see the stars for themselves. During this unusual intermission, music (with the stars as themes) will be played, and the quarter-hour program will conclude with brief stories of the legends of the stars.

In addition, Spitz will send specially-prepared star charts of each week's talk in advance to any who request them. A complete set of these charts will make a valuable collection of simplified star guides.

## N. Y. STATE ASSEMBLY FAVORS ARTIST BUREAUS

(Continued from Page 1)

Bill was brought up for discussion earlier in the week by the SFC for public hearing at which time License Commissioner Paul Moss of New York opposed provisions of the bill which included the networks. Moss could not see why the nets should be exempt from employment restrictions.

Last night there was very small possibility that any anti-radio bills would be passed by the legislature before it adjourns Saturday morning. The Berg Label Bill and McCall Measure both seem to be definitely out. The Drive for Piper-Esquirrel Ascap bill which is being supported by both radio and theater men has a fair chance of being reported out of Assembly Rules Committee sometime today. If it should come to a vote, feeling is that it will be defeated, although it has gained strength among upstate members.

### Two Web Shows Quitting

Two NBC shows are going off, "Jack Armstrong," sponsored by General Mills, and "Rising Musical Stars" sponsored by Sealtest laboratories. Former show signs off on April 25, latter on April 17.

Sealtest, however, is planning a new afternoon series for an NBC net which will take the place of the closing show.

## If You Lived in Bay City

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

WBCM  
the only station in  
Bay City  
Primary pop... 176,012  
Radio families  
(primary)... 33,201  
Annual Retail Sales  
(Bay City area) \$11,502,000

## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative



**H**OOISIER HOT SHOTS have a busy fortnight ahead. Four network shows a week, five recording dates and two fairs as well as several one night personal appearances.

"Know Your Authors," with Ethel Reid Winsor, on WIND folds after next Sunday's broadcast.

Little Jackie Heller playing at Madison, Wis., theater this week and next week goes to Fox Theater, St. Louis.

Arthur Peterson, NBC actor, is writing a play about John Alden which he hopes will get an airing on birthday of patriot. Peterson is descended from Alden.

Marilyn Thorne, 12-year-old songstress, has rejoined Ted Weems and band at the Trianon. She is being billed as the Singing Cinderella of the Air.

The Hoosier Philosopher (Carlton Guy) and WAAF have parted company after a run of four or five years.

## PHILADELPHIA

George Thomas, WCAU announcer, was so interested in a broadcast of W. C. Fields on the CBS network, that when it came time for the call letters he said, "This is WCFI - -," then stopped and gave the correct station break.

Andy Arcari is now being heard with his accordion over KYW and WIP.

Charlotte Van Court Carter has written the script and will appear in the leading role in WFIL's series of "Famous American Women" dramatizations.

Ken Stowman, Public Relations Director of WCAU has been appointed chairman of the radio committee for the Penna. 300th Anniversary Commission.

Dixie Lee again returns to KYW with her counseling problems of the adolescent for parents.

James Allan, program director and Tony De Simone, staff accordionist, of WIP celebrate another birthday this month.

Jim Willard inaugurates a new feature in his weekly revue over WFIL with his "Ten Year Club."

Sherry O'Brien is the latest addition to the sportscasters to be heard over WDAS.

Harry Rogoff is the newest foreign language commentator on the staff of WPEN.

Bob Knox of WIBG, Glenside, replaces Taylor Grant who resigned on the announcing staff of WCAU.

## Bowey's Inc. Extends Time

Bowey's Inc. has extended its NBC-Red "Terry and the Pirates" contract to June 1. Program is heard Mondays through Wednesdays, 5:15-5:30 p.m. Original contract expires on April 20.



● ● ● From Our Little Red Book!...The pressure of writing and speaking 40,000 words a week has finally begun to tell and M.D.'s have ordered Gabriel Heatter to let down! Beginning Monday he takes a long vacation from all midday work, making of Paramount newsreels and gives up all day time shows! He will drop four sponsors because the doctors said "quit"—and quit it is...."Hobby Lobby" remains on CBS and WOR....Talent shake-up on the Brewers' show has been abandoned with everyone remaining. Martin Goetz will be replaced and the writers may again be switched.... Frank Parker is supposed to start on "Hollywood Hotel" April 1—if someone doesn't decide to use George Murphy....Jane Pickens is off the Ben Bernie show permanently....Jean Sablon leaves NBC in May and returns to France....Back to NBC in Sept. where he was signed for another year....Mac Benoff is a new writer signed for the Eddie Cantor Camel series....Andy Devine won't make the trek east with Benny....

● ● ● Cleveland Police will be able to spot autos of WHK-WCLE employees immediately. 1938 license plates are all of conservative HK series beginning with HK 51 which is Advertising Mgr. John T. Vorpe's. Vice Pres. and Gen. Mgr. H. K. Carpenter has HK 100. Prog. Dir. Russell W. Richmond has KH 101....Other employees have numbers between 52 and 120. Engineering department has corner on HK 73, meaning regards and HK 88 meaning Love and Kisses in code language....Ohio, in celebrating the centennial of the Northwest Territory, has a picture of an ox-cart or covered wagon on each plate....This is the same as the covered wagon emblem of the United Broadcasting Company which denotes WHK as Cleveland's Pioneer station.

● ● ● Tyrone Power quits Woodbury May 1st for 13 weeks and will be replaced. He definitely returns to the series in the fall...."Loq Cabin" may fold after April 9....Wm. Esty Hollywood offices close March 22....Stan Lomax will do his baseball stint this season via WFIL, Philly for WOR....Bill Goodwin, coast announcer and wordslinger on the Camel show, flew to Yuma and married Philippa Hüber, 20th Century-Fox contract player....Milton Berle's appearance on the Oddie show will serve as an audition which RKO will use to sell the duo on a studio air show....Sophie Washik resigned from Transcription, Inc., and will vacate before announcing a future connection....Mark Warnow succeeds Carl Hoff on "Hit Parade" with Peter Van Stueden slated to wave the baton after Warnow....Tom McKnight was named producer for the Brewers' show last night....Wilma Jackson, CBS script writer in Hollywood, married Ralph McDonald last week.... There's a mad rush for Leopold Spitalny's berth at NBC.

● ● ● It happened on the 1600th consecutive dramatization of the Dorothy Dix Column over WHAT. The script called for the sound of a canoe rippling along in a stream and finally grounding on a pebbly beach....The following scene required the simple, ordinary sounds of dishes. Milton Laughlin, production director, spent all the rehearsal working out the canoe effects and never gave the dishes a second thought. Came air time and with the wizardry of sound effects, the canoe episode was a decided success....Complacent and pleased, Laughlin was resting on his laurels, when like the over-worked bolt from the blue, he noticed the continuity moving inexorably to the cue for the dishes effect—and the dishes hadn't even been brought into the studio. Nothing daunted, the resourceful production director held a hurried, whispered consultation with Paula Markmann, one of the script-readers, the powwow resulting in a pool consisting of a bunch of keys, Miss Markmann's compact, and a metal ash-tray....The consequent effect was so realistic, they completely bamboozled the control-room gang—that worthy organization being still in the dark as to what really happened.



**M**ABEL STARKE, tiger trainer for the Al G. Barnes-Sells-Floto Circus, which winters in Baldwin Park, near Los Angeles, will do a guest appearance with George Jessel on his Mutual "Thirty Minutes in Hollywood" Sunday. Miss Starke is no novice in front of a microphone, having appeared as a guest on Lux, "Thrills" and various other network shows.

Charles Vanda, CBS program chief on the Coast, invites writers and showmen to submit ideas for programs with: "Radio always needs new ideas and the Columbia Broadcasting System welcomes them." Laying down definite rules for the submission of material, Vanda promises careful consideration of every idea offered.

KMTR now offers Nick Arden, pianist, in a "Study in Black and White" on Sundays at 12 noon to 12:15, and on each weekday at 2:30-2:45 p.m.

George Irwin initials a new program on KEHE, Friday, March 18, at 8:30 to 8:45 p.m., with his "Close-Ups" of Hollywood news.

Warner Theatres are using daily time signals on KNX starting yesterday to April 13, inclusive, placed by Stodel Advertising Co.

Claude Sweeten, musical director at KEHE, paid a graceful tribute to the late Lyda Roberti on his "Music by Sweeten" Friday night by featuring "Lovely to Look At" from "Roberta," the show in which Miss Roberti was starred on Broadway.

Captain Allen Hancock returns to his role of cellist with the Hancock Ensemble over Don Lee-Mutual on Sunday, having returned this week from his latest exploratory tour of the South Pacific in search of little known varieties of marine life, which is another hobby of the millionaire yachtsman-naturalist-musician.

## Scher on Leave of Absence

George Scher, publicity director of Lennen & Mitchell, has received a four month leave of absence from that agency and will sail aboard the Greystoke Castle April 20 on a trip around the world. Scher is scheduled to leave the agency April 15. As the majority of the radio accounts at the agency fade from the air during the summer, Scher's post will not be filled until his return next fall.

## WFBL Returns "Pipedreamer"

Syracuse—"The Pipedreamer", old favorite of central New York radio fans will return to WFBL for regular Friday performance (4:45 to 5:00 p.m.) by Jack O'Neil, WFBL announcer.

Poetic readings against background transcribed music gives O'Neil chance to follow footsteps of other star pipedreamers, George Perkins and Rev. Dr. Bernard C. Clausen.



## PROGRAM REVIEWS

**Ray Block's Varieties**

Program yesterday over CBS at 3-3:30 p.m. presented a new emcee who took the play away from the oldtimers that appear on the show regularly. Red Evans, who has appeared on a number of network shows with his swing sweet potato, did an excellent job with a cast that included Larry Clinton, Ruth Carhart and Eton Boys, guests, John Wolf and Ray Block and his orchestra. Block and the band did a good job on Top o' the Mornin' while singers proved effective in rendering Two Bouquets, Old Apple Tree and Josef-Josef. In honor of St. Patrick's Day, program also featured a few numbers by Martin Burns on an instrument that should have never been allowed in the studio. Program moves fast, and is good entertainment. Evans, who played one number on his "sweet potato", did the continuity on the show as well as the emceeing. Dick Swift responsible for production.

**Encores and Epitaphs**

This Tuesday and Thursday feature heard over WNEW at 4:45-5 p.m. continues to enjoy a huge listening audience composed of those dialers interested in radio, stage, screen and literature. One of the best airings in the series heard the other day when cast dramatized a new book, "Murder on the Nose", a radio novel. Doris Smith, who handles the commentary as well as doing the continuity, does a good job, while Doug Arthur, who was pinch-hitting for Bill McGrath, is the perfect stooge. Johnny Jaeger and Ray Hamilton complete the cast.

**David Lowe**

WNEW's movie gossip continues to handle his nightly assignments over at that station in first class order, with his mail now jumping well over the 20,000 mark per week. Big draw is the free ducats given out by Lowe to listeners for answers to his Movie Quiz features. Lowe, who has been placed in the 7-7:15 p.m. slot across the board, should hold the Make-Believe Ballroom audience without any trouble for the additional 15-minute period.

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

**Greetings from Radio Daily**

March 18th  
Phil Alexander Fred Berrens  
Edward Everett Horton  
George Olsen

March 19th  
Frank Chapman John Shepard III  
Uncle Wip (Wayne Cody)

March 20th  
Ozzie Nelson Lawson Zerbe

## ORCHESTRAS - MUSIC

By TED LLOYD

NEW YORK State's Senate, after a sharp debate, passed the Doyle union-backed bill to prohibit the use of school and college orchestras outside of curricular appearances. Vote was 32-12.

Senator Joe R. Hanley of Perry and Senator Doyle, Rochester sponsor, clashed in a sharply worded debate prior to passage of the bill. Doyle held that his measure was right in principle and effective in practice, since the school orchestras often conflicted with union-scale wages and had a tendency to lower prices.

Measure goes to Assembly Rules Committee, where another bill identical with the Doyle measure lies. Originally killed by the Education Committee, the bill was re-introduced by Assemblyman Francis J. McCaffrey a few days ago so that if the Doyle measure passed, it would have two chances of passage in the lower house.

**REVIEWS OF THE REMOTES:** Guy Lombardo's crew coming from the Roosevelt via MBS at midnite delivered "In My Little Red Book," an oldy, "Way You Look Tonight," "Tipitin" with Carman and the trio vocalizing. Also Rodgers and Hart's new tune, "How Can You Forget" which sounded detached in the lyric... Midnite on CBS gave us Red Norvo swinging with Mildred Bailey. "Azure" was a weird tune. "I Never Knew" got someone swinging on a trumpet. "Don't Be That Way" was delicious as were each of Miss Bailey's vocals.

Having been the first to comment on the Andrews Sisters' rendition of "B. M. B. D. S." we wish to go on record stating that their recording of "Joseph! Joseph!" is just as sensational as their first. In fact, their offering on Decca-1691A is a vast improvement over their previous — if that's possible... Backed by "It's Easier Said Than Done," a ballad, the wax is worth twice the price being asked!

Edward MacHugh, the Gospel Singer, has had a song dedicated to him. "When the Gospel Singer Sings His Songs to Me," with lyrics and music by Abner Greenberg, also the composer of "Auf Wiedersehen" and "C'est Vous." The song will be published March 25.

Morton Gould, youthful composer-arranger-conductor, whose "Music

For Today" is a regular Monday night feature over the WOR-Mutual network, will appear as guest pianist-conductor on Mark Warnow's "New York on Parade" program March 21st over the NBC-Red chain from 7:30 to 8:00. Since Gould's own WOR broadcast takes the air immediately following, from 8:00 to 8:30, he will need the services of a special elevator and a police escort to make connections between the NBC studios and the WOR theater a dozen blocks away. His NBC stint will end at 7:55, which will leave him exactly five minutes to make the trip.

Continuing the remarks about remote announcers, the one wordslinger on the Jimmy Dorsey show said, in announcing "I See Your Face Before Me"—"This was dedicated yesterday (Tuesday) to the Income Tax Man"—or something just as inane... Paula Kelly, former vocalist with Dick Stabile joins Al Donahue's crew at the Roosevelt Hotel in New Orleans where Al returns March 25.

On NBC-Red from the Grand Terrace came Andy Kirk's music swinging, banging, hollering, and blowing the guts out of every song rendered... The reason for Lombardo's continued success, we discover now, is that the song is played like the composer had written it... Kirk's music was nice—because we were able to switch to Lombardo—fast!

## SAN FRANCISCO

Toby Reed, KFRC announcer, doing news commentary "Headlines of the Past" Thursdays and Sundays, 9:15 to 9:30 p.m. for San Francisco Bank which uses radio for first time. "Headlines" title was used by John Nesbitt on station many years ago, discontinued when he left.

Second AERA "mix" set for April 3 in "365 Club" with ork and program under direction of Bennie (NBC) Walker. Tariff \$1 a head.

Walter Kelsey, NBC staff musical, appointed musical director, thus filling the vacancy left by Meredith Willson. On the heels, came Jack Meakin's resignation, as a result, 'tis said. Latter married Patty Norman, Eddie Duchin's vocalist, in a surprise Reno splcement. Meakin plans several weeks' rest before accepting one of several offers, which may make H'wood his future base.

## BOSTON

John C. Dowd, president of the advertising agency, Dowd & Ostreicher, Inc., addressed the merchants of the nearby city of Medford on the subject of Advertising.

For the first time since their arrival in the United States, the three royal princesses of the tiny Balkan Kingdom of Albania appeared on the air while visiting in Boston. They were interviewed over the Colonial network on Wednesday evening by Ruth Moss from their suite in the Ritz Carlton Hotel in Boston.

Don Hewett, of North Abington, Mass., has been added to the staff of announcers at WORL. Hewett started his professional career with the E. E. Clive Company at the Copley Theater in the days of Rosalind Russell's performances at that house, but he prefers radio to the theater, and says he is in it to stay.

## GUEST-ING

DOROTHEA LAWRENCE, soprano, interviewed by Vivian Shirley, March 23 (WNEW, 2:30 p.m.).

SALLY RAND, interviewed by David Lowe on Sound Track Studio Party, March 19 (WNEW, 7:00 p.m.).

DOROTHY DUNBAR BROMLEY, columnist, on Book-of-the-Month program, today (WQXR, 7:30 p.m.); FABIAN FRANKLIN, editor, March 19 (8:00 p.m.); CHARLES POORE, editor, March 20 (8:00 p.m.); MORRIS ERNST, attorney and author, March 22 (8:00 p.m.).

BUDDY ROGERS, orchestra leader, on Tom Rocap's For Men Only, March 23, (WIP, 7:30 p.m.).

COMMANDER ATTILIO GATTI, explorer-hunter, interviewed by General Peppino Garibaldi, March 20 (WOV, 1:00 p.m.).

VAUGHN DE LETH, on Norman Cloutier Presents, March 20 (NBC-Red, 10:30 p.m.).

**Ohio Labor Seeks Outlets**

Cleveland—The Cuyahoga County Non-Partisan League has adopted a resolution asking favorable consideration by the Federal Communications Commission of applications for additional broadcasting facilities in Ohio and Cleveland and for establishment of radio stations in all large centers of population under the direction of labor. The resolution asserted that two of four broadcasting stations in Cleveland, one in Youngstown, and one in Columbus, were owned by "interests unfavorable to labor."

**Brewers Retain Writers**

The Cooperative Brewers Association has not as yet changed writers on the Monday night Lou Holtz show it was learned yesterday. Rumors to the effect that Al Lewis and Hank Garson had taken over the assignment are not true. It is believed however that a change will be made. Program is heard Mondays, 8-8:30 p.m. over the CBS network.

**Cupid on the Job**

Tampa—Mardi Liles, WFLA's program director bids celibacy farewell on April 2, when he marches up the aisle with Mary Mildred Smith, dramatic actress. The couple have planned a three-week cruise in the Caribbean.

Would 9 years of virtually every phase of station operation be of interest to a radio station, advertising agency, program or talent office or recording studio in New York?

If so, drop a confidential note to

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# EQUIPMENT

NEW DEVICES  
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Latest Technical Developments and Activities in Radio and Television

## CBS Control Operations On View in Coast Setup

Los Angeles—Brilliantly lighted behind sound-proofed, shadowless, double-glass windows twenty feet long, the Hollywood master control center of the Columbia Broadcasting System will be open to public view in the foyer of the new Columbia Square studio building.

This master control point is the nerve center through which all programs originating in the CBS Hollywood studios will be routed over telephone lines to the KNX transmitter and various other stations of the coast-to-coast network.

Carried out in full sight of the public, the intricate operations will be explained by electric signs indicating the sections of the network to which the program is being sent.

Visitors inspecting the Master Control unit will be able to "see" the sound waves of the programs being transmitted. Converted into electrical impulses by microphones in the studios, the program sound are transmitted through Master Control, where four oscilloscopes make the sound waves visible on four separate screens five inches in diameter.

Each of the studios in the new Columbia Square broadcasting center is a complete program source, entirely independent of the others in equipment, power, lighting and air-conditioning. Each has a series of microphone pre-amplifiers and monitor amplifiers that increase the minute volume of sound picked up by the microphones and transmit it to Master Control.

## Foreign Reception

Rochester—W8XA1, ultra-high frequency transmitter of the Stromberg Carlson Co. here, has been reported from Scotland and other points in Europe, Australia and the Canal zone. Station broadcasts the same schedule as WHAM.

## New Port Angeles Station

Seattle, Wash.—Northern Radio Co. here is to install new station in Port Angeles, Wash., 50 w. with frequency ranging from 1900 to 3800 kc.

## CHARLES ROSS, Inc.

Formerly Motion Picture Lighting and Equipment Corp.  
WE FURNISH  
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## Japan Needs Equipment

Elaborate plans to short-wave extensive programs from Japan in connection with the forthcoming Olympics, will necessitate Japanese broadcasters buying considerable new equipment, according to the NYK Lines, steamship company handling some of the advance business for the 1940 games. Due to being surrounded completely by water, short-wave is being used exclusively there and the present facilities for stunts on a large scale are inadequate.

Transmitter and antennae of the Naxos Transmitting station in Ibaragi prefecture, owned by Denwa Kaisha (International Telephone Service Co.) must definitely be improved and enlarged before the games get under way.

## Transmitter Destroyed, WHBF on Air in 38 Hrs.

Rock Island, Ill.—Forced off the air at 9:20 p.m. on Wednesday night by destruction of its transmitter in the fire at the Harms Hotel, WHBF here resumed broadcasting less than 38 hours later, setting what is believed to be a record in engineering speed of installation. Loss of actual broadcast time was only 25 hours, 43 minutes.

New plant was set up in the club house of the Saukie golf course, the transmitter supplied from the Collins Radio Co. of Cedar Rapids, Iowa. Almost entire station staff joined in installation of the ground system. Announcers and office workers donned overalls to assist.

## New Frequency Monitor

Schenectady — To enable police radio operators to check station frequency periodically or continuously, Radio Department of the General Electric Company has developed a new frequency monitor which is simple both to install and operate.

In complying with the FCC's requirement that all stations have a separate means of monitoring the frequency of the radio signal, this monitor will be found convenient since it operates from 110-volt, 60-cycle, single-phase power, and is installed merely by plugging into a convenient outlet. The equipment is entirely self-contained and requires no tuning or adjusting. Use of headphones prevents audio feedback from entering the station microphone.

## Step Up Schedule

Philadelphia—W3XAU, international short wave station, an offspring of WCAU, has increased its daily operation schedule one hour from 11 p.m. to midnight.

The present schedule of the station is now 12 noon to 8 p.m. on 9590 kilocycles; 8 p.m. to 11 p.m. on 6060 kilocycles, and 11 p.m. to 12 midnight on 9590 kilocycles.

## Two Washington Cities Get New Radio Station

Seattle, Wash.—Twin Cities Broadcasting Co. will build and operate a new radio station serving Longview and Kelso, twin cities of Western Washington, with studios planned for the downtown districts of both cities. Construction is to start immediately, and complete setup is expected to be ready in four months on tract of six acres. Transmitter building and steel tower of most modern type will be erected, with ground system of more than four miles of buried copper wire.

## New Voltage Regulator

Waltham, Mass.—Raytheon Manufacturing Co. has announced its Raytheon Voltage Regulator, permanent-correcting varying voltage conditions generally encountered and providing the constant AC voltage essential for effective operation of many electrical devices. Since regulator will stabilize at any load within rating, it may be used as accessory to devices already installed, manufacturer reports. Bulletins on the equipment are available.

## Universal Amplifier

Inglewood, Cal.—Universal Microphone Co. has started manufacture of a professional amplifier incorporating frequency compensating networks and allowing accentuation in either high or low frequencies, or both. Equalizers employed are continuously adjustable and the settings may be changed while in actual use. They add amplification to the circuit, presenting a gain of 18 db. at the frequencies, rather than the customary attenuator which is primarily a loss circuit.

## Mustelol Adds Akron

Mustelol, sponsors of Carson Robinson and his Buckaroos, have added WJW, Akron, to its Mutual network. Program is heard thrice weekly.

## Construction on WGY Studios Soon Complete

Schenectady — In spite of cold weather, construction of WGY's studio building has progressed rapidly during the winter months. From present indications the National Broadcasting Company will take possession about May 15.

Five air-conditioned studios are provided in the brick-steel-concrete structure which measures 173 feet wide and 103 feet deep. Modern in design, the building utilizes glass block on almost the entire front which faces up the city's widest boulevard. Within an eighth of a mile of the studio building is the main highway through the Mohawk Valley and the building with its special lighting features will be plainly visible from the highway.

Included in the five studios will be an auditorium studio seating 150 people. The studio will be 46 feet deep, 23 feet wide and 16 feet high. Another feature will be a kitchen studio completely equipped with General Electric Company electric household aids.

Also notable will be the flexibility of its engineering control. Two studios may be worked from the master control desk or from their individual control booths. All engineering rooms will be air conditioned. Offices of the executive staff will be located on the second floor opening on a balcony which borders a corridor extending along the entire front of the building.

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★ F. C. C. ★  
ACTIVITIES

HEARINGS SCHEDULED

Apr. 20: KOY, Phoenix, Ariz. Mod. of license. 550 kc., 1 KW., unlimited.  
 May 10: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.  
 Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.  
 May 17: Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.  
 May 31: Cuyahoga Valley Broadcasting Co., Cleveland, O. CP for new station. 1500 kc., 100 watts, daytime.

Invents Remote Regulator

Tacoma, Wash.—"Hush-tone" receiver attachment, invented by Harry K. Todd here, makes it possible for comfort-loving listeners to turn down volume of radio sets by 95 per cent through mere push of a button sixteen feet away from the receiver. Second push of button restores full volume instantly. Inventor Todd is semi-retired business man who never had "a minute's training in mechanics in his life."

Gets New Amplifier

Clearwater, Fla.—WFLA here is now awaiting delivery of a new 82-A high fidelity monitoring amplifier and cabinet speaker. Station will utilize new monitor to feed its 33 1-3 recording head and to replace obsolete equipment. RCA is filling the order.

★ PROMOTION ★

Sponsor Takes a Poll

Largely influenced by a special questionnaire vote of its entire personnel, Z.C.M.I., pioneer Salt Lake Dept. Store has chosen KSL for the year's most ambitious merchandising project. Irving Fisher, store advertising executive, announced that returns on a voting ballot to select the radio outlet for the store's radio advertising showed 396 tallies preferring KSL service, or a preference of 99 per cent for KSL.

KSL was thus selected for complete store merchandising. W. E. Featherstone who placed the account for the station explained that Z.C.M.I. will use live talent, studio transcriptions, store representatives, remote control periods, and general institutional. Contract calls for 300 quarter-hour periods and will run Monday thru Saturday for one year. Russel Stewart has been chosen for announcer's assignment. Spot aired at 10:15 a.m. in Lucky Strike News Parade vacated period.

Forest Preservation

WTOC, Savannah, has been working with the Timber Protective Association in offering calls to the TPA trucks, directing them to the scene of fires, which, if not checked early, would do untold damage to the for-

ests of inestimable value in production of pulp for paper manufacture. As soon as a fire is reported to WTOC a call is broadcast which speeds the fire trucks to the scene of the fire in a matter of minutes. The station has been highly commended for its aid. Other stations have now taken up this novel and noble service.

Public Library Tie-up

WSAR announces an educational feature, presented in cooperation with the Fall River Public Library. The program, known as "The Bookshelf" is heard Tuesday afternoons at 2:00 p.m. and in addition to mentions of new books added to the Public Library, it calls attention to various works soon to be published and reviews the more important books. At present, a free offer is attracting a large mail response. The program is conducted by Francis J. McLaughlin Jr., station production manager.

Moritz Joins CBS on Coast

Los Angeles—Carl Moritz, formerly associated with International News Service and RKO, has joined the CBS-KNX publicity staff it was announced yesterday. Appointment becomes effective immediately.

NEW BUSINESS  
Signed by Stations

WNEW, New York: Goldwater Distributing Co. Milkman's Matinee announcements, through Blackstone Advertising Agency.

Japan Setting Short-Wave Facilities for Olympics

What is likely to be the biggest all-short-wave broadcasting set-up in the history of radio is being planned in Tokyo in preparation for the 11th Olympic Games, 1940, according to S. Yanase of the N. Y. K. Line.

It is expected that the number of nations represented at the micro-phones will exceed that of the Berlin Olympics, at which 100 announcers and their assistants represented 32 countries from all over the world. Twenty-two countries sent their representative announcers to the Winter Games at Garmisch-Partenkirchen.

Sixty-two invitations to the world's principal nations to participate in broadcasting the Tokyo Olympiad have been issued. Favorable replies have already been received from NBC and CBS in the United States and Broadcasting corporations in Great Britain, Canada, Australia, Germany, Switzerland and other leading countries.

As Japan is surrounded by sea, short-wave radio system must be used for broadcasting.

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*RADIO ANNUAL is cloth bound for permanent reference, contains nearly 1000 pages, weighs over four pounds, and, (so they tell us), is the finest and most comprehensive book of reference ever published in the radio industry.*

## No "Monopoly" in CBS Makeup States Paley

(Continued from Page 1)

tigation of monopoly charges, "competitive practices and contractual relationships between the network and the affiliates."

Paley, however, pledged the support of CBS if and when an investigation of the radio industry is ordered.

## Harry Martin Concern Makes Additional Tie-ups

Harry Martin Enterprises of Chicago has taken over the Western and Mid-western representation of Heflinger Publications, publishers of official sports booklets, calendars and scoresheets, which have been used as merchandising tie-ups by Socony-Vacuum, Philco Radio and other national users of radio time. Harry Martin, head of the concern, also announced the completion of arrangements to represent Radio-Bridge Ad Service (Des Moines) in the sale of Eli Culbertson's "7 Keys to Contract Bridge". Reported that the firm is also negotiating with the Rand-McNally Co. to act as special representative for the latter's give-away "stamp collection" for children listeners.

## More Pix Material Set For "Hollywood Hotel"

West Coast Bureau, RADIO DAILY

Los Angeles—Louella Parsons will have Warner Brothers' "Jezebel", with Bette Davis, as the preview on "Hollywood Hotel" for March 25, with Universal's "Goodbye Broadway", featuring Alice Brady and Charles Winninger, following on April 1. Helen Gahagan takes the Anne Jamison vocal spot on March 25, with Miss Jamison in New York for a concert appearance.

## ONE MINUTE INTERVIEW

WILLIAM T. WILSON

A decided advantage of radio (in advertising) is the use of the human voice. Words in type are cold, there is no life in them; they lack the warmth, the vitalizing tones that come with the human voice.

Words written by a master may make a strong appeal to the emotions, but the human voice, if skilled, carries a searching and moving appeal to any audience. It can run the whole gamut of human emotion . . . love, fear, hate, confidence can all be sensed in its tones.

Words in type may state an idea; but the human voice makes them vibrate with life.

## ★ Coast-to-Coast ★

**B**EGINNING Thursday, March 24, the Harmonairs, one of Cleveland's best vocal aggregations, will be heard over the Mutual Broadcasting System from 9:00 to 9:15 p.m. EST. The group is composed of six WHK-WCLE artists, all of whom are featured artists on other Mutual programs.

Sponsors on KADA, Ada, Oklahoma, demanded announcements longer than spots and less than fifteen minute periods. Manager E. M. Whitney announced openings for five minute spots, resulting in eight new sponsors in three days.

WELI, New Haven is completing arrangements to pick up actual teaching of a music lesson in assembly from Fair Haven Junior High School weekly Tuesdays from 8:30 a.m., EST for an hour, 900 students gather to do four part harmony choral work.

WEW, St. Louis, used its portable transcribing equipment to get the best interview with Tommy Kelly and Ann Gillis, kid stars in the "Tom Sawyer" picture who were on three stations during their visit to St. Louis.

Arthur Jones interviewed the pair at a reception where he had plenty of audience to furnish a background of applause and laughter. The kids outdid themselves for the audience and Jones framed his questions from advance dope that made it a smash performance. Twenty-four minutes later the transcription was put on the air. At other stations where there were no audiences, Tommy and Ann didn't work as hard.

The "Buyers and Sellers Club" a classified section adapted to radio is a new program heard three times daily from WSAR. Broadcasts are heard at 7:40 in the morning, 11:30 a.m. and 4:30 in the afternoon. Twenty minutes in length, each broadcast is broken up by trans-

scribed music, and announcements of interest. All sponsors are local, and include houses and apartments to let, houses for sale, help wanted announcements, and other similar classified mentions.

Richard Ruppert has been transferred from WKRC's traffic department to the newly formed sales promotion department at the hill-top station. Ruppert is a graduate of the University of Cincinnati and a night law student.

Arch McDonald, WJSV's champion baseball announcer, is down in Orlando, Florida, where he is covering the spring training camp activities of the Washington Senators. He is using a new set-up this year to bring his comments to his daily sports broadcast listeners. Instead of employing a direct wire as he has in previous years, he is making transcriptions in Orlando, and sending them air mail special to Washington, where they will be played at the regular time—6:15 p.m. week-days and 8:00 p.m. Sundays.

New addition to the production staff of WFLA, Tampa is Don Bell. Bell has been a newspaperman in the middle West and deep South and was formerly associated with WHO, Des Moines, and WPTF, Raleigh, North Carolina.

Mrs. Marie Carrier has been named manager of the Canton studio of WADC. Floyd (Doc) Ryel, student announcer has also joined the staff.

The Royal Court of Children, heard Sundays at 6 p.m. over WPEN celebrates its seventh year on the air on March 20. Tommy Smith, WPEN program director, is in complete charge of the show, which is sponsored by the Royal Shoe Markets of Philadelphia and is placed through the Daniel Rivkin agency.

## COLUMBUS, O.

A new staff addition for WCOL is Tom E. Haffey of Louisville, Ky., announcer. Haffey formerly handled announcing chores for WGRC, Louisville; WEW, St. Louisville, and WDAS, Philadelphia.

WBNS new power mike last night was heralded by three special programs and climaxed by an hour and a half variety show at 1 a.m. The station's power boost is from 1,000 to 5,000 watts daytime, and 500 to 1,000 night time.

The "Virginia Ramblers", a new hillbilly program, was launched recently by WHKC. The Ramblers are a new outfit in Columbus, hailing from West Virginia where they appeared over radio stations in Charleston, Fairmont and Wheeling.

## OKLAHOMA

Wayman Ramsey, production manager KOMA, was one of featured speakers at recent Southwestern Theater Conference at Norman, Oklahoma.

Mrs. Helen B. Schuyler, KOMA book reviewer, is writing book reviews for the Oklahoma Historical Society.

KADA (Ada) checked its new-cast audience by a call for letters and received 700 in four days mail.

"Twilight Mediations," new poetry program over KADA with personal touch type rhymes spied by two young ladies.

Bob Kniseley, commercial department KADA, possessor of new eight pound income tax exemption named Bobbie Nell.

## Several Show Schedules Switched by WOR-Mutual

Schedule changes in a number of WOR-Mutual headline programs will take place during the week of March 27, resulting in several broadcasts being heard at different hours.

Among these will be Morton Gould and his orchestra, accompanied by baritone Leonard Warren, moving from Monday to Tuesday night, 8 to 8:30 p.m., EST. Vic Erwin, the musical cartoonist and Benay Venuta, will be heard the same evening from 9:30 to 10, and Alonzo Deen Cole's the "Witch's Tale" now take to the airwaves from 10:30 to 11 p.m.

On Friday nights, 9:30 to 10 p.m., the music of Ernie Fiorito's "Studies in Contrast" will be heard. WOR's Bamberger Symphony, with its guest conductors and solo artists, will move the same night to the 10:30 spot.

## Kudner Ad Agency Team Wins Basketball Tourney

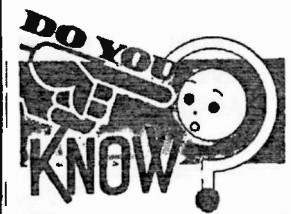
The Advertising Agency Basketball tournament has been won for the second successive year by Arthur Kudner, Inc., it was announced yesterday. Newell-Emmett and Federal Advertising Agency will play for second and third places today. Other teams competing included Brown & Tarcher, Cecil, Warwick & Legler, Erwin-Wasey, William Esty, Grey, Ruthrauff & Ryan and Pedlar & Ryan.

## WHO Lifting the Check

Des Moines—WHO will be host to officials and workers of Des Moines' first annual Golden Gloves amateur boxing tournament at a dinner in The Cabin, Hotel Fort Des Moines, Monday evening, March 21. Following the dinner the sportsmanship trophy will be presented to Francis Warrington, Estherville, Iowa, middleweight. The presentation will be broadcast over WHO from 8:30 to 8:45 p.m.

## WOV to Plug World's Fair

On Monday, Mar. 21, station WOV will inaugurate a series of "Daily News Flashes About the World's Fair", which will be heard between programs five and six times daily.



Twelve ventriloquists with dummies were auditioned by the NBC Artists Service last month.

# IRNA Contracts Okayed

## FCC PREPARES SETTING FOR ITS INVESTIGATION

Washington, D. C.—Having determined to probe the radio industry in regard to the proper regulation and conduct of radio stations engaged in chain broadcasting, ranging from the contractual rights and obligations of all stations to the alleged monopolistic practices of some of them, by a vote of 8 to 1, the FCC is now preparing to push forward with the order which was proposed by Chairman Frank R. McNinch and which contained portions of the resolution pre-

(Continued on Page 3)

## Joint Committee Confers On Its Coverage Methods

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

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

(Continued on Page 6)

## New York to Continue Its Milk Ad Campaign

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

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

(Continued on Page 7)

### Zenith In Caribbean

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

### Scripts On The Fly

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

## CANADIAN OFFICIALS CONFER ON CPRS BILL

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

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

(Continued on Page 2)

## Stag Beer Campaigns On Six Midwest Spots

Chicago—Giesedieck Breweries of St. Louis, through J. Walter Thompson, Chicago, is launching an extensive series of newscasts on six stations for Stag beer first week in April. Campaign running 28 weeks will feature six 5-minute shots per week on KWK, St. Louis; and 18 1-minute periods; 44 5-min. spots on

(Continued on Page 2)

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

### COAST DISK PRODUCERS ORGANIZE TRADE ASS'N

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

(Continued on Page 6)

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

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

(Continued on Page 7)

### Music Survey by WORL Gamers Several Facts

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

(Continued on Page 8)

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

(Continued on Page 3)

## JUNIOR COLLEGE TIEUP BETWEEN CBS-STUDENTS

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

(Continued on Page 8)

## ★ THE WEEK IN RADIO ★

... Petrillo Rouses NAPA

By NORMAN WEISER

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

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

(Continued on Page 2)

### Permanent Disks

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

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DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, Mar. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	127 3/4	127	127 1/4	+ 1/4
CBS A	15 1/4	15	15 1/4	0
CBS B	15	15	15	- 1
Gen. Electric	37 1/4	36 3/4	37	+ 1
RCA Common	5 1/4	5 1/4	5 1/4	0
RCA First Pfd.	45 1/2	45 1/2	45 1/2	+ 1
Stewart Warner	8 1/4	7 3/4	8 1/4	+ 1/4
Westinghouse	87	85 1/2	86 3/4	+ 1 1/2
Zenith Radio	13 1/4	13	13 1/4	+ 1/4
<b>NEW YORK CURB EXCHANGE</b>				
Hazeltine Corp.	15 1/4	15 1/4	15 1/4	+ 1/4
<b>OVER THE COUNTER</b>				
Strömberg Carlson		Bid 4 1/2	Asked 5 1/2	

Michelson Firm Expanding

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

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

Cunniff Joins KFAB

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

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

★ THE WEEK IN RADIO ★

... Petrillo Rouses NAPA

(Continued from Page 1)

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

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

Canadian Officials Confer on CPRS Bill.

(Continued from Page 1)

taurants—exempted from paying fees to the society "in compensation for the use of dramatic-musical works through the means of radio or gramophone." The society agreed to exempt those included in Mr. Esling's measure, if the bill could be so worded as not to destroy its rights generally.

Ted Weems to Maro-Oil

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

Two KSL Spots Resuming

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

Stag Beer Campaigns On Six Midwest Spots

(Continued from Page 1)

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

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

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

Zog Sisters Dodge Ether

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

COMING and GOING

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

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

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

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

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

ANICE IVES to Philadelphia over the week-end.

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

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

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

Radio Script Chances Figured as 1000 to 1 Shot

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

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

"Shadow" Bows Out Till Fall

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

EXCITING NEW PATENTED PREMIUM

Available to National Radio Sponsors  
ROY POST, Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEAF, 7:30 P.M.; author of game "Jury Box" now offers for premium use  
UNIQUE NEW PATENTED  
Picture Mystery Card Game  
A fascinating new \$1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N. Y. C.



## IRNA AND AFM EXCHANGE 243 STATION CONTRACTS

(Continued from Page 1)

sician salaries was either close to the mark or over the \$1,500,000 quota. Few holdout situations are being gradually ironed out, such as New Orleans where WDSU and WSMB, NBC affiliates, want an open shop. WWL there has already signed. G. Pepitone, head of the New Orleans local who was here until Saturday, is reported as having satisfactorily worked out a solution with NBC representative sitting in, at AFM offices. Meanwhile the conference between the attorneys for the phonograph record manufacturers and the AFM came to a tentative agreement on a form of license and this is to be ratified both by the manufacturers and the AFM Executive Board which continues its meeting on March 24. Transcription licenses, kept separate because of divergent interests, will be taken up by the Exec. Committee.

### IRNA Letter to Weber

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

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

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

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

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

## ☆ PROMOTION ☆

### Class Job by WBT

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

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

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

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

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

Washington Bureau, RADIO DAILY

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

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

### WGN Building Radiator

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

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

### WDNC's "Bulletin" Liked

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

### Dual Tie-up Stops Traffic

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

## FULL INVESTIGATION BEING PREPARED BY FCC

(Continued from Page 1)

sent by Commissioner T. A. M. Craven.

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

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

### CBS Signs Marshalls

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

# If You Lived in Grand Rapids

WOOD-WASH  
the only station in  
Grand Rapids  
Primary pop. . . . 371,340  
Radio families  
(primary) . . . . . 74,969  
Annual Retail Sales  
(Grand Rapids only) \$4,400,000

... 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

## KMMJ

Clay Center, Neb.

The favorite family station

# ★ F. C. C. ★ ACTIVITIES

### APPLICATIONS GRANTED

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

### SET FOR HEARING

Inland Empire Broadcasting Co., Pasco, Wash. CP for new station. 1310 kc., 100 watts, unlimited.  
Greenville Broadcasting Co., Greenville, N. C. CP for new station. 1500 kc., 250 watts, daytime.

Nathan Frank, New Bern, N. C. CP for new station. 1500 kc., 100 watts, unlimited.  
EXAMINER'S RECOMMENDATIONS  
Madison Broadcasting Co., Madison, Wis. CP for new station. 1450 kc., 250 watts, unlimited, be denied.

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

### AGENCIES

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

### Cuts News to 5 Minutes

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

### Wells to South America

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

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



### PETTY CASH VOUCHER Week ending March 18th

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

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

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

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

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

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

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

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

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

# GUEST-ING

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

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

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

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

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

### WLS Barn Dance Six Years

Chicago—WLS National Barn Dance this week rounded out six years of broadcasting before paying audiences on Saturday evening from Eighth Street Theater. During this time 672,582 persons have shelled out to see the show. Statistics: Tom Corwin, animal imitator, has impersonated 33,696 animals in that time; Bill O'Connor has sung more than 1,000 Irish songs, the Arkansas Wood-chopper has turned in 2,496 songs and the Hoosier Sodbusters have sounded 112,320 notes.

See the New  
**HOLTZ**  
USING  
Kay Thompson  
BREWERS' RADIO  
SHOW ASS'N, INC.  
TONIGHT AT 8  
CBS  
COAST-TO-COAST



**PROGRAM REVIEWS**

**Music and Ballet**

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

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

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

**Swing on the Wing?**

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

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

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

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

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

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

BINGHAMTON—NEW YORK

**W N B F**

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

**ORCHESTRAS - MUSIC**

By TED LLOYD

**E**CONOMY WAVE HAS set into three music firms over the week-end! Santly-Joy Music and their sister-firm, Select Music, have dropped four men from the professional departments in an attempt to cope with the drop in sheet music sales prompted by the reported recession. Rather than slice the pay envelopes of various employees, Lester Santly, speaking for his firms, said that cuts weren't the policy insofar as he was concerned. Feeling that reducing the paycheck of any employee only tends to create dissension and a desire to look elsewhere for employment instead of doing just as good a job as though a cut wasn't in force, Santly took the alternative action. According to Santly, the industry pays high wages for mere contact work and the business furthermore, is so competitive, that an offer of a few dollars more from another publisher, will entice the "most loyal" employee. In view of this sidelite, the discharging went into effect with no other reason offered except business conditions. None of the men were incompetent, Lester assured us. Bing Crosby and Tommy Rockwell are reported stockholders in Select Music with Santly and Georgie Joy. Ticker Freeman resigned last week to go with Miller Music, a Robbins subsidiary. Over at the Warner Bros. music subs, the ax, which last week fell in Cleveland and other outlining posts, made a deep dent at the N. Y. offices where three to four men in the professional depts. were discharged also because of economic reasons. However, Rocco Vocco, major domo of the WB firms stated that a position was created for Mose Gumble in N. Y. and men had been added in Boston and other spots requiring more contacting.

Jack Robbins, speaking for his firms, said that despite the general rundown condition, he wouldn't fire anyone. Peter Van Steeden will do a one-shot appearance on CBS "Hit Parade" following Carl Hoff and then give the baton to Mark Warnow who will hold forth for six weeks, after which Peter returns for the balance of the period. Van Steeden will have 60 men in his band for this series. Joe Rines and his band are reported set for the St. Regis in N. Y. He will have a network wire. Guy Lombardo opens the Waldorf-Astoria Roof the week of June 15. Charles Margulis will be on Sat. Night Swing Session via CBS. Orrin Tucker will have a gala opening at the Hotel Roosevelt Grill Wednesday, March 23rd, when he will start a new radio series over Mutual. As guest stars that evening, he will have Morton Downey, Jean Sablon, Jane Pickens, Bob Simmons, Patti Pickens, Ben Bernie and Lew Lehr. Guy Lombardo will formally introduce him as his successor at the Roosevelt Grill at the start of the broadcast, 12 midnight.

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

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

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

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

**NEW BUSINESS**

Signed by Stations

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

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

WMCA, New York: Gruen Watch Co., Echoes and Entores, 52 weeks beginning April 5; McCann-Erickson the agency; Motkin's Stores, Inc., spot announcements.

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

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

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

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

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

Now available for sponsorship

NOW PREPARING  
"THE COHENS & KELLYS"

ROGER LASWELL CORP.  
EQUITABLE BLDG.  
HOLLYWOOD



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

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

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

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

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

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

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

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

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

#### Willie Morris With MBS

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

## BIRTHDAYS

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

Greetings from Radio Daily

March 21st  
Garnett Marks  
James Wilkinson

## ★ Programs That Have Made History ★

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

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

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

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

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

(Continued from Page 1)

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

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

### Vallee Heading East

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

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

### Renew WBAL "Treasure Hunt"

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

### Joint Committee Confers On Its Coverage Methods

(Continued from Page 1)

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

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

### To Preview Harvard Show

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

### Evans Fur Buys New Show

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

### Kate Smith Canada Disks

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



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

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

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

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

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

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

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

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

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

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

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

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

Radio's Latest Novelty

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

Daily WNEW 12:30 P.M.

**BOSTON**

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

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

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

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

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

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

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

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

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

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

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

**24 Broadcasts Every Week**  
**WALT FRAMER**

Freelance Producer—Commentator  
508 Berper Bldg., Pittsburgh

**NEW PROGRAMS—IDEAS**

**Rents Theater at a Profit**

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

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

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

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

(Continued from Page 1)

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

**General Mills Show Postponed**

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

**Kyser Kids Critics**

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

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

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

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

**Music of Character**

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

**Covering the Parks**

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

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

(Continued from Page 1)

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

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

**Sun. Drivers Win Plaque**

The NBC show, "Sunday Drivers," yesterday was awarded the annual bronze plaque by the Commercial Investment Trust Safety Foundation for the "most important radio contribution to traffic safety nationwide." Plaque was presented to Arthur Fields and Fred Hall, conductors of the program, by John W. Darr, vice-president of C.I.T.

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

**Ray Pearl to Blackhawk**

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

**Kreuger on Yankee Net**

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

**SAN FRANCISCO**

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

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

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

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

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

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

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

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

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

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

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

**Joins NBC Easter Morn**

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

**COMMERCIALS**

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

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

## PHILADELPHIA

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

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

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

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

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

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

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

## Norge Buys Curtain Raiser

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

## AFRA Files Against KSD

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

## WNYC Civil Service Exams

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

## ONE MINUTE INTERVIEW

HENRY BURR

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

## ★ Coast-to-Coast ★

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

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

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

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

## CBS Educational Tie-up With Coast University

(Continued from Page 1)

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

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

## WBAL Makes Sports Plans

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

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

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

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

## Music Survey by WORL Garners Several Facts

(Continued from Page 1)

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

The mail response was carefully checked and these facts were culled: 56 per cent of the people liked sweet music, 28 per cent liked it hot and 18 per cent preferred the semi-classics; the greater part of those liking sweet music listened to the program either at 2:15 p.m. or 3:30 p.m. Those preferring the hot music listened after 3:30 (probably the youngsters getting home from school) and most of the semi-classic followers wrote that they had been listening around 2:00 p.m. The greatest response by mail came from those who had heard the program either at 2:15 or 3:30 in the afternoon.

## Intercity Golden Gloves

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

## WOR Signs Artists

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

## KANSAS CITY

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

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

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

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

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

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

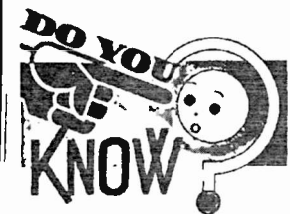
Leon Hinkle, cellist with the Kansas City Philharmonic Orchestra, has joined the musical staff of WDAF as cellist and bass player.

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

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

## Holly Noble on Leave

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



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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3. NO. 56

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

FIVE CENTS

## Major Networks Up 11%

### ATLANTIC'S BASEBALL PLAN FULLY COMPLETED

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

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

### J. Leslie Fox Resigns To Join Hearst Office

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

### Jessel Renewed on MBS

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

### Earful for Commons

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

### Cravens' Togs

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

### AFRA WILL ASK FCC AID TO REINSTATE KSD MAN

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

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

### Frisco Papers Cut Down on Radio Column Space

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

## Nazis In Austria Send Ascap "Irrevocable Instructions"

### More Sets Exported to Mex.

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

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

By HOWARD J. LONDON

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

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

Mutual receipts are the third largest

*(Continued on Page 8)*

### "VOICE OF PEACE" SHOWS READY FOR 21 OUTLETS

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

### CBS Coast Studios Are Set to Open on April 30

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

### CBC Board Talks It Over

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

## SQUAWKS STILL COMING FROM WASH. LAWMAKERS

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

### RCA Will Standardize Tele in 6 to 12 Months

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

### G-Man Makes Good

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

*(Continued on Page 8)*

# RADIO DAILY



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JOHN W. ALICATE : : : Publisher

DON CARLE GILLETTE : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Monday, Mar. 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	128 1/4	125 3/4	125 3/4	- 1 3/4
CBS A	16	15 3/4	15 3/4	+ 1/2
CBS B	15 1/2	15 1/4	15 3/4	+ 3/4
Gen. Electric	37 3/8	36 3/8	36 3/8	- 7/8
RCA Common	6	5 7/8	5 7/8	+ 1/4
RCA First Pfd.	4 3/4	4 1/2	4 1/2	+ 1/4
Stewart Warner	8 1/4	8 1/4	8 1/4	- 1/4
Westinghouse	87 3/4	84 1/4	84 1/4	- 2 1/2
Zenith Radio	13 3/4	13 1/2	13 1/2	+ 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	+ 1/4
Nat. Union Radio	3 1/2	3 1/2	3 1/2	+ 1/4

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4 5/8	5 1/8

## Keegan Leaves Chi. NBC

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

## Buys More McClatchy News

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

## WROK IS THE

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

## NETWORK SONG FAVORITES

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

Selection	Publisher	Times Played
It's Wonderful (Robbins Music Corp.)		29
Love Walked In (Chappell & Co.)		29
Tipitín (Leo Feist, Inc.)		27
You're An Education (Remick Music Corp.)		26
More Than Ever (Miller Music, Inc.)		25
Sweet As A Song (Robbins Music Corp.)		23
Goodnight Angel (Irving Berlin, Inc.)		22
Thanks For The Memory (Paramount Music Corp.)		22
I Double Dare You (Shapiro Bernstein Corp.)		20
Let's Sail To Dreamland (Larry Spier, Inc.)		20
Please Be Kind (Harms, Inc.)		20
Whistle While You Work (Irving Berlin, Inc.)		20
How Dia Like To Love Me (Famous Music Corp.)		19
Dipsy Doodle (Lincoln Music Corp.)		17
Heigh Ho (Irving Berlin, Inc.)		16
I Fall in Love With You Every Day (Famous Music Corp.)		16
I See Your Face Before Me (Crawford Music Corp.)		16
Always And Always (Leo Feist, Inc.)		15

## Congressmen Still Want Their Own Investigation

(Continued from Page 1)

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

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

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

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

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

At the National Association of Broadcasters it was not possible to reach Philip Loucks for a statement.

Congressman Lawrence Conroy, Massachusetts Democrat, sponsor of the House resolution, introduced by his late brother to investigate the FCC and the radio industry together,

(Continued on Page 3)

## Baseball Plans Okayed By Atlantic Refining Co.

(Continued from Page 1)

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

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

## Arthur H. Samuels' Services

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

## Another Way to Tell the KVOO Story!

KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, angle, large population, more radio sets and more spendable income than any other Okla. home station. 25,000 watts. N.B.C. Edward Peary and Co., Rep.

## COMING and GOING

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

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

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

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

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

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

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

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

A. WARD WHELOCK of the agency bearing his name, arrives today on the Aquitania. RUDY VALLEE will be in New York today after his picture-making on the coast. TOMMY RIGGS arrives with him.

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

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

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

## Goodrich Tire on KSFO

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

The RIGHT SPOT

..... for Sales is Oklahoma!

Babson and other economic authorities point to Oklahoma where business men, in all lines, report good volume... and WKY is the right spot for your advertising to cover the nation's brightest sales-spot.

WKY

OKLAHOMA CITY

Representative—The Kott Agency

**GUEST-ING**

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

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

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

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

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

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

**Tele Corp. Files Changes With SEC on Stock Issue**

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

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

**UP Gets Northwest Outlets**

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

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

**IN A CLASS BY ITSELF**  
INTERSTATE BROADCASTING CO  
738 FIFTH AVE., New York

☆ **PROMOTION** ☆

**Mutual's "Ups and Downs"**

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

**KDAL Plugs "Inside" Angle**

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

**Working with the C. of C.**

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

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

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

**"Buy Now" Campaigns**

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

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

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

**Selling More News**

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

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

**AGENCIES**

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

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

**CBS Shortwave Schedule**

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

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

**If You Lived in Battle Creek**

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

WELL  
the only station in Battle Creek  
Primary pop. ... 107,598  
Radio families ... (primary) ... 31,030  
Annual Retail Sales (Battle Crk. only) \$1,097,000

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative



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

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

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

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

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

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

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

Carl Haverlin, commercial manager of KF1, recently dug up a station log book covering the period of March to May, 1926, filed away by some now-forgotten technician, which reveals the fact that there were no sponsored programs, and the entertainment highlights consisted of news periods, piano-song recitals, hour-long dramatic sketches and dance bands. The KF1 staff consisted of an announcer, a technician and a jazz piano player, and the average time on the air was 4 and 3/4 hours daily, spotted between 5 and 11 p.m. One of the tragic and historical entries in the log is dated August 8, 1928, and reads: "Station off the air two hours... President Harding died."

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



**RICHMOND, VA.**

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

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

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

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

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

**WTMJ, Milwaukee**

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

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

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

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

**Kops Kill Kommercials**

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

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

**ORCHESTRAS - MUSIC**

By TED LLOYD

**T**HE SAXOPHONE SOCIETY OF AMERICA, Inc., was incorporated under the laws of New York State the other day. Listing as its directors Jimmy Dorsey, Hal Kemp, Will McCune, Nye Mayhew, Dick Stabile and Rudy Vallee, the papers of incorporation give thirteen purposes for the organization to operate throughout the country from the State of New York. Amongst the reasons given for the Society to function is Paragraph C under FIRST: "To create in the general public, by musical instructions and education, a desire for keener appreciation of the musical art and virtuosity attendant upon the playing of the saxophone, RESTORE ITS DIGNITY in artistic and professional endeavors, and eliminate any slander and opprobrium presently concomitant to its use and function". The other paragraphs are not unlike the one quoted. Concentration by the Saxophone Society of America, Inc., will center itself with the quoted paragraph and will immediately organize a subsidiary to be called "The Society for the Suppression of Slander to the Saxophone"—which we believe, will follow the scheme of the "Guild of Pipe-Organ Pumpers" and the "Society for the Prevention of Calling All Pullman Car Porters 'George'". Long document ends with the seal of the notary below the signatures of Jimmy Dorsey, Seymour Manes, Thomas Rockwell, William Burton and Morton Nathanson. Manes is Dorsey's manager—Rockwell handles the band—Burton is press agent for Rockwell—O'Keefe and Nathanson only happens to be Jimmy Dorsey's press agent!

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

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

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

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

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

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

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

**OKLAHOMA**

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

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

Nonsense and Notes, KOMA-KTUL show for Hales-Mullaly, Inc., folding with new shot being readied for spot. Warren Bennett and his orch now filling noon spot on KFXR.

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

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

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

**TOLEDO**

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

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

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

Toledo parents and teachers are so enthusiastic about Mary Van Doren's new music appreciation program heard at 4:30 p.m. each Wednesday that station is considering making it two-a-week, one program earlier so that school-children may be assembled to hear it. Miss Van Doren, local pianist, is sponsored by the Toledo Junior League.

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

**OFF-THE-AIR RECORDINGS**

TRANSCRIPTIONS OF ALL TYPES REHEARSALS

All at Modest Prices

SILVER-FRANK, INC.

1650 Broadway Circle 7-2777  
New York City Circle 7-2797

**Dippy Riddles & Dippy Duds!**

New hilarious material to pep up your MAN ON THE STREET PROGRAM

Write us for information

RADIAD SERVICE

612 N. Michigan Ave. Chicago, Ill.

Did you know that at The School of Radio Technique numerous Western Electric recordings are made to check a student's progress during his course?

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

## PROGRAM REVIEWS

**"Aunt Jemima's Cabin"**

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

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

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

**Milkman's Matinee**

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

**Gulf Show**

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

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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Greetings from Radio Daily

March 22  
 Chico Marx  
 Parks Johnson  
 Adrian James Flanter  
 Earl Palmer

## RADIO PERSONALITIES

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

## PATRICK J. STANTON

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



A Son of Erin

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

**"Swing vs. Sentiment"**

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

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

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

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

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

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

**Chase & Sanborn Hour**

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

**Stan Lomax**

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

**Nellie Revell**

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

## NEW BUSINESS

Signed by Stations

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

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

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

WTAG: McKesson & Robbins, transcription, through Gardner Advertising Co. WBZA: Gruen Watch Co., half hour transcription through McCann-Erickson, Inc.

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

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

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

**"Man in Street" Show Has An Airport Locale**

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

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

**R. J. Barrett to Speak On Buying Radio Time**

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

**San Francisco**

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

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

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

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

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

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

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

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

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

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

FCC has denied KDON, Monterey, a power increase.

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

**NEW PROGRAMS—IDEAS**

**"Radio Garden Club"**

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

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

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

**Heavy on the Weather**

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

**RCA Will Standardize Tele in 6 to 12 Months**

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

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

**KROY to Walter Biddick**

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

**Local Educational Shows**

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

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

**Recorded Special Events**

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

**Another Quiz Show**

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

**Peace League Programs Readied for 21 Spots**

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

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

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



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



**NOW BEING DISTRIBUTED COMPLIMENTARY TO RADIO DAILY SUBSCRIBERS.**

**DO YOU KNOW**

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

## THREE MAJOR NETWORKS SHOW FEB. INCREASES

(Continued from Page 1)

gross network has billed in its history.

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

## Lawmakers Still Seek To Investigate Radio

(Continued from Page 2)

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

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

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

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

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

## ONE MINUTE INTERVIEW

DR. O. H. CALDWELL

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

## ★ Coast-to-Coast ★

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

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

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

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

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

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

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

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

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

## Mitchell Joining WBCM

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

## "Hit Parade" Renewal

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

## ASCAP AWAITS 'ORDERS' FROM AUSTRIAN AFFILIATE

(Continued from Page 1)

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

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

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

## AFRA Will Seek FCC Aid In Reinstating KSD Hand

(Continued from Page 1)

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

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

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

### INTERNATIONAL PRODUCTION STUDIOS

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



Columbus 5-7366-7

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

My dear Mr. Campbell:

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

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

A telephone call will bring a sample to your office.

Very truly yours,

Kenneth W. Howard  
Sales Manager.

KWH/amh



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 57

NEW YORK, N. Y., WEDNESDAY, MARCH 23, 1938

FIVE CENTS

## Wimbledon Contracts U. S. Webs

### WFIL ORDER CUTS OFF "EXCITED ANNOUNCER"

Phila.—Donald Withycomb, g.m. of WFIL, has issued strict orders against hysteria voiced announcing in the handling of foreign news bulletins, following what the station said was unprecedented action when he cut newscaster Clint Johnson off the air for becoming overly excited while reading a news dispatch from Berlin. Johnson who had interrupted a musical program to read the dispatch was cut off in the midst of the article. Warning was issued by Withycomb, on the dangers of war hysteria, to the mikemen, who were told that their business was to report news unadulterated and not delve into politics.

No censorship of news is intended  
(Continued on Page 2)

### Chi. AFRA Frowns Upon Central Casting Agency

Chicago—Board of directors of Chicago local of American Federation of Radio Artistes has notified its more than 500 members (about 98 per cent of Chicago dramatic and vocal performers) to have no "business relationship whatsoever with any newly

(Continued on Page 8)

### Spring Auditions Heavy

Latest headache for radio directors is the flood of hopefuls who are besieging agencies for auditions. Number of would-be thespians has increased greatly during the past few months and one director complains that if he were to grant all of them auditions, he'd have to forget about producing shows. Burn was that he didn't snare one possibility out of a large crew tested.

### "Time Marches—"

Peoria, Ill.—The "horse radio" has arrived with an announcement by Chief of Police Leo F. Kamins that four horses used in traffic patrols will be wired for radio reception. The receiving sets will be installed in saddle pouches as a means of combatting traffic congestion.

### Bowes' Four Years

Major Bowes will celebrate his fourth year on the air with his Amateur Hour on his CBS broadcast March 31. Program is now under the sponsorship of Chrysler Corp. and is heard weekly at 9-10 p.m.

### RADIO JURY A SUCCESS SAYS S. C. JOHNSON CO.

Chicago—A radio jury, composed of several hundred women, which has been advising the S. C. Johnson Co. on its Fibber McGee and Molly radio show and other radio activities for the past year, has been announced a success by William Connelly, advertising manager. Comments of the jurors, whose nucleus was found in 500 women who had won the sponsor's product in a radio contest, have played a definite part in the evolution of the series, Connelly asserted. Even in the case of commercial

(Continued on Page 2)

### Roosevelt Signs New False Advertising Ban

Washington Bureau, RADIO DAILY  
Washington—President Roosevelt yesterday signed the Federal Trade Commission bill which gives the FTC jurisdiction over the control of false advertising of foods, drugs, cosmetics and devices.

The new law defines false advertising as any advertisement which is misleading in any material respect.  
(Continued on Page 2)

### Rhode Island Senate Gets Anti-Ascap Bill

Providence—State Senator Horton has introduced into the Legislature here a bill, number 248, aimed at outlawing Ascap in Rhode Island.

The measure in all its principal provisions corresponds closely to similar bills placed before the Legis-

(Continued on Page 2)

### Gayle Going Cocomalt

Paula Gayle will replace Julie Gibson as vocalist on the Cocomalt series when Jimmy Grier's orchestra fades and Ben Pollack takes over April 3. Program features Joe Penner and is heard weekly at 6-8:30 p.m. over the CBS network.

### Will Permit Tennis Match Descriptions Formerly Exclusive With BBC On Basis Of Five-Year Agreements

### TWO NEW COMMERCIALS SIGNED BY CBS SALES

CBS sales department has signed two more accounts making it six accounts which the web has sold within the past three weeks.

New clients are "Grand Central Station," the script show, which Lambert Pharmaceutical (Listerine) now has on NBC. It folds off NBC on Apr. 15 and starts on CBS, Sunday, Apr. 24, 10-10:30 p.m. Lambert & Feasley, Inc. is the agency.

McKesson & Robbins, Inc. (Calox toothpowder) on May 30, Mondays  
(Continued on Page 8)

### William Benton Explains Chicago U. Radio Plans

Chicago—The University of Chicago is prepared to take the lead in making radio an efficacious instrument for adult education, William B. Benton, vice-president of the University, declared in an address before headmasters of the Private Schools Association of Central States in a meeting at the University Club.

Benton, who formerly headed the

(Continued on Page 2)

### Rush of Spot Selling by WINS' Sales Manager

Al Schillin, sales manager of WINS, has set the following business for the station during the past week. U. S. Clothing Co., 12 five-minute news periods weekly; I. J. Fox, 6 one-half hour programs weekly; J. Lewis Cigar Corp., 6 one-half hour programs weekly; Benson Plymouth Dodge Dealer, 6 fifteen-minute periods

(Continued on Page 3)

### Durbin-Cantor Quits

Deanne Durbin will terminate her radio contract with Eddie Cantor following her broadcast March 28 it was announced by her manager, Jack Sherrill, yesterday. Singer will leave for the coast immediately following her final broadcast to fulfill film commitments. No new radio contract will be set for several months.

London—Officials of the Wimbledon Lawn Tennis Assn. are seeking to complete arrangements with NBC, CBS and Mutual whereby each of these American networks will for the first time, be enabled to broadcast their own individual descriptions of the international tennis matches. Up to now, each of the U. S. broadcasting companies has taken the programs from BBC, which will still be available if the proposed deals fall through.

Plan as proposed by Wimbledon  
(Continued on Page 2)

### RADIO ROBOT SCHEDULES PROGRAMS FOR ALL DAY

Chicago—E. H. Scott on April 1, will introduce his revolutionary new robot radio which wakes you up in the morning, puts you to sleep at night and then turns itself off. This valet radio is operated by an electric clock mechanism through which a complete listening (or silent) schedule can be arranged 24 hours in advance.

Use of the clock does not interfere in any way with the operation of a  
(Continued on Page 3)

### Mobile Cereal Program by Quaker Oats on WBBM

Chicago—Starting April 1, Quaker Oats Co. is launching a 15-minute interview program for Farina cereal, titled "We, the Wives" over WBBM three times a week. Paul Luther will

(Continued on Page 8)

### Vienna Trouble

Phila.—Uprising in Austria and its complications caused a bit of a furor at WIP (Monday) when it was discovered the station had "Here's to Vienna," booked at noon. In an hour, program was rewritten and retitled, and went on the air as "In Old Vienna." Station crossed its collective fingers and hoped.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Mar. 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Stromberg Carlson. Includes High, Low, Close, and Net Chg. columns.

Rhode Island Senate Gets Anti-Ascap Bill

(Continued from Page 1) latures of Florida, Tennessee and other states.

Knoxville, Tenn.—Ascap attorneys are poised here to appear this week in the local Federal Court to obtain an injunction aimed at testing the legality of the anti-Ascap Tennessee statute enacted recently. Decision on Ascap's fight against the Florida law, which was heard recently in Federal Court, New Orleans, will be forthcoming shortly, counsel for the Society declares here.

Hulick on Ciggie Show

Budd Hulick, of the old team of Stoopnagle & Budd, has been signed for the Phillip Morris-MBS series which begins Friday, 8-8:30 p.m. He will interview the men in the parlor game series, "What's My Name." Arlene Francis will have the women.

WAKO Under One Tent POWER MARKET POPULARITY ALBANY, NY Newly Equipped for Super Power

NETWORKS TO CONTRACT ENGLISH TENNIS GAMES

(Continued from Page 1)

authorities with the network representatives is for the American broad- casters to each buy a box at a point of vantage for a total cost of \$2,750 each for five years. Each box would cost \$550 for the season and other costs would include wire charges from Wimbledon to London at approximately \$130. To this cost of \$680 however, would be added the most expensive item of trans- Atlantic transmission which will run approximately \$10 per minute.

Matches this year are scheduled for June 20 to July 2, and arrange- ments have been made in the past exclusively with BBC for pick-ups in the U. S. CBS is understood to strongly favor the proposition with NBC less in favor but probably forced to take the games on the same basis as CBS. CBS has already signed exclusive contracts for the most desir- able tennis matches played in America. Mutual has been non- committal on the matter of Wimble- don but has it under advisement. Edward Murrow, CBS representative here appears to be most interested in the deal as to London represen- tatives for the networks.

Roosevelt Signs New False Advertising Ban

(Continued from Page 1)

either by statement or suggestion, that a product will accomplish cer- tain things.

New statute allows the FTC to issue complaints against unfair trade practices where it believes the consumer is affected. Civil penalties up to \$5,000 are provided.

Existing law forces the FTC to show that a competitor is injured before it can issue cease and desist orders against products it believes are un- fairly promoted.

Fruit Juice Campaign

Los Angeles — The Raymond R. Morgan Company has been selected by Treesweet Products Co. to handle a national campaign on their canned orange and lemon juice and orange butter. The new account headquar- ters in Los Angeles, with factory in Santa Ana, and the Morgan people plan test radio campaigns in Indian- apolis, Detroit, Washington and Minne- apolis, with a premium offer of Cali- fornia orange perfume involved in the initial feelers.

Sheldon Milliken Ailing

Sheldon Milliken, radio time buyer of Pedlar & Ryan Inc., has left the agency because of ill health. At present he is in an upstate sanatorium, but plans to leave for his parents' home in southern California soon. It is expected that he will be away for over a year. No successor has been appointed to the P. & R. post, as yet.

JOHNSON CO. FINDS JURY IDEA VERY SUCCESSFUL

(Continued from Page 1)

continuity the women have had a definite part. Characters and the or- chestra are also determined through the reactions received from the wom- en. Reports are submitted to Con- nelly and relayed to the agency, Needham, Louis & Drorby, Chicago, and then to the cast and Don Quinn, author. This is believed to be the first and only case in the broadcast- ing industry where a definite group of listeners are allowed to play such an important role in the presenta- tion of a commercial program.

William Benton Explains Chicago U. Radio Plans

(Continued from Page 1)

Benton & Bowles agency, prominent in commercial broadcasting, stated that radio, largely used up to now for entertainment, offers American universities a real opportunity to fulfill the ideal of education through- out life.

"The main problem," Mr. Benton explained, "is in dramatizing educa- tional techniques so that the subject taught will appeal for from 500,000 to 1,000,000 adults. The next decade will see leading educators trying to meet this challenge. The great future de- velopment will be in the field of adult education."

Through a \$35,000 endowment from the Alfred P. Sloan foundation, Ben- ton stated, the university proposes to expand its University of Chicago Round Table program on NBC Sun- day mornings as an example of what can be done.

Goodkind Opens Offices

Chicago—M. Lewis Goodkind has resigned as vice-president of Burnet- Kuhn Advertising Co. and has opened an office in the Palmolive Building at 919 N. Michigan Ave. under his name as advertising and radio counsel. Cal- vin Holmes is associated with Good- kind in the venture. Goodkind was with Lord & Thomas for many years; Holmes was with Montgomery- Ward's in the retail sales and adver- tising departments for five years and was formerly connected with the Glenn Buck Co. agency. Goodkind takes the Trading Post account with him from Burnet-Kuhn.

Morton's Salt on WHN

Morton's Salt start a six-time weekly series via WHN, N. Y., March 28. Show to be heard Mon. through Fri. 1:15-1:30, will feature "Happy" Irving Kaufman, ("Lazy Dan").

First in local accounts in Chicago WGES

(In the heart of Chicago)

COMING and GOING

EDWARD W. WOOD, Jr., WGN sales man- ager, is in town.

THOMAS CHADBOURNE, of Chadbourne, Wal- lace, Parke & Whiteside, arrives back in New York today aboard the Rex.

SAMUEL GOLDWYN and MRS. GOLDWYN sail on the Queen Mary today. HASSARD SHORT also sails on the same boat.

JOHN HEINMULLER, president of the Longines-Wittnauer Watch Co., and family sail on the Manhattan today for a European vacation.

CHARLES MICHELSON, Eastern rep. for Earnshaw and Speedy-Q arrives March 28 in Hollywood from New York on a 10-day business trip.

DALE TAYLOR, WESG Manager and MRS. TAYLOR have returned from their motor trip to Florida.

EDDIE CANTOR and MRS. CANTOR are back in New York.

TONY WONS leaves for Chicago this week- end following the conclusion of his Vick's series.

AL GOODMAN returns to New York tomorrow following his last Hollywood Parade airing to- night.

OSCAR BRADLEY will board a plane follow- ing the Phil Baker broadcast Sunday and return to New York for the balance of the series. Rest of cast follows by train.

JAMES L. SAPHIER, due in town on March 28, from Hollywood on a two-week trip.

BEN SWEETLAND is here from California, on business.

MAJOR PAUL R. YOUNTS and CHARLES CRUTCHFIELD in New York for a few days working on radio set-up for National Airmail Week.

WFIL Order Cuts Off "Excited Anouncer"

(Continued from Page 1)

in this order as the station's news bureau has carte blanche to disrupt program schedule with news bullet- tins at their discretion. Since last Wednesday the news bureau has aired 91 bulletins, exclusive of a regular schedule of 8 daily newscasts.

NAB Rep. At AFA Meeting

Advertising Federation of America annual convention to be held in De- troit, June 12 to 16, will feature an advertising exposition with the fol- lowing departmental meetings now being organized: National Associa- tion of Broadcasters; national adver- tisers; club activities; direct mail ad- vertising; and others.

KSTP NORTHWEST'S LEADING RADIO STATION OFFERS LIFELIKE RECEPTION NEW TRANSMITTER INCREASED COVERAGE BASIC RED NETWORK MINNEAPOLIS SAINT PAUL

## CBS "LISTENING AREAS" OF STATIONS IS READY

The fourth CBS study of its evening "listening areas" by individual stations is off the press. Study is being printed in two volumes, "day" and "evening." Daytime report will be sent out early next month.

First volume contains 239 pages, is 9 x 12 inches in size, bound with a cloth cover. Complete set will run over 400 pages. In addition to showing the minimum listener coverage, survey for the first time shows the scope of CBS dealer influence per station.

Vital market data such as the total population, total families, number of radio families, automobiles, telephones, retail sales, etc. is furnished for each station's primary and also its secondary coverage.

Report states that 91 per cent of all the U. S. radio families live in the CBS evening primary area, the remaining 9 per cent are in the secondary area. Another map shows that 92 per cent of the U. S. retail business is done in the CBS primary area with the rest transacted in the secondary. Same map also shows where dealers listen to the network, based on data furnished by the dealers themselves.

Complete text of book answers every question that could be asked about how the book was compiled, etc.

Book is an excellent piece of research of value to whoever is interested in the CBS coverage story. CBS sales promotion deserves a bow for the splendid maps and production work which presents the information in readable style. One can readily understand why the book has been "in the works" since early last spring.

## Rush of Spot Selling by WINS' Sales Manager

(Continued from Page 1) weekly; Sun Taxi Independent Owners Assn., 6 spots daily; Schainuck Clothes, 12 fifteen-minute news periods weekly; Antonia Beauty Parlors and Girard Supply Co., 6 five-minute spots weekly on the Allen Courtney programs.

## Guests for "Aunt Jenny"

Guest stars are being lined up by Ruthrauff & Ryan for appearance on Spry's Aunt Jenny script show. Emily Post was recently guested and plans are in the works for a Martha Deane appearance. Guests, however, will not be limited to strictly household or etiquette names, as agency is signing film stars for one-shot appearances on the Columbia morning show.

## Dippy Riddles & Dippy Duds!

New hilarious material to pep up your MAN ON THE STREET PROGRAM  
Write us for information

RADIAD SERVICE

612 N. Michigan Ave. Chicago, Ill.

# ★ PROMOTION ★

### For Food Handlers

"I've heard it advertised on WBAL" is the lead sentence of a brochure intended for the Baltimore territory grocery trade. The release is intended to inform food dealers of the national and local food manufacturers whose products are advertised on WBAL. The brochure also seeks to acquaint grocers with the programs of such manufacturers, and grocers are urged to "display these products prominently—take full advantage of the splendid programs sponsored by the manufacturers."

### An Auspicious Start

KWNO, Winona, Minn., inaugurated its first major promotion since the station formally opened in January with Talent Roundup, an amateur contest with a New York trip as grand prize and 93 other awards for the runners-up. Program, which will run daily for 13 weeks with weekly stage appearances for winners of previous broadcasts, was announced a week in advance of the initial airing as a participating deal for rural merchants with handbills, window cards, direct mail, truck signs, full-page newspaper advertisements and station break announcements. Bill Mickel, station manager, and Arden Gifford planned the campaign.

### Successful Tournaments

Approximately \$1,500 in cash prizes will be awarded winners of the WHBF Rock Island, Bowlers Tournament when play closes this week. This promotion broke all records for tri-city bowling, especially for a first year event. A total of 900 persons from 24 towns and cities as far distance as 100 miles entered 1,178 events whereas bowling tournaments sponsored for the past several years by the Rock Island Argus and other tri-city newspapers have pulled only 700 contestants—and only 300 the first year! Entry fees of \$2.10 for men and \$1.65 for women, plus a bowlers' dance, helped raise money for the prize fund. Broadcasts of the tournament play, which has been in progress for the past six weeks, were sponsored on a cooperative basis by local firms. The Nash dealer sponsored a daily broadcast which gave local bowling scores and news of the tournament.

As the bowlers' event closes, WHBF moves on to its second annual tri-city basketball meet to be held for four days beginning today. Twelve tri-city independent teams will play for a trophy to be awarded the winner. Each team pays an entry fee of \$3.00 and admission will be 10 and 25 cents for all games. WHBF's 1937 basketball meet broke all attendance records for independent basketball in the tri-cities. Both the basketball and bowling meets have been under the direction of Ray Anderson.

### Audience Building

A broadcast that is expected to make radio history of some sort will be aired by KLZ in Denver this Thurs. night when the station's entire staff joins to observe the first anniversary of "Boners Court," novel show that finds errant announcers brought to justice for verbal crimes detected by listeners.

Although the "court" sessions usually are conducted on Wed. afternoons, the "judge," Program Director Arthur Wuth, and the various "defendants" decided to hold the first birthday party in the Lincoln Room of the adjoining Shirley-Savoy Hotel, enabling some 1,700 long suffering listeners to attend.

With no build-up other than occasional spot announcements, plus plugs at last week's session of "Boners Court," KLZ has already peddled more than a thousand admission tickets.

The anniversary broadcast will be capped when some listener, yet unknown, receives an award for having submitted "the prize boner of the year," being selected by Bailiff Frank Nagel and Clerk Charlie Inglis, who are busy pouring through the records.

## RADIO VALET SCHEDULES PROGRAMS FOR ALL DAY

(Continued from Page 1)

remotely controlled keyboard providing for tuning in 13 stations and a phonograph. If the schedule is interrupted the clock will revert to the prearranged listening order at the end of the interrupted period. Using a morning paper, a servant can arrange the entire listening schedule for 24 hours in about 10 minutes. Scott claims new set which he calls the Telecram ends the curse of missing programs one wanted particularly to hear.

There is an item about the new clock that will interest spot advertisers (and adversely). A cam arrangement provides a five-second period of silence at station break time while the shift is made from one channel to another.

### Wilson & Co. Expanding

Chicago—Wilson & Co. is expanding its radio activities for Tender-made hams into Kansas City and probably several other markets. Packing concern, which has been successful locally on WGN with an interview program, the "Woman in the Store", featuring Norman Ross, will launch similar test on KMBC, Kansas City, April 4. U. S. Advertising agency has the account.

# If You Lived in Jackson

WIBM  
the only station in  
Jackson  
Primary pop... 145,886  
radio families  
(primary)... 32,918  
Annual Retail Sales  
(Jackson only) \$1,082,000

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



**LEVER BROTHERS** have contracted for a series of tri-weekly announcements for Spry on KFI for a period of one year. Business was placed by Ruthrauff and Ryan.

Thomas Conrad Sawyer's commentary broadcasts have been renewed on KNX for a 39-weeks' period, running through to December 23, 1938, for Manhattan Soap Sales Co. Program also takes a shift in time from Fridays at 1:30-1:45 p.m. to a twice-weekly schedule on Tuesdays and Thursdays at the same hour, starting April 12.

Ruby Lloyd, organist, will be featured in a Tuesday-Thursday-Friday program at 10:45 a.m. over KEHE.

"Hollywood Showcase," CBS coast-to-coast sustainer switches from Thursday airing to Sunday nights at 7:30 to 8, effective April 3.

Ben Pollack will pick up the baton from Jimmy Grier on the Joe Penner show April 13. Pollack, who was one of the pioneers of "swing," now is swinging to the "sweet" side with his instrumentation and arrangements, reports have it. Paula Gale, vocalist with Pollack, has not been signed as yet, and another singer may get the spot. Rockwell-O'Keefe handled the deal.

James Stephenson, British actor, and Gale Page, Chicago radioite who recently migrated West, will play the lead roles in the tab radio version of "I Found Stella Parish," on Warners' "Academy of the Air," Wednesday, March 23, over KFVB. The show repeats on wax in various key cities of the country for the Gruen Watch Co., with Warner-First National exchange managers and picture exhibitors capitalizing on the broadcast plugs for Warner pictures through synchronized release of films and disks.

Ben Bernie and the lads open the summer season at Catalina Island, to be followed by Dick Jergens and Ted Weems under deals already signed for the Wrigley Island resort.

The "Doctor Dollar" transcriptions, formerly heard over KNX on Fridays at 9:15-9:30 p.m., have been switched to Thursday nights at 9:45 to 10.

RECOMMENDED RECORDINGS FROM "COLLEGE SWING"

- HORACE HEIDT... "I Fall in Love With You Every Day."
- LARRY CLINTON... "How'd'a Like to Love Me."
- JIMMY DORSEY... "How'd'a Like to Love Me."
- ABE LYMAN... "How'd'a Like to Love Me."
- GEORGE HALL... "How'd'a Like to Love Me."
- MAXINE SULLIVAN... "Moments Like This."
- DICK STABILE... "Moments Like This."
- TERRY WILSON... "Moments Like This."

FAMOUS MUSIC CORP.  
1619 Broadway, N. Y. C.



● ● ● **Personal Postcards To:**—Radie Harris: We listened to your interview with Bobby Breen via MBS last week and we wish to inform you that yours was the most intelligent cross-examining ever aired.... Unlike other interrogators you permitted Bobby to carry the burden of wordage—and this made the thing all the more interesting—because we heard Bobby speak normally—instead of one or two word replies usually assigned the kid star.... Our regret lies in the thought that possibly Sol Lesser, Breen's flicker boss, may not have been listening—or Eddie Cantor. They would've learned that Bobby can be sweet and boyish without a Little Lord Fauntleroy make-up.... The topper for this show of yours, Radie, was when the kid sang "Let's Sing Again" without a piano or other musical accompaniment—and he didn't even get an "intro" from a musical instrument.... Ozzie Nelson: Shirley Lloyd, who took Harriet Hilliard's spot with your band, opens tomorrow nite at the Famous Door—singing with Louis Prima's crew.... Harry Richman: Dorothy Darrell, the girl who went all the way to London to see you, is now studying music under Claude Austin.

● ● ● **Tom Mix:** Spielers Len Finger and Spencer Allen of KTAT, Ft. Worth, Texas, almost took an involuntary steer ride at the Southwestern Fat Stock Show and Rodeo in Ft. Worth last week.... KTAT's booth is located right over one of the chutes. One of the wild Brama bulls used for the steer riding contest reared up on his hind legs and got about half-way into the booth before the cowboys managed to drag Mr. Bull back into the arena.... Both announcers took refuge behind the OP4 and continued their moaning word picture from there.

● ● ● **Don Ameche:** Your co-worker, Nelson Eddy, now on concert tour, made an appearance Sat. nite up in Westchester—and his pants fell down on stage—trying to reach for a high note!.... Sammy Kaye: Your press agent, Irving Fields, will be married next month to a model, Sylvia Fields—he won't have to buy her new monogrammed kerchiefs.... Barry Wood: In listening to your show last Wed. nite, doing "On the Sentimental Side" and "My Heart Is Taking Lessons"—which songs we reviewed the next day on Bing Crosby platters—your vocalizing was a wee bit better! Since hearing your first show last year for Drene—you've improved a 1000 per cent. Wonder why Bill Lewis at CBS doesn't team you with Doris Rhodes on a late evening variety sustaining series. It would be very commercial—teaming the network's leading female and male singers!.... Lee Sims: While you concentrate on your composing, your wife and teammate, Ilomay Bailey, is slated to solo it via a network build-up.... Harry (Columbia Pictures) Cohn: As owner of the screen rights to "Golden Boy" you're searching for a newcomer to play the lead. This may be of some help—MGM was originally slated to do the picture and were testing Del Casino, radio singer, for the part—which calls for an Italian boy who turns from a musical career to a pugilistic one. Well, that's Casino's career backwards. Before radio, Del was known in the squared-ring as "Canvasback Casino"!

● ● ● **A. L. Alexander:** Wish you'd set a definite time to arrive at our office. Last week the elevator service in our building (which houses your offices too) was delayed because a young lady asked every elevator when you'd arrive—because she wanted your auto graph!.... Beatrice Fairfax and FCC Commissioner McNinch: Eric Palmer, member of WQXR's engineering staff, and noted radio amateur, married Lillian Kaprat last week.... Palmer, who operates W2GRB in Brooklyn, N. Y., met Miss Kaprat through his amateur station, as a result of conversations over the airwaves with her brother, Robert, another radio amateur.



**GLENN SNYDER**, manager of WLS and president of the Chicago Broadcasters Association, has gone to Phoenix, Ariz., where he will spend a fortnight vacationing and looking in on KOY, sister station of WLS. George Biggar, promotional director of WLS, has gone to St. Louis on business.

Bernie Milligan of Earle Ferris west coast office who was here consulting with Kay Kysor on Lucky Strike show publicity planned to New York after being grounded here several days because of bad weather.

Gannon Kearins trying to interest agencies in a show which would feature pickups from famous and unusual American homes—Mount Vernon, Death Valley Scotty's Desert retreat, Commander E. F. McDonald's Yacht Mizpah, et cet.

Prof. T. V. Smith of the University of Chicago who appears regularly on the University of Chicago Round Table over NBC and who is a State senator, is a candidate on the democratic ticket for Congressmen-at-Large from Illinois.

S. K. Ratcliffe, commentator for BBC and correspondent for the London Spectator will be on the air over NBC from Chicago tonight.

Wrigley promotion department releasing a blurb which states that Double Everything, which folds this weekend, had "what the sponsor considers a very successful run" and that "audience response and size was much higher than for numerous shows which have been on the air for years."

Mrs. Byrd Arnold Smith has launched a Dale Carnegie type of broadcast on WAAF at 5:30 on Sunday afternoons.

Dr. Morris Fishbein, editor of the Journal of Medical Society, guest speaker on Montparnasse show Saturday discussing "Quacks, Fads and Fakery."

LISTEN TONITE TO  
**DORIS RHODES**  
6:05 P.M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.

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



**NEW BUSINESS**  
Signed by Stations

WBZ-WBZA, Boston: Hathaway Bakeries, Cambridge, Mass., daytime announcements, through W. E. Long Co., Chicago.  
Carter Medicine Co., New York, weather reports, through Street & Finney, N. Y.  
Doyle Packing Co., New York, 78 15-minute periods on Musical Clock, direct.  
Webster Thomas Co., Boston, "Mac and Moore" daily except Sunday for 52 weeks, through Chambers & Wiswell, Boston.  
Joseph Breck & Sons Corp., Boston, announcements, through Peel, Denton, Palmer, Inc., Boston.  
Rival Packing Co., Chicago, 13 15-minute periods, through Charles Silver & Co., Chicago.  
Ford Motor Co., Detroit, 21 announcements, through McCann-Erickson, Inc., N. Y.  
Boston Flower Show, Boston, eight 15-minute spots, through John W. Queen, Boston.  
Gordon Manufacturing Co., Framingham, Mass., announcements, through Franklin Advertising Service, Boston.  
Boston Molasses Co., Boston, 24 15-minute periods, through Franklin P. Shumway, Boston.  
Green Watch Co., Cinn., 13 half-hour periods, through McCann-Erickson, Inc.  
Bayuk Cigars, Inc., announcements, through McKee, Albright & Ivey, Inc.  
Air Conditioning Training Corp., Youngstown, O., nine 15-minute periods, through National Classified Advertising Agency.  
Mutual Savings Bank Association of Massachusetts, Boston, 156 announcements, through B. B. D. & O., Boston.  
KNX, Los Angeles: Manhattan Soap Sales Corp., 15-minute program renewal, through Milton Weinberg Advertising Co.; Lewis and Aylesbury (canned foods), Sunrise Salute and Housewives' Protective League participation programs; Olson Rug Co., Sunrise Salute and Housewives' participation programs; Vernon Nussbaum Co. (Venus dried fruits), Sunrise Salute participation program, through Glasser Advertising Agency.  
WHN, New York: Madison Personal Loan Co., 15-minute program, through Klingler Advertising Agency.  
WOKO, Albany: Breslaw Brothers (furniture), swing music programs.  
WABY, Albany: Orange Motor Co. Musical Clock program renewal.  
KCMO, Kansas City: McKesson-Robbins (Pursing Tonic), announcements.  
KXBY, Kansas City: Borden's Gobbles Pop Corn Co., announcements.  
WGN, Chicago: Richman Brothers (clothing stores), time signals, through McCann-Erickson; Maurice Rothschild (clothing), time signals, through Dade B. Epstein Advertising Agency.  
WMAQ, Chicago: Axton Fisher Tobacco Co., ETS, through McCann-Erickson; Central Democratic Committee of Cook County (political), 15-minute program, through M. M. Fisher Associates.  
WENR, Chicago: Central Democratic Committee of Cook County (political), 15-minute program, through M. M. Fisher Associates.

**Dr. Pepper to Norfolk**  
Dallas—Dr. Pepper beverage concern which has Sunday afternoon session on Dixie network, is launching 15 minute Dr. Pepper Pep session on WTAR, Norfolk, Va., a transcription program, April 3. Tracy-Locke-Dawson has the account.

**ALAN COURTNEY**  
**WINS CLAUDITS**  
FOR HIS  
**"GLOOMCHASERS"**  
**WINS**  
Sun. to Fri. 11:30 a.m. to 12:30 p.m.

**ORCHESTRAS - MUSIC**

By TED LLOYD

**STATIONS AIRING RECORDINGS** in Philadelphia who thought that all their troubles were over when RCA-Victor gave them written permission to play their recordings—and also signed with NAPA—find things are not as rosy as it appeared!... Trouble now seems to center about the purchase of records, which they find almost impossible from Victor's exclusive distributor in that area... Purchases, of course, can be made from retailers and other sources but the wholesale market is closed to them—necessitating buying them at retail—if they are to continue playing disks at all!... On this basis Victor's permission to play recordings can only be interpreted as permission to use those records which they already have—and freezing them out of the idea of recorded music!... Herbert Speiser, counsel for the NAPA associated with Maurice Speiser, NAPA's general counsel, believes that the recording companies are only hurting themselves in this stand but thinks that they are probably awaiting results of various litigations before going further!

Because of the havoc which broke loose in the music industry the past week-end, what with so many discharges and so forth, this reporter assumed the duty of questioning various big publishing firms to learn if any of them planned cutting down their staffs in the immediate future. ... Also, motivated by the fear that has grown into the hearts of various employees, who don't know when the ax will fall on their heads, this, we hope will serve the employers who will be able to get the best out of their men due to clear minds:

Circle Music, publishers of Raymond Scott's compositions, have added to their staff and no one will be discharged... Harry Link, speaking for Irving Berlin, Inc., one of the largest publishing houses, stated that everything is in fine condition and cuts will not be made... Jonie Taps, general manager for Shapiro, Bernstein & Co., stated though business wasn't up to snuff at the moment, things would eventually pick up and he wouldn't add to the unemployment situation. Pennies will be sliced from

expenses—but not from men's salaries!... Chappell, Crawford and Marlo Music companies, both of them Max Dreyfuss firms, may make a few switches in personnel—but no let outs, it was disclosed.

Johnny Green, victim of the economy wave at Select Music last week, and his brother Mac, a like victim at Warners, decided to go into the publishing business themselves and see if things are really tough... Within two hours of their respective discharges, Johnny and Mac formed the Green Music Co., with offices to be located at 1619 Broadway—and got themselves a writer, Buddy Green—another brother. Buddy wrote "Once in a While", "More Than Ever", etc., the last year. With Sammy Sjeft, Buddy turned off a tune called "Ten Little Miles From Town" to his blood-relations as their initial tune. Russ Morgan introduces the song on his CBS Phillip Morris show Sat. nite.

Abe Lyman leaves the Casa Manana within two weeks... Is Red Norvo leaving the Commodore?... Teddy Lang, who originated the Alabama Five in the days of Dixieland music, is making a bid for major music consideration again with his Club Cavalier orchestra which auditions next week for a summer substitute show on the networks. Lang is an ace drummer.

**It's Fitzpatrick's Story**

Detroit—Leo Fitzpatrick, vice-president and general manager of WJR, yesterday reported that 85 per cent of the mail and telegrams he had received as a result of the CBS "Swing vs. Sentiment" program objected to swing music and were in favor of the "songs our mothers used to sing."

**Enlarges Capital News Staff**

Washington Bureau, RADIO DAILY  
Washington, D. C.—Transradio Press Service has enlarged its local staff following its recent move to larger quarters. Additional teletype facilities have also been added to take care of the national news. Frederick M. Harmon, who was an editor in Transradio's New York office till recently, is now bureau manager of the Washington branch. He has also taken over the post of southern news manager and supervises news coverage in Virginia, West Virginia, North Carolina, Georgia and Florida.

**WHK Covers \$700,000 Fire**

Cleveland—WHK-WCLE broadcast the \$700,000 City of Buffalo steamship fire and despite bulletins requesting Clevelanders to stay away, the city experienced its greatest lake-front traffic jam. Carl Mark described the fire from the adjoining steamship Secandbee shortly after the blaze got under way.

**EXCITING NEW PATENTED PREMIUM**

Available to National Radio Sponsor  
**ROY POST**, Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury" Tuesdays, WEA, 7:30 P.M.; author of game "Jury Box" ... now offers for premium use  
**UNIQUE NEW PATENTED Picture Mystery Card Game**  
A fascinating new \$1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N.Y.C.

**GUEST-ING**

EUGENE LIST, pianist, on American Banks program, Monday. (NBC-Blue, 9 p.m.)  
DR. F. M. GREEN, Pennsylvania state botanist, on Farm and Home hour, March 30 (WIBG, 11:30 a.m.)  
FELIX KNIGHT, vocalist, on Schaefer Beer program, March 24 (NBC-Red, 7:30 p.m.)  
STEPHEN T. GOERL, manager of Hungarian State Tourist Department, on Travel Talk, March 26 (WNEW, 5:00 p.m.)  
ELLEN ROSE DICKEY, on Hobby Lobby program, today (CBS, 7:15 p.m.)  
LOUIS PRIMA and His Orchestra and ADRIAN ROLLINI and His Vocal Trio, on Martin Block's Sunday Swing Concert, March 27 (WNEW, 11:00 a.m.)  
ROBERT MONTGOMERY, LEWIS STONE, MICKEY ROONEY, CECILIA and ANN RUTHERFORD on Good News of 1938 tomorrow (NBC, Red, 9 p.m.)  
ANNE SHIRLEY, opposite Tyrone Power on Hollywood Playhouse March 27 (NBC, Blue, 9 p.m.)  
MODERNAIRES QUARTET, ADRIAN ROLLINI TRIO and WALTER GROSS on the Saturday Night Swing Club, Mar. 26 (CBS, 7:30 p.m.)  
MILDRED BAILEY and BUNNY BERIGAN on the Paul Whiteman program April 1 (CBS, 8:30 p.m.)  
ROBERT CARRON soloist on the "Hit Parade" April 2 (CBS, 10 p.m.)  
FOSTER BAILEY, co-editor of World Observer and co-ordinator of the Units of Service, interviewed by the Observer of Good Will, March 24 (WNYC, 5:45 p.m.)  
NED SPARKS, on Al Jolson show, March 29 (CBS, 8:30 p.m.)  
MORTON BOWE, tenor, on Al Pearce and his Gang program, March 29 (CBS, 9:00 p.m.)  
HELEN FERRIS, editor, on American School of the Air, March 29 (CBS, 2:30 p.m.)  
DR. CONDIT W. CUTLER, JR., on Highways to Health program, March 29 (CBS, 4:00 p.m.)

WHAT IS YOUR PLEASURE MONSIEUR  
AMERICAN or EUROPEAN PLAN  
Yours for the asking!  
WBNX NEW YORK  
1000 WATS DAY AND NIGHT  
The Station that Speaks Your Language

## PROGRAM REVIEWS

## MAGIC MELODIES

Harvey Whipple, Inc.  
W.J.Z. Tues., 7:45-8 p.m.  
Willard G. Myers, Inc.

INITIAL PROGRAM PLEASURES EXCEPT FOR LONG COMMERCIAL ANNOUNCEMENTS.

The first of a new series made its debut last night with Dorothy Dreslin, excellent coloratura soprano and George Griffen doing a fine job of vocalizing to the accompaniment of an organ, harp and vibraphone. Miss Dreslin, in her solo, "Lover", was in good voice while Griffen selected as his number, "One Song". Both singers offered "Ten Pretty Girls" and "Here In My Arms" as duets.

While the musical end of the program was very satisfying to listeners, an extra long commercial plug injected at the half-way mark plus an added spiel at the finish, proved to be boring insofar as the program is only a quarter-hour. However, that complaint may be placed in the fact this was the first airing.

## Their Greatest Story

One of the most interesting dramatic series on the air, this WPA feature also has originality insofar as its main theme is concerned. Taking well-known authors as a base, series presents a dramatization of their best writings. Sunday's offering was a dramatization of a story in Esquire, "Christ in Concrete," written by Pietro di Donato and concerned an Italian workman who finally met his doom in the collapse of the building he was working on. Play was well produced and acted, and had all the elements of realism needed to make it convincing. Lawrence Bearson handled the radio adaptation while the cast numbered 22. Program moves into the 5:30-6 p.m. spot on Mutual beginning next Sunday.

## Line Forms on the Right

Oakland—Upon his return from Wash., D. C., William Gleeson, ex-KYA manager, envisioned a fourth national web of 200 secondary stations in operation by Sept. 1. Unwilling to reveal name or sponsors, Gleeson said "money was in the bank" and that the "go ahead" sign had been given him. Said "many independent stations have gladly assented to coalition" and that "high government officials as well as FCC members have indicated they were amenable to idea."

## BIRTHDAYS

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

Greetings from Radio Daily

March 23rd  
Arnold Johnson

## RADIO PERSONALITIES

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

## G. W. JOHNSTONE

COMPLETING 15 years in radio broadcasting today, G. W. (Johnny) Johnstone is currently one of the important "back-stage" executives at WOR-Mutual aiding in the development which has marked that station's and network's progress in the past three years. His title—director of public relations—covers a multitude of chores. His responsibilities include the supervision of all regular and "spot" news broadcasts, special features, timely talks, publicity and press contact.



15 Years in Radio

Born in Plainfield, N. J. in 1900, Johnstone's early education, training and hobbies moulded a perfect combination for radio broadcasting. He was "brought up" on the Perth Amboy Evening News, a daily.

As a youth, he had two hobbies—radio telegraphy and music. He held his first amateur wireless operator's license while in his teens. In the World War, Johnstone was among the first batch of instructors assigned to the Harvard-U. S. Naval Radio School. At the end of the war he was on the U.S.S. Washington

as one of President Wilson's radio operators.

In the early part of 1923 he was following the experimental broadcasts of WEAJ, then under AT&T at 24 Walker Street. Upon formal application, he learned that the station had already engaged a one-man publicity department, that musicians were aplenty (for practically nothing in those days, he says) and that the only opening was in the station's engineering department as a control man. On March 23, 1923 he took this job—with the understanding that he was to have the first opportunity to join the publicity department when it expanded. He waited a year for that opportunity. His first publicity assignment was to publicize and assist Graham McNamee in that famous "24 Votes for Underwood!" convention of the Democrats in New York's old Madison Square Garden in July of 1924. In the latter part of that year, Edgar H. Felix, then head of the WEAJ publicity department, resigned and Johnstone was given his post.

In 1926, when the National Broadcasting Company was organized, the late George F. McClelland, then its newly appointed vice-president and general manager, assigned Johnstone to the post of director of press relations. One of his first duties was to start the mimeographs rolling and advise press contacts of the newly appointed president of NBC, M. H. Aylesworth. As the company grew Johnstone's press activities and public relations contacts grew and in 1931 he was rewarded with the choice assignment of assistant to Aylesworth.

Shortly before Mutual was organized Johnstone was invited to come to WOR. With a five-man department he has, in the past three years, coordinated news broadcasts, special features, timely talks and publicity in a way that has focused the attention of the industry and the listening public to WOR and the Mutual Broadcasting System.

Johnstone is married, has two children, Suzanne, 10, and George W., Jr., 6, and has a home in Great Neck, L. I.

## Frank Parker Is Signed for Campbell Soup Show

Frank Parker has been signed by Campbell Soup Co. for the Hollywood Hotel programs effective April 1. Parker, who signed his contract yesterday with Ward Wheelock Co., agency handling the show, has been set for a three-year period. He will succeed Jerry Cooper who fades from the program following the March 25 broadcast. Program is heard over CBS network weekly.

## Righter Joins WOR Sales

Vulney S. Righter, formerly contact man for Young & Rubicam agency, has joined the sales staff of WOR. He was also formerly vice-president of Outdoor Service, Inc., and with Erwin, Wasey.

## NBC Assigns New Director Of Its Children's Programs

Paul Wing has been relieved of his duties as NBC director of children's programs to devote full time to the spelling bees. Margaret Cuthbert, director of women's programs for the net will take over Wing's former contact work among Parent-Teacher societies and Lewis Titterton, director of the script division, will assume the editorial duties.

## CBS Promotes Page Boy

Jerry Foley, CBS page on the executive floor, has been promoted to the press department. He succeeds Dick Schroder who has resigned because of ill health. Promotion is in line with the established policy of moving pages up as soon as openings occur.

## NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

- 2,110,852—Radio Direction Finder. Edward D. Blodgett, Haddonfield, N. J., assignor to RCA.
- 2,110,911—Electron Tube. Max Knoll and Ernst Sommerfeld, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,111,002—Electric Discharge Tube or the Like. George D. O'Neill, Beverly, Mass., assignor to Hygrade Sylvania Corp.
- 2,111,013—Resistance Welding Current Control. Edwin H. Vedder, Swissdale, Pa., assignor to Westinghouse Electric & Mfg. Co.
- 2,111,066—Photoelectric Tube. Paul Gorlich and Rolf Gorlich, Dresden, and Warner Pistor, Dresden-Loschwitz, Germany, assignors to Zeiss Ikon Aktiengesellschaft.
- 2,111,086—Oscillation Generator. Donald Basim, Washington, D. C., assignor, by mesne assignments, to Bendix Radio Corp.
- 2,111,090—Automobile Radio Aerial. Lester M. Davis, Tacoma, Wash.
- 2,111,142—Rectifier Seat. Arthur Gaudenzi, Baden, Switzerland, assignor to Aktiengesellschaft Brown Boveri & Cie.
- 2,111,231—Recording Device. Manfred von Ardenne, Berlin-Lichtenfelde-Ost, Germany, assignor to Radio Patents Corp.
- 2,111,256—Electron Discharge Tube. Robert Warnock, Paris, France, assignor to Compagnie Generale de Telegraphie Sams Fil.
- 2,111,263—Magnetron. Carl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,111,373—Permeability Tuned Device. William A. Schaper, Chicago, Ill., assignor to Johnson Laboratories, Inc.
- 2,111,381—Radio Receiver Apparatus. Loy E. Barton, Collingswood, N. J., assignor to RCA.
- 2,111,386—Electrical Circuit Control Device. Ewald Buchmann and Ernst Hobbie, Berlin, Germany, assignors to Siemens-Halske Aktiengesellschaft.
- 2,111,396—Ultrashort Wave Circuit. Hans E. Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,111,397—High Frequency Amplifier. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.
- 2,111,398—Antenna Device. Hermann Kippenberg, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,111,483—Electric Coupling System. Carl E. Trube, Maplewood, N. J., assignor to Hazeltine Corp.
- 2,111,490—Intermediate-Frequency Coupling Unit. Frederick N. Jacob, Chicago, Ill., assignor to Johnson Laboratories, Inc.
- 2,111,506—Cathode Structure. Donald V. Edwards, Montclair, and Earl K. Smith, East Orange, N. J., assignors to Electrons, Inc.

## Zenith Profit \$1,418,978

Chicago—Zenith Radio Corp. reported an operating profit for first nine months of its fiscal year (Jan. 31) of \$1,418,978 after depreciation, excise taxes and reserves, but before provision for Federal income, excess profits or undistributed profits' taxes.

Because of recession last fall production was greatly curtailed as were operating expenses. Because of steady volume of business, distributors stocks as well as Zenith Corp.'s are expected to be reduced to minimum by the time the new line is announced in May.

Introduction of the new Radio Nurse, home communication device, which is creating unusual public interest, and new line of automatic tuning auto radios expected to keep spring and summer business up and provide means of levelling out the peaks and valleys of employment which plague the radio manufacturing business.

Hugh Robertson, vice-president and treasurer, made the statement in the absence of E. F. McDonald Jr., who is still in Caribbean waters on his yacht, Mizpah.

**PHILADELPHIA**

Joe Franzosa and band take on another assignment on WPEN, and are now being heard in the "Little Symphony" program.

Two stars have been added to the staff at WCAU, Kitty Kallen, vocalist and the Three Knickerbockers, a vocal trio.

The KYW Camera Club, under the direction of Jim Harvey, has passed its membership mark of 300 and is putting into effect a new policy, that of guest speakers.

Jack Steck, WFIL's genial mike man is back at the entertainment harness, as emcee at the newly opened Hollywood Cafe.

Molly Packer recently heard on WDAS foreign program shifts to the WDAS ensemble.

George Hogan is back before the WCAU mike after being out ill for some time.

Carlotta Dale and Gulliver go network over NBC-Red via KYW with the "Music for Moderns" show.

Tommy Smith, WPEN program director and Clay Boland are working on the music for the U of P's Mask and Wig show.

Joe Fransetto, maestro of the band at the Hotel Adelphia, is cutting a series of records of the band at WDAS.

Ben Greenblatt and his Piano Rambblings have shifted to a new time on KYW, after being off the air for some time.

Norman Benson is now being heard over WFIL and the Mutual network in the program "Thursdays at Three".

Cyrus Beck has written the script for the latest dramatic series heard over WIP called "The Trailer Family".

Stanley Templeton is now being heard on the "Twilight Melodies" program over WPEN.

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

Marie and Burton Piersol formerly of the Phil. Grand Opera are now being heard with the WDAS ensemble.

Barbara Thorne will be featured in two of the WCAU Golden Music programs as soloist and will take over the Jean Shaw spot on Fridays.

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

Clare Alosi is now being aired over WFIL and WPEN.

B. S. Mass who as "Doctor Socrates" conducts the "Ad-Lib" program over WIP weekly is a local high school history prof.

Dorothy Smith of the WFIL secretarial staff is winter vacationing in her native Alabama.

Flo Donato celebrates his first anniversary as director of Italian programs for WDAS.

**LOUISVILLE**

Bill Bond, WAVE announcer, sang leading tenor part in an oratorio performance at a local church.

Louisville's junior and senior high schools are presenting weekly radio programs in the interests of health, under auspices of the City Health Department each Saturday until June over WAVE.

**NEW PROGRAMS—IDEAS**

**"Inquiring Reporter" Slant**

A new slant on the "inquiring reporter" idea takes John Rainbolt, KLZ special events man, to Denver's large indoor public market every week-day morning for a series of interviews with merchants and shoppers.

Listener interest is supplied during the interviews with shoppers, with the commercials slipped in unobtrusively as Rainbolt buttonholes the various shopkeepers.

The show, remoted from the market is sponsored on a cooperative basis by the many merchants housed in the large market building.

**Young Reporters' Club**

WIP, Philadelphia has started a new series of programs, known as the "Young News Reporters Club," under the direction of news-commentator Charles Benford. Show, which is designed to meet the juvenile audience between the ages of eight and sixteen, requires listeners to send in news stories of about 100 to 500 words on any topic and in any style in order to obtain membership. The best stories receive a cash prize and are aired by their respective authors under the guidance of Benford.

**School Stuff**

New to the WIP list of shows is the "High School Reporter," program, heard Mon., Wed. and Fri. from 4:45 to 5:00 p.m. This program, a resume of extra-curricular activities at Philadelphia and suburban high schools, includes such phases of school activities as sports, dramatics, socials and journalistic doings. Announced by Bud Sparks, teacher, it presents students who are outstanding in their respective activities.

**Chevy Dropping Policy Of Using Guest Artists**

New Chevrolet series, which begins April 15, over 365 station via disks, will drop the guest star policy which has been a steady feature and will use James Melton as permanent vocalist. Station list has been increased by five stations over previous series. Victor Arden's orchestra, Graham McNamee and Songsmiths quartet remain on shows. Campbell-Ewald, Detroit, is the agency.

**Edythe Dixon Joins P.A.**

Chicago—Edythe Dixon, publicity director for WLS and editor of Stand By, radio publication of the station, has resigned to join staff of Tom Fizzdale, Inc., immediately. Miss Dixon, one time reporter on the Herald & Examiner, and later society editor of the Daily News, has done considerable free lance work in radio. Successor at WLS not yet named.

**Child Safety Programs**

KDKA is sponsoring a new sustaining series of weekly programs under the direction of announcer Bill Sutherland which brings attention to the work done in the city's child safety campaign. The first in the series, which is called the Junior Patrol, will be heard on Friday, March 25, at 5:15 p.m. and will bring to the mike Dr. Ben Graham, Superintendent of Pittsburgh Public Schools and Father Paul E. Campbell, Superintendent of Parish Schools. Programs aim at giving additional incentive to safety patrols operating in the schools. Sutherland is well known to thousands of youngsters as "Cousin Bill" of the Kiddies Club and Junior Broadcaster shows heard during other days of the week at the same hour.

**Swing vs. Swing**

A local swing band shares the spot light with recorded swing tunes on "Swinging the Blues," a new half-hour show heard from WESG on Friday evenings. Appropriate patter is supplied by Announcer Woody Ott.

**Revive "Eyeopeners"**

"Eyeopeners" is the title of a new early morning musical program heard daily, except Sun., over KXYZ, Houston, at 7:15. Aired for the express purpose of lightening cares of the day with fun, frivolity and musical interpretations, it features a group of seasoned entertainers who have been heard many times on their own programs over the station. Show gives frequent time service and is a revival of a program heard over KXYZ several years ago at which time over 8,000 people enrolled in the series in less than six weeks.

**Live Talent for Yeast Account on Special Webs**

WLW's airing of Ironized Yeast's "Good Will Hour," will be a live show starting April 24. Because of difficulties in clearing time, show had been heard on a broken schedule on various stations. WLW has been using disks of the second half of each preceding Sunday's program for Saturday evening broadcasts, but after April 24, the live show will be heard Sundays 10:30-11 p.m. Show is also heard on nine Intercity outlets Sundays, 10-11 p.m. and on Mutual 10-10:30 p.m. Ruthrauff & Ryan is the agency.

**Cutting I. J. Fox Disks**

I. J. Fox, through the Schillin Advertising Agency, has signed for a series of 12 five-minute transcribed sport talks over WHN, WAAT, WHOM, WINS and WMCA. Sid Walton will handle the commentary. Disks cut by Louis Tappe Productions at WOR.

**SAN FRANCISCO**

Due to uncertainty of Hearst's radio plans, KYA is unwilling to enter long-term contract with General Mills for daily baseball games for "Wheaties" so possibly KGO may get the plum. Herb Allen, KFRC announcer, will work the KROW mike for the Oakland ball club which will probably cause him to fade from KFRC's "Listen" show for Shasta Water because of time conflict.

Local DX-ers planning to hold first International Convention on "Treasure Island," exposition site, July of 1939. George C. Sholin, prez of "Treasure Island DX Council," reports letters from all over world. Sholin also gen. mgr. in Northern California for International DX-ers Alliance. Working with him is Charles Norton, prez of Universal DX club of S. F.

Jack Benny, Edgar Bergen and entire Chase and Sanborn show, Burns and Allen and several CBS shows will do shows in the radio hall on "Treasure Island" during the 1939 exposition, the board has been assured by agency men and web officials. Auditorium will seat several thousands and when any big show is aired, all fair ground speakers will blare it, nets have been promised.

Bank of America planning to return to air early in April with "House of Melody" which folded when Meredith Willson went to Hollywood. Cyrus Trobber, ex-KYA musical director, set to lead 20-piece light concert ork. Bank has bought Willson's original theme and will use same format. Sunday night skeds on NBC and CBS are tight so sponsor may take Mutual, in which event Mel Venter will get the coveted commentator spot.

Henry King's band leaves Fairmont Hotel April 2, for the east to be replaced by Nat Brandwynne. King will return in September for another six months.

Joe Sudy's Rio Del Mar Country Club band angling for N. Y. job. Auditioned by special telephone wire.

John B. Hughes, KFRC commentator, besides doing nightly news commentary on Mutual-Don Lee net, also broadcasts 10-minute news periods over KFRC six days a week at 8:30 a.m., 12 noon and 4:30 p.m. Three daily shows now also released over KFBC, Sacramento, and KMJ, Fresno, member stations of the McClatchy chain.

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

## Chi. AFRA Frowns Upon Central Casting Agency

(Continued from Page 1)

established central casting agency prior to the next membership meeting on March 27."

Central Radio Casting Agency was organized recently along lines similar to the Hollywood Central Casting agencies with headquarters in Mather Tower, Chicago.

Board's real objection is the collection of 10 per cent for a service which it feels AFRA in conjunction with directors, agencies and the stations can do just as well without cutting into the earnings of its members.

## Ascap Postpones Meet; Also Annual Get-Together

Due to the serious illness of his son, Gene Buck, president of Ascap, the music publishers postponed their meeting which was slated for last night. Meeting was due to the planned revival of the classification idea and abolishing the present "performance point system." Annual dinner of Ascap, set for tomorrow night at the Ritz-Carlton, has also been postponed indefinitely.

## WCFL's Model Kitchen

Chicago—WCFL, has moved its Peekers in the Pantry (participating sponsorship program) to the Model Kitchen of the Peoples' Gas Company in the loop and in-reared the broadcasts to six half-hour periods a week from 10:30 to 11 a.m. daily. Phil Libby and Jane Malcolm handle the Pecker show which has an audience. Every Wednesday a cooking school is held in connection with broadcast. Bob Purcell conducts a Man in the Street broadcast in conjunction with the other program. Deane Milk Company has renewed participation in show. Other patrons are Doyle Packing Company (Strongheart Dog Food) and Ma Brown.

## "True or False" Growing

"True or False" goes into the Mutual Playhouse on April 4. Response for studio tickets is so great, studio has become too small.

## ONE MINUTE INTERVIEW

RUSSELL E. PIERCE

"The steady increase in broadcast advertising during the last ten years is due in no small measure to the greater skill on the part of advertisers in the technique of merchandising radio programs. Advertisers are constantly giving this subject more study and creative thought and find that its application has a practical result in increased sales. Yet, even the advanced methods are constantly being developed further and opportunities for greater improvement still remain."

## ☆ Coast-to-Coast ☆

**HARRY GLICK**, WHN's morning exercise man, celebrates his tenth year of continuous broadcasting this week. Glick first broke into radio via WGBS.

*Stan Shaw, conductor of WNEW's Milkmen's Matinee, is currently doubling between his all-night radio show, the Flatbush Theater, and every Saturday night appears at the Acontra Country Club, New Jersey.*

**Paul Dargis**, who has been commenting over WWSW on foreign news, has been named head of the station's foreign staff. His duties will consist mainly of translating and checking all continuity on foreign broadcasts.

*Glenn Parker, former WIP announcer, has joined WHO, Des Moines in the same capacity.*

**Syd Leipzig**, head of the recently organized WOV Artists Bureau announces that the registration of artists who are interested in appearing at clubs, theater and private functions will begin tomorrow at the WOV Building, 132 West 43rd Street in New York. The new bureau also handles the talent for WBLL.

*Safety Flashes, which have been on WTAR's sustaining schedules for several years have been sold to Security Storage and Van Corp. Sponsor figures it is an ideal tie-in as the program plugs safety on the highway.*

**J. Roy McLennan**, WSAJ manager, took advantage of the theatrical appearance of Jolly Coburn's Orchestra and Joan Brooks at the Arcade Theater in Salisbury by airing two remotes from the theater. . . . McLennan reports that the half-hour Sun-

day Amateur Show which is also heard from the Arcade is pulling 1000 votes a week. Winners of this program sponsored by Philadelphia Dairy Products Co. are given a 15-minute spot to themselves on Wednesday afternoons.

*George A. Bolas, formerly of the Swift Co., has joined the NBC sales promotion department.*

United Press service has been started by WLBC and replaces Transradio and International News Services formerly handled by the station. E. Pierre deMiller, news editor, has added several new local features to the department as well.

*Ed Cunniff, newly assigned the job as Lincoln manager of the Central States Broadcasting Co., including KOIL, KFAB, and KFOR, has been started on his tour of duty by General Manager Don Searle. Under Cunniff will be Ray Schwartz, as head of the service department, and Paul Dodd, as office manager.*

**Dorothy Chaquette** has joined the WHIP program department. She comes from the J. Walter Thompson Agency in Chicago and was formerly connected with KXBY in Kansas City, as program director.

*KONO, San Antonio, has installed lines into the Municipal Auditorium of San Antonio to pick up the large pipe organ there, one of the largest instruments in the south. Ted Brown, Brunswick and Columbia recording artist, and staff organist of KONO is playing the broadcasts from the auditorium each afternoon. Visitors are allowed to watch the broadcast in the auditorium.*

## World's Fair Radio Plans Remain to Be Worked Out

Radio plans for the World's Fair are still in an indefinite stage it has been learned, however, the officials of both the exposition and the major radio chains and local New York stations are negotiating now to close deals whereby the previously announced plans to broadcast commercial programs from the Fair, can be put in the works. With RCA already set, it is believed that the next major deal will be closed with CBS. Only local station at present to commit itself is WNEW, who has already begun a weekly series direct from the grounds with Richard Brooks handling the broadcasts. Station has signed an agreement with the exposition to broadcast from the grounds until the termination of the exposition.

## Two Additional Accounts Are Signed by CBS Sales

(Continued from Page 1)

through Fridays, 9:30-9:45 a.m., will start Joyce Jordan in "Girl Interne." Script show was on NBC earlier in the year. Brown & Tarcher, Inc. has the account.

The other four shows Household Finance, the Brewers' Richard Himber show, Loe Lowe Corp. (Popsicle) "Popeye" series and the Griffin All-Wite program with Hal Kemp have already been announced in RADIO DAILY.

**MacBride Made Radio Editor**  
Sacramento—Kirt MacBride, assistant sports editor of the Sacramento Union and sports commentator over Miller station KROY, has been made radio editor of the Union. His successor in sports department, Bill Conlin, will take over weekly sports commentary.

## Mobile Cereal Program by Quaker Oats on WBBM

(Continued from Page 1)

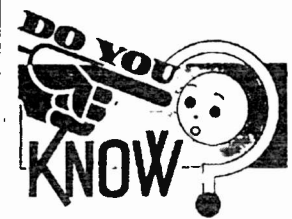
Interview women in grocery stores via WBBM's mobile transcription studio. Show will be aired at 6:45 p.m. when most stores are closed. Similar program will be started in several Eastern markets. Benton and Bowles, Chicago, has the account.

## Younts Further Reveals "Air Mail Week" Plans

Major Paul R. Younts, and Charles Crutchfield of WBT, National Chairman and Radio Director respectively, are now completing plans for the promotion and exploitation of National Airmail Week in what appears to be the largest single campaign of its kind ever undertaken. With radio set to be the most active medium of promotion, newspapers and motion pictures plus all educational bodies, cultural organizations and youth movements have been included in the widespread campaign.

It appears at present that in addition to the 748 radio stations which will participate, a majority of the leading commercials will be included in special tie-ups to promote the events. Radio stations throughout the U. S. and possessions are now working on promotional and special event hook-ups in an effort to be judged one of the winners of the plaques which will be awarded by FCC Chairman Frank R. McNinch.

Opening shot in the radio campaign is scheduled for March 31, in a special NBC airing with Major Younts and James Farley, postmaster general, scheduled to speak. Stations will be sent disk series and special program ideas within the next two weeks, and a form will also be included which the stations will re-submit to Major Younts. Forms will be turned over to a group of judges who will select winners of the plaques. All stations, regardless of affiliations, power or location, are eligible for the awards.

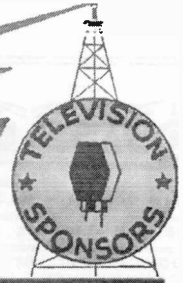


In order to carry on tests for the new CBS television transmitter a complete "electrical reproduction" of the top floors of the Chrysler Tower in New York City was constructed on a baseball field near the RCA manufacturing plant (located in Camden, N. J.).



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 58

NEW YORK, N. Y., THURSDAY, MARCH 24, 1938

FIVE CENTS

## FCC May Probe in Fall

### GENE FURGASON & CO. GETS NORTHWEST GROUP

Gene Furgason & Co., have been appointed exclusive national representatives for the Pacific Northwest Coverage Group, which includes KGIR, Butte, Montana; KPFA, Helena; KXL, Portland, Ore.; KRSC, Seattle and KFPY, Spokane. Appointment takes effect immediately. Gene Furgason, head of the station rep. organization and Ed Craney closed the deal in Chicago, with Furgason leaving for Butte, preparatory to making a tour of the new stations in the fold. He will head for New York after leaving the Northwest territory.

### Sealtest Starts April 25; Souvaine Building Show

Sealtest Laboratories, division of National Dairy Products, starts its show on NBC Red network, April 25, 5:30-5:45 p.m. Show is being built by Henry Souvaine, Inc., with the title of "Your Family and Mine." Script is by Lillian Lauferty, creator of Big Sister. Deal for the program was closed by Earle Thomas of the Souvaine offices. McKee, Albright & Ivey is the agency handling the account.

### Renew "Esso Reporter"

Esso Marketers have announced advertising plans for the coming season and included is a renewal of the "Esso Reporter" which is now heard over 15 stations from North Carolina to New England. There is a possibility that coverage may be enlarged during summer months. Marschalk & Pratt handles radio account.

### Facsimile Casualty

Des Moines—Paul Loyer, WHO's technical director is looking for a new coat. Had a nice one 'till he watched Frank Pierce experiment with the facsimile equipment. Loyer removed his coat and placed it right on an electric soldering iron. It's the first local facsimile "accident".

### Red Menace

Chicago—Spencer Bentley, Bob of Betty and Bob, returning from a trip downstate, brought back this story of red activities. At Red Bud, Ill., he encountered a red-headed gas station attendant by the name of Red Bergdorf, who is a scout for Red Bird (Cardinals) baseball team and sells Red (Crows) gasoline.

### AFM DELAYS DISK TALK UNTIL INDIES CONVENE

Scheduled meeting of the AFM Executive Board was postponed yesterday to March 29, due to the illness of President Joseph N. Weber. Executive board will also meet the transcription people at that time, which is one day after the meeting of the independent and non-network stations at the Hotel New Yorker, New York.

### WBT Wants to Play Fair On "Air Mail" Contests

Bill Schudt, manager of WBT, yesterday officially announced that his station was withdrawing from competition for the McNinch award to be given in connection with National Air Mail Week. Schudt stated that WBT would not compete due to the connection of Charlie Crutchfield, program director, with the "week". Crutchfield is Radio Director.

Major Paul R. Younts, National  
(Continued on Page 2)

## BBC Prohibits Tele In Theaters; Latter May Project Own System

### 100-Watter Hires Band

Chicago—WHFC of Cicero, as result of James C. Petrillo's campaign to limit recorded music, is putting in an eight-piece orchestra under the direction of Dave Volkow, starting next Sunday. Station owned by R. W. Hoffman is said to be the only 100 watter in country to employ an orchestra of such proportions. Al Rubin handled negotiations for Chicago Federation of Musicians.

## Despite 'Quick Action' Hysteria 6 Months Or More Must Elapse for Preparation; AT & T Investigation Took Years

### NBC ADDS 3 STATIONS IN WESTERN TERRITORY

Furthering its network expansion plans, NBC has added three more stations to its list. KPFA has joined the north mountain group and KGKO, Fort Worth, and KTOK, Oklahoma City, will be added to the southwestern group about May 1.

KPFA is owned by the Peoples Forum of the Air of which Barclay Craighead is president and K. O.  
(Continued on Page 3)

### Increased Biz Reported By Atlass Chi. Stations

Chicago—The Ralph Atlass stations, WJJD and WIND are signing an unusual volume of business despite the reported recession in other fields.

Motor accounts include: WJJD, Ruly Chevrolet Co., 15 minute news  
(Continued on Page 2)

### Zenith Program Folding With Fete by McDonald

Chicago—Commander E. F. McDonald, president of Zenith Radio Corp., gave a party for the more than 40 members of the CBS Zenith Foundation (telcpathy show) cast  
(Continued on Page 3)

Washington Bureau, RADIO DAILY  
Washington—It will be at least six months before the Federal Communications Commission starts its investigation of radio broadcasting chains, according to an authoritative source within the Commission who revealed that the investigation "could not possibly get under way before six months to a year."

This length of time will be required before the study gets under way, despite the recent order to undertake "immediately" the investigation. It was pointed out that the AT&T investigation took the Commission some two and a half years.  
(Continued on Page 3)

## EDUCATORS STILL SEEK MORE NETWORK PERIODS

The drive by educational broadcasters to force networks to give advantageous periods to educational and cultural programs which was started last summer by five leading groups in that field, will be continued with added strength due to recent demand for a radio probe by FCC Chairman McNinch, it was  
(Continued on Page 2)

### Standard Brands Renewal

Standard Brands, Inc., sponsors of the Baker's Broadcasts, heard Sundays, 7:30-8 p.m., over NBC-Blue network has been renewed for an additional 13 weeks effective April 3. Program features Feg Murray and Ozzie Nelson and orchestra. J. Walter Thompson has the account.

### Playing Safe

Detroit—WIR's Duncan Moore will carry a life preserver when he broadcasts the third annual smelt run at Boyne City, Michigan. Franksters "dunked Dunk" last year and he's taking no chances. He also remembers the raft that sank recently in the Susquehanna river.

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Mar. 23)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	125	123	124 1/4	- 1/4
CBS A	14 3/4	14 3/8	14 3/4	- 1/8
CBS B	14 1/2	14 1/2	14 1/2	- 1/8
Crosley Radio	7	7	7	—
Gen. Electric	34 1/4	33 3/4	34	- 1/4
RCA Common	5 1/2	5 1/2	5 1/2	—
RCA First Pfd	44 1/2	44 1/2	44 1/2	- 1/2
Stewart Warner	8	7 3/4	7 7/8	- 1/8
Westinghouse	79 1/4	76 1/4	78 1/2	- 3/8
Zenith Radio	12 1/2	12	12 1/4	- 1/2

### NEW YORK CURB EXCHANGE

Majestic	13-16	5/8	5/8	- 1/8
Nat. Union Radio	8 1/4	8 1/4	8 1/4	- 1/8

### OVER THE COUNTER

Stromberg Carlson	Bid	Asked
	4 5/8	5 1/2

## Set Tax Receipts Off

Washington Bureau, **RADIO DAILY**  
Washington—Tax receipts on radios and phonographs took a considerable drop from \$464,853.41 in February, 1937, to \$260,580.34 for the same month in 1938, it was revealed here today by the Treasury Department Bureau of Internal Revenue. The decrease represents a drop of \$204,273.07.

According to the Radio Manufacturers Association here, the decrease is 44 per cent under last year's figure.

## Another Dress Rehearsal

The Mutual-Philip Morris show, "What's My Name," which starts on Friday, 8-8:30 p.m., will have a dress rehearsal at 4 p.m., before an audience. Program is being aired from the Mutual Playhouse Erik Rolfe originally announced for the show is off. No replacement set yet. The Biow Co. is the agency.

*Jules Harberg*

**- INSURANCE -**

Insurance Specialists to the  
Radio and Music Industries

JOHN 4-2800      BEKMAN 3-0375  
80 JOHN ST., NEW YORK

## Educators Have Hopes Of Additional Web Time

(Continued from Page 1)  
learned yesterday. Group, through its leaders, may attempt to testify in effort to gain recognition.

Entire movement by the organizations was started in an attempt to force the three major networks to give more time for the presentation of unbiased and unsolicited programs of educational value to the average American radio listener. Proposed investigation by FCC jibes closely with announcements made last year to the effect that organizations involved in the fight for time would take their case to the FCC as soon as plans were completed, and complete accounting of membership in the drive could be determined.

Status of smaller outlets, either independent or with network affiliations has not been changed to date by the leaders of the educational movement. It is believed, however, that for the time being they are satisfied with time allotments as a whole, and will concentrate their fight on networks. Practically every major educational and cultural organization has given its sanction and promise of cooperation in the drive.

## "Morning Almanac" Offer Draws Big Mail Response

One announcement concerning requests for tickets to the first Sunday broadcast of Phil Cook's "Morning Almanac" brought 654 responses before 2 p.m. of the same day. And within 24 hours, 5,181 requests had been delivered to CBS.

Station, not knowing the tremendous response the first announcement was to pull, made a second announcement on Friday morning. On Tuesday the total mail count was 8,645.

Program is heard, 7-7:55 a.m. on WABC, Mondays through Fridays, but it goes network on Sunday, 6:30-7 p.m. Program department wanted to know whether to use one of the radio theaters or stick to the studio. Result: program does go into a theater.

## Pitt. Newspaper Relations Strengthened via Program

Pittsburgh—Relationships between KDKA and the Pittsburgh Press will be materially strengthened beginning March 26, when a model news room with direct lines to KDKA will be opened. New feature is designed as an added feature of the Press-KDKA news services. Initial airing from the new studio will take place at 8 p.m., with plans now calling for a number of special event and up-to-date news programs to emanate from the studio.

## BOSTON

Lew Rogers is the new member of the WORL announcing staff. He entered the radio field at WPRO in Providence. He was there until he recently was transferred to WORL.

## Increased Biz Reported By Atlasc Chi. Stations

(Continued from Page 1)  
period with Bob Labour, six days, through Auspitz and Lee; Michigan Avenue Chevrolet, 15 minute Sunday recordings through Schwimmer & Scott; WIND, Association of Gary Authorized Automobile Dealers, quarter hour program; Automobile Manufacturers Association, announcements plugging Packards through Young & Rubicam.

Other new business on WJJD: Knox Company for Cystex Taton, Today's Heroine with Frances Martin presenting "Woman's Award of Merit," 3-a-week; also Police Headquarters' bulletins; Dude Martin's Rangers, musical transcriptions, and extra, extra, news, through Allen C. Smith agency.

Komiss Co., announcements, Julian Frank agency; Trems Tablets through Kelly and Stuhlman; International Trades Institution; A. Bishop & Co., half-hour musical transcriptions on Sundays; Gardner Nursery, 13 five-min. periods through Northwest Radio Advertising Co.; Builders Life Insurance Co., Sunday newscast, through Lyle T. Johnson Co.

WIND Accounts; Komiss Co., announcements; Henry C. Lytton's Hub, announcements; Northern Indiana Public Service Co., Indiana Basketball Tournament; Wham Sales Co., half-hour transcriptions seven nights a week for 26 weeks through Harold I. Collene agency; Trading Post with Betty Ann Brown as Hollywood Reporter through Burnet-Kuhn agency; South Chicago Furniture Co., 15 minutes Sundays for 13 weeks; Hub Furniture Co.; Albert Dickinson Co. through Commercial Advt. agency, spots; Evans Fur Co., "Me and the Boy Friend", interviews, 3 a week, through Auspitz and Lee; Hylite Laboratories following Safety Court through A. N. Baker agency; Madura's Danceland, half-hour four times weekly; Maurice L. Rothschild, spot announcements, through Dade Epstein agency; General Mills, Cubs and White Sox games, with Russ Hodges and Jimmy Dudley, through Knox Reeves Advt. agency; Midwest Daily Record, announcements; Liberal Credit Clothing Co., 15 minutes for 13 weeks; Evans Clothing Co., announcements for 13 weeks through Selviar System.

## Cincinnati's Clambake

Cincinnati — Tyrone Power, film and radio headliner, and Virginia Payne of Chicago, who is Ma Perkins, are to be guests of honor at Cincinnati's civic reception to be given May 14 to commemorate founding of famed Schuster Martin School of Drama by the late Helen Schuster Martin. Power and Miss Payne are both grads of school.

## COMING and GOING

J. J. SIEGEL, business manager for Major Bowes, and MRS. SIEGEL leave today on the S.S. Lafayette for a West Indies cruise.

JOHN G. (Jap) GUDE, CBS manager of station relations, has returned from his western trek.

JACK BENNY, his writers, EDDIE BELON and BILL MORROW, and HARRY BALDWIN, Benny's secretary, arrived in town this morning via the Twentieth Century.

IRNA PHILLIPS, script writer, will arrive in New York tomorrow from Chicago. She sails Saturday on the Carinthia for a six-day cruise to Nassau.

FRED WEBER returned from a business trip to Chicago yesterday.

DAVID ALBER back in New York after trip to Philadelphia.

WALTER DAMM of WTMJ, Milwaukee, arrived in New York yesterday.

OLIVER WAKEFIELD sails for England on April 3.

JOHN W. ALICOATE, publisher of RADIO DAILY, and THE FILM DAILY arrive today on the Georgic, from a West Indies cruise.

## WBT Wants to Play Fair On "Air Mail" Contests

(Continued from Page 1)  
Chairman, and Crutchfield, before leaving for Washington yesterday announced that disks are now ready and will be distributed to all 748 stations by March 31. Also set yesterday was a national hook-up on April 2 at 7:15-7:30 p.m. with Major Younts and Postmaster James J. Farley set to speak over CBS, NBC and Mutual.

KLZ

*is the favored guest in most of the homes of the Denver-Rocky Mountain Region*

\* Local merchants know ... and that's why department, jewelry, furniture and men's and women's stores all spend more of their radio money with KLZ than with any other station.

CBS NETWORK 550 Kc.

Representative—The Katz Agency

## RECORDINGS

Call BRINCKERHOFF

PLaza 3-3015

## BRITISH THEATERS MAY DEVELOP OWN TELEVISION

(Continued from Page 1)

projection in places of public entertainment, is strictly prohibited."

The decision, it appears was reached chiefly because of the arrangement to televise the Jock McAvoy-Len Harvey fight for the light-heavyweight championship of Britain from the Harringay Arena yesterday. The promoters made it a condition of their contract with the BBC that reproduction into movie shows should be prohibited.

Now the film houses are going into a huddle to overcome a likely wholesale extension of this bar, and the idea which seems most likely to be evolved is that they will stage shows in their own studios and televise them to hundreds of screens by land line. This, of course, will involve the laying of costly coaxial cables from the studio to every cinema, but will, on the other hand, eliminate the expense of running the dozens of stage shows which at present supplement films at many West End cinemas.

London (By Cable)—Major Tryon, postmaster-general, stated in the House of Commons that there would be 8,540,000 radio licenses issued this year. It was proposed that eight per cent of the net license revenue should in future go to the British Broadcasting Co. to further the work of television. He stated that \$1,472,000 had been granted for television during the year.

## NBC Adds Three Outlets In Its Western Territory

(Continued from Page 1)

MacPherson is station manager. Station operates on 250 watts daytime, 100 at night, on 1210 kcs., and will be offered as a bonus station to advertisers using KGIR, Butte.

KGKO was recently transferred to Fort Worth from Wichita Falls. It starts operation from Fort Worth on May 1. Station is owned by Amon G. Carter and operates on 570 kcs. with 5,000 watts day, 1,000 watts at night. Harold V. Hough is general manager.

KTOK is owned by Harold Hough and is a 100 watt on 1370 kcs. Joseph W. Lee is manager of the station.

## Nu-Enamel Buys Sport Show

Chicago—Nu-Enamel Company has bought a 15-minute post-baseball spot on WCFL for summer months. Sports information and scores will be interlarded between musical selections. Texas company, which will sponsor play-by-play, also has bought 15 minutes preceding ball game for dug-out interviews and personality talks by Hal Totten who also will do the play-by-play. Buchanan company has the Texaco account.

# ★ PROMOTION ★

## Helping the Merchants

Goodwill gesture on the part of KDYL, Salt Lake City, toward Utah Furniture Dealers, staging their Spring Style Show in April, includes arrangement for air appearances of local public figures and extensive promotion of the show through spot announcements as well as dedicatory program.

## Real Early Bird

"Cracking Records at the Crack of Dawn... As Only KNX Can" is the title of a four-page folder which calls attention to Fletcher Wiley's Sunrise Salute over KNX, Los Angeles. Folder, with a crowing rooster in contrasting colors on the frontispiece, extols the merits of this early morning program on the inside pages and follows with reproductions of testimonials on the last page.

## Local Ad Service

WATL, Atlanta, has introduced a new advertising service for local retailers which is known as the Classified Column of the Air. Service is presented daily, except Sunday from 3:00 to 3:30 p.m., according to Maurice Coleman, station manager and originator of the idea.

## C. of C. Book Aids Station

WOPI, Bristol is issuing a brochure entitled "Two Markets to Market".

## WJR Will Let Listeners Select New Announcer

Detroit—The WJR audience will choose a new announcer in a public audition on Friday, April 1. The station needs a new "mikeman". There are around 100 applications for the job and Mr. and Mrs. John Q. Public will be the judges.

WJR officials will select a list of the most likely applicants and during the program on the air, starting at 8:30, each will be given a chance. The candidate may write his own announcement or have it written for him. He will be known only by number or letter to avoid the possibility of packing the jury.

The job at WJR has been open for more than a week but officials have been at odds until the solution came from station's manager, Leo Fitzpatrick.

## Foundation's Farewell

(Continued from Page 1) and directors Wednesday at a nearby north side hotel. Commander McDonald arrived several days earlier than expected from his cruise.

## Cuts in on Sweepstakes

Pittsburgh—Bernie Armstrong, KDKA staff organist and featured soloist on many commercials, was one of the lucky Pittsburghers who held a prize ticket in the Irish Sweepstakes which assures him of at least \$2,500.

Material for the brochure contains latest market data about Bristol and was obtained from the new booklet recently released by Secretary W. A. Kiddleston of the local Chamber of Commerce. Station brochure will go to agencies and advertisers.

## A "Piece" of the Studio

With WEW's \$70,000 studios scheduled for completion next month, General Manager A. S. Foster had 500 pieces of celotex cut and painted with the studio color design and mailed them to advertising agencies and advertisers with a letter which started: "Herewith enclosed a piece of our new studios." Letter plugged the station's achievements since going commercial last September.

## Preparing for Elections

An illustrated booklet has just been issued by WFIL, Philadelphia, on its presentation of election returns called "First with Election Returns" and sub-titled "Climb on the Band Wagon." Booklet lists the means of coverage of all political fronts and sources such as: two INS teletypes; news bureau correspondents with direct wires throughout the state; local direct wires from the news service and daily newspapers; the 30 x 10 studio election board; and the staff of WFIL's editors, tabulators and rewrite men.

## FCC'S NETWORK PROBE MAY BE 6 MONTHS AWAY

(Continued from Page 1)

Although Chairman O'Connor of the House Rules Committee was recently said to be willing to report out the Connery resolution, it is now understood that the present investigation announcement will probably delay or withhold action regarding the measure.

Washington—FCC today announced that the investigation and survey of the Great Lakes and inland waters of the United States, now being conducted by Commissioner Brown, be extended to include the present contractual relationship between the American Telephone & Telegraph Co. and the Radio Marine Corp. a subsidiary of RCA. The investigation pertains to the furnishing of radio telephone service to the public through coastal harbor stations in the United States.

**D'ARTEGA**  
AND HIS ORCHESTRA  
Now Buffalo Theatre for limited engagement  
Exclusive Management  
JACK LAVIN  
PARK CENTRAL HOTEL NEW YORK

# If You Lived in Lansing

WJIM  
the only station in  
Lansing  
Primary pop... 137,370  
Radio Families  
(Primary)... 28,466  
Annual Retail Sales  
(Consuming)... \$23,195,000

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



**O**TTO KLEMPERER and the Los Angeles Philharmonic will do a special broadcast over KNX-CBS Pacific Coast tonight at 10-10:30, as the opening gun in the annual campaign for funds to support the organization.

Conrad Nagel will do a guest appearance on Union Oil's "Thrills" on Wednesday, March 30. Frederick Dahlquis president of American Radio Features, producers of the program, announces that the show will continue under the present set-up at least until April 27, contract renewal time.

Harry Witt, sales manager at KNX, became the father of a second son with the birth of an 8 pounds-2 ounces boy to Mrs. Witt at St. Vincent's Hospital Friday night, March 18.

The Automobile Club of Southern California duly labeled the northwest corner of Sunset and Gower with a "Columbia Square" marker last Friday. CBS starlets Mary Lou Cook, Gay Seabrook, Lurene Tuttle, Rosemary DeCamp and Mary Rosetti participated in the ceremonies. Old-timers in Hollywood will recall that the corner was the site of one of the earliest of the film studios, David Horsley's, and still later housed Christ comedies.

Sid Goodwin, NBC producer on the "Gilmore Circus" for Gilmore Oil on the Coast, as well as various sustainers for the net, has resigned to go into radio program production on his own.

Glan Heisch has been renewed as scripter on the Mickey Mouse show for Pepsodent. H. H. Swanson agency set the new deal.

Jack Dempsey, well known to old time vaudevillians in the heyday of Keith-Albee, has been appointed sales manager for the Otto K. Olesen recording studios. Dempsey left Metro-Goldwyn-Mayer, where he has been a talent scout under Billy Grady, another Keith veteran, to align himself with the Olesen organization.

Harrison Holliday, general manager of KFI-KECA, dug up a transcription of the first broadcast made by Amos and Andy under those monikers, following the switch from "Sam and Henry," and re-broadcast the 1928 program over KFI Monday night, with appropriate comment. Holliday released the original series through KFRC, San Francisco, while he was manager of that station.

LISTEN TONITE TO  
**DORIS RHODES**

6-45 P. M. WABC-CBS Network  
MANAGEMENT  
COLUMBIA ARTISTS, INC.



• • • A Reporter With A Conscience!... Jack Pearl, just returned from Hollywood with Wini—and learning how to shag at the Stork Club now, related this sidelight on the coast floods—which wasn't a thing to kid about... However, with truth reported to be stranger than fiction—it could also be just as humorous... Phil Baker had taken Jack and Wini to view his new home, just completed and to be occupied within a few days. Pearl envied his good fortune and beauty of the home. This inspired Baker to invite the Pearls to the official opening two days later... With arms filled with gifts the Pearls arrived at the Baker home—to find it washed away!... Last week we itemed here that Russ Morgan was sporting a "shiner" due to a misjudged handball... The other nite we stepped into Dave's Blue Room, where there's a photo of Morgan pasted against the wall... Around the eye we noticed—some wag had penciled a duplicate of Russ' "shiner"!... Eddie Cantor's new series for Camel's will sound odd sans the gibbling voice of Jimmy Wallington.

• • • Committeemen of a certain organization made inquiry this week on the possibility of getting 15 minutes of air time on WOV-WBIL—so that one of their "distinguished members" might talk on "More Jobs by the Elimination of Women From Business"... Everything, we understand, went along smoothly until the committee was introduced to the general manager of IBC, operators of these stations... The general manager happens to be Miss Hyla Kiczales—one of "those women in business"... At Phillip H. Lord's party for his press agent the other night, newspapermen had to pass through picket lines so as to partake in the drinks offered... The pickets were not boycotting Lord—but resented the fact that the club didn't employ entertainers—though they have two bands and a couple very pretty singers!

• • • Baseball fans in and around NY will begin hearing baseball results shortly via WMCA sponsored by Straus Stores... Of course, this isn't anything to merit a stick of type here or elsewhere—but this does... Signed to wordsling for 15 minutes, 7 nites weekly on this sponsored series, is Bert Lee, who at one time, we stated, wasn't so good. Later we discovered that Bert Lee was the air-monicker for Bertram Lebhar, general manager for the station and Inter-City network. This still didn't alter our original criticism of his voice!... However, a number of sponsors, having been given the cream of the wordslingers for their shows by the station—discovered that Bert Lee was the best salesman around... Lebhar who doesn't want this work—would rather pay others to do it—must broadcast this series and others on threats of losing the clients... The home of Murray Rosenberg, radio editor of the Brooklyn Citizen was visited by a thief who tip-toed over to a cupboard where he found \$14 (in a newspaperman's home?)... Murray's 5-year-old boy, Richard Martin, was at play in the kitchen where the thief stopped just long enough to threaten the youngster to keep still. Mrs. Rosenberg was in another room while all this was taking place... Later, when cross-examined by a hurly detective on what had happened the kid shook his head saying, "I don't know and I don't want to talk."

• • • This is rather interesting, we think... Caskie Norvell, Jr., newscaster on the WBIG, Greensboro, N. C., "Cavalcade of News," late evening news period, has been featuring the European war situation, with exclusive background information as well as flash news... And few are better equipped for this, as his mother was formerly Princess Nanon Petrovic, of the Yugoslavian royal family... However, she is now a good Tar Heel, being Mrs. Caskie Norvell, Sr. When Norvell, a University of Virginia graduate, gets stuck on the pronunciation of names he has but to call his mother, the Princess, and get correct names and background!



**G**EORGE A. BOLAS, formerly with Swift & Co., Defiance, Ohio, has been added to Chicago NBC Sales promotion staff.

Vic and Sade and Rush (Art Van Harvey, Bernardine Flynn and Billy Idelson) are making a theater tour through Indiana the next fortnight.

Barbara Luddy, dramatic headliner of Margot of Castlewood and First Nighter, has turned singer and is lifting her voice in song on the former show.

Doris Keane, manager of WHIP and WVAE, going to Indianapolis this week-end to handle special broadcast of State basketball finals.

Epes Sargent has taken up his new duties as assistant to Frank Rand, director of press relations for NBC.

NBC threw a party Monday afternoon for Boris Karloff, here to do a series for "Lights Out".

Wrigley show featuring Andrews Sisters, Jack Fulton Jr. and Carl Hohengarten's music had its name changed once more before it got on the air Monday evening. Last shift was from "Sing and Swing" to "Just Entertainment". Neisser-Meyerhoff agency has the account. CBS threw a party for press Monday in connection with first show.

E. H. Scott, manufacturer of de luxe radios, described his new robot receiver in an interview over WGN by Martha Crane and Helen Joyce on Tuesday, March 22.

Cornelius Peeples, 18-year-old juvenile of Betty and Bob, is swanking around in a new car. He is a veteran of about 10 years' work on the air.

Bill Irvin (Don Foster) radio editor of the Daily Times had his office radio put out of commission other day when some of the news room boys plugged it into the wall direct instead of through converter. Photographer doused the flames that resulted with pail of water and now Irvin is listening at home pending repairs.

Yank Taylor, former radio editor of the Times, is back from two years of orange culture in Florida and has rejoined Times staff as night rewrite man.

Harry Richman will open at Chez Paree on April 1, with Lou Breese's orchestra providing the music. Jimmy Durante scheduled to follow a month later.

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



★ F. C. C. ★  
ACTIVITIES

EXAMINERS' RECOMMENDATIONS

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

WTIC, WIXEH, WIXLU, WIXO, WIXT, Hartford, Conn. Vol. assignment of licenses to the Travelers Broadcasting Co. be denied.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited, be granted.

WKAR, East Lansing, Mich. CP to increase power to 5 KW. be granted, 850 kc., daytime.

WDZ, Tuscola, Ill. CP to increase power to 1 KW. be granted 1020 kc., daytime.

HEARINGS SCHEDULED

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

March 24: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

March 25: P. W. Spence, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.

March 30: Chester Howarth & Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

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

May 9: Monacoy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

W. B. Greenwald, Topeka, Kans. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Edward Breen & Allen R. Loomis, Fort Dodge, Ia. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

WBNX, New York, N. Y. CP to increase power to 1 KW., 5 KW. LS. 1350 kc., shares time.

WHBL, Sheboygan, Wis. CP to increase power to 250 watts, 1 KW. LS. 1300 kc., unlimited.

WTAQ, Green Bay, Wis. CP to increase power to 1 KW., 5 KW. LS. 1330 kc., unlimited.

WEMP, Milwaukee, Wis. Mod. of license to increase hours of operation to unlimited. 1310 kc., 100 watts.

Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station, 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts LS., specified.

John Stewart Bryan, Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

WELI, New Haven, Conn. Mod. of license. 930 kc., 250 watts, 500 watts LS., unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Michael J. Mingo, Tacoma, Wash. CP for new station 1400 kc., 250 watts, unlimited.

APPLICATIONS RETURNED

Sumter Radio Broadcasting Co., Sumter, S. C. CP for new station. 1420 kc., 250 watts, daytime.

Timpanogus Broadcasting Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

KIEM, Eureka, Calif. Authority to transfer control of corp. to William B. Smullin.

**PAT BALLARD**  
WRITER SPECIAL RADIO MATERIAL  
Programs:  
LUCKY STRIKE  
MAGNIFY-VACTION  
ALEXITE PROGRAM  
FOUR MOTOR CO.  
CHRISTENFIELD  
MANAGEMENT COLUMBIA ARTISTS, Incorporated

ORCHESTRAS - MUSIC

By TED LLOYD

**B**EHIND CLOSED DOORS the midnite oil burned yesterday as music executives representing flicker firms gathered in the offices of J. J. Robbins, looking after his M-G-M interests, to discuss a complete revampment of the "major plug system".... Lou Diamond, head of Paramount Pictures' music firms, Famous and Paramount Music—and Buddy Morris with his Man Friday, Rocco Vocco, representing Warner firms, Harms, Witmark and Remick, got together to discuss the possibility of immediately changing the present set-up, which is calculating performances of songs on WABC, WJZ and WEAJ from 5 p.m. to 1 a.m. as "major plugs".... Revampment would alter this completely, it is understood.... Adding WOR to the list of stations

rated as "majors" would be just one of the contemplated changes.... Another, and this the most important alteration, would be to rate as "major plugs" performances on WOR, WABC, WEAJ and WJZ from EIGHT A.M. (till ONE A.M.!.... Should this be agreed upon, it is understood that the new ruling will go into effect within the next few days.... New setup, if put into effect, will create more employment for contact men and many of those discharged within the past week, would be brought back in line.... Contacting of bands, artists and production men in charge of the programs not credited with the nine hours of airing now, will have to be reached for plugs.... Many daytime artists have shown their grief to the stations because they weren't entertained by music men will now be catered to like the bigtime evening artists!.... Though the meeting was held solely for this purpose, their decision won't be final. None of those present last nite would discuss their findings!

Stan Shaw will be feted at Leon & Eddie's Sunday nite.... Clark Dennis, NBC Chicago singer, has been approached to warble for the Chi Civic Opera Co.... Jimmy Nooncy succeeds Horace Henderson's crew at the Swing Lane in Chi.... Don Huston, Henry Busse's vocalist, will leave the band, because he has a picture offer.... Freddy Martin is recovered and in Chicago.

Jerry Blaine leaves the Park Central next month.... Howard Woods, his Celeste and band, featuring the voices of the maestro, Ralph Bennet and the Glee Club returned to Laurel in the Pines Hotel, Lakewood, N. J. Band is aired three times weekly via WOR-Mutual.... Lawrence Welk and his orchestra, return to the air waves over WCAE when his outfit comes back to Pittsburgh March 28th. Lois Best, former WJAS vocalist, will be included in the Welk outfit when they return to the Hotel William Penn.

Tommy Dorsey and his Amateur Swing Contests open at the Stanley theatre in Pittsburgh March 30. He Jamison Concert Debut  
Anne Jamison, singer heard regularly on the Hollywood Hotel programs, will make her concert debut at Town Hall March 29. Singer will miss one program, and is scheduled to leave New York immediately following her appearance in New York for the coast to resume broadcasting.

GUEST-ING

PERRY SHAND, song writer, on Lanny Grey's Rhythm School of the Air, March 26 (WNEW, 12:30 p.m.)  
JEAN MUIR, interviewed by Radie Harris, today (MBS, 6:45 p.m.)

DR. FRANCIS CARR STIFLER on The Bible in Song and Story, March 27 (WNEW, 6:30 p.m.); DR. GEORGE W. WRIGHT, missionary, April 3.

CARI DAINES, on Celebrity Hour, March 26 (WNEW, 9:15 p.m.)

DOROTHY MACKAILL and MISCHEA LEVITZKY, pianist, on Kraft Music Hall program, tonight (NBC-Red, 10:00 p.m.)

OLIVIA DE HAVILAND and DONALD DICKSON on Chase and Sanborn Hour, March 27 (NBC-Red 8:00 p.m.)

LEON RANE'S SING BAND and ALAN MOWBRAY, on Thirty Minutes in Hollywood program, March 27 (MBS, 6:00 p.m.)

RAY GROSS, author, on Benay Venuta's variety program, March 26 (MBS, 2:00 p.m.)

NELSON EDDY on the Ford Sunday Evening Hour April 3 (CBS, 9 p.m.)

CLYDE BARRIE soloist on the Heinz Magazine of the Air April 3 (CBS, 5 p.m.)

GLENN DARWIN will sing opposite Grace Moore on Chesterfield program March 30 (CBS, 9 p.m.)

MORTON BOWE and JANE FROMAN, on Al Pearce and his Gang program, March 29 and April 5 (CBS, 9:00 p.m.)

RED EVANS, JACK SHANNON, GENEVIEVE ROWE and the SYMPHONETTES, on Ray Block's Varieties, today (CBS, 3:00 p.m.)

will do his commercial from there—and start the show playing "Comin' Thru The Rye".... Tommy started the whole fracas on swinging the classics.... Lou Clancy and his Swing Unit are presented nightly over Station WATL, Atlanta, from the popular Spanish Room of the Henry Grady Hotel. Rose Christopher and Skeeter Morris are the vocal attractions.

Duke Barron and his orchestra now broadcasting twice daily from the popular Parisienne Room of Hotel Bristol, Bristol, Virginia. Music is aired over Station WOPI.... Shep Fields will interrupt his current theater tour to return with his orchestra to New York for a new series of Bluebird recordings.... Reports from the Coast indicates that Ozzie Nelson's pioneering of "Joseph, Joseph," in addition to his Victor recording of the tune, has established the novelty selection as a logical follower to "Bei Mir Bist du Schoen" all along the Pacific Coast.

Robert K. Christenberry has assumed full charge of the International Casino along with his other duties as vice-president and general manager of the Hotel Astor.... Christenberry, it is reported, will make changes in policy at the Broadway night club.



**HARRY GLICK'S**

MORNING EXERCISES  
Monday thru Friday at 8:45 A. M.

**WHN**  
DIAL 1010

That's BEFORE the shopping day starts. Wise advertisers will recognize what this means in sales!

Address inquiries to:  
**WHN**  
1540 BROADWAY  
NEW YORK CITY

## AGENCIES

E. ROSS GAMBLE, space buyer for Leo Burnett agency, has been elected treasurer of the Audit Bureau of Circulation.

Pepsodent Co., Chicago, has been admitted to membership in Association of National Advertisers.

PHELPS-ENGEL-PHELPS agency, Chicago, has been named counsel for Hollywood Diet Corp., Chicago, and Joseph Lemke, Melrose Park, Ill.

ART TATHAM, advertising manager of Bauer & Black, and head man of the Chicago Federated Advertising Club, is working on a survey to show how much advertising money from the Chicago area is placed elsewhere.

CHICAGO FEDERATED ADVERTISING CLUB has added A. M. Crossley, president of Crossley, Inc., as speaker for its radio series. His date is April 14.

## LOUISVILLE

Jack Peysor, who has been freelancing in Chicago, and was for a time with WLW, is new announcer on WHAS. He will handle the Oertel Show, aired from the Drury Lane Theater on Monday nights.

Harry Dickman, ex-WAVE musical director, heading for his home in Detroit. Expects to place his band at a Michigan resort for the summer.

Bill Sherman, WGRC chief announcer, will have a leading role in play to be presented by Little Theater, under the direction of Boyd Martin, "Courier-Journal" film critic.

Skeets Morris, who was injured in an automobile accident, while returning from an engagement in Hodgenville, Kentucky, has recovered, and is again airing with his hillbilly gang on WHAS.

Mildred Lee, who conducted the air gossip column "Under Ether" in the "Courier-Journal," has left WHAS, and is out of radio for the present.

Serg. Nyrum Young of the Louisville Police Department and Jack Starks, WAVE technician, are attracting attention with their "Cruising in Traffic," broadcasting from the new mobile unit.

WGRC has a new troupe of hillbillies on the station, the "Oklahoma Outlaws."

## Cain Gets St. Louis Call

Chicago—Noble Cain, conductor of the Chicago A Capella choir heard over NBC, and director of the Cabin at the Crossroads chorus, has been named conductor of the 2,000 voiced National High School chorus to perform in St. Louis on April 1.

## DON KERR

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

## ★ Programs That Have Made History ★

### (NBC's National Farm and Home Hour)

**D**URING the last decade the National Broadcasting Company, the United States Department of Agriculture and national farm organizations have joined forces to bring farmers throughout the land the most outstanding agricultural program on the air. On October 2, 1928, the National Farm and Home Hour made its debut under the direction of Frank E. Mullen, pioneer in farm broadcasting.

Format of the program remains substantially the same as when first conceived. The Farm and Home Hour, often called "The Nation's Bulletin Board of Agriculture," offers a wide variety of features. Among these are timely and authoritative information from the Federal Department of Agriculture; music by Walter Blaufuss and the Homesteaders orchestra; Washington news comment by H. R. Baukhage, veteran correspondent in the national capitol; weather and crop reports; comedy in the form of the "Farm and Home Bugle," with Johnny Wolf and Thor Erickson; a dramatic sketch of life in the national forests starring Harvey Hays, Judith Lowry, Lucille Husting and Raymond Johnson; special broadcasts direct from the scenes

of important farm events; and many other features of wide national interest.

The Farm and Home Hour interests urban as well as rural listeners. The program has become a noon hour tuning habit in thousands of homes from New York to San Francisco each week day at 12:30 p.m. EST. Ninety-three NBC-Blue network stations carry the program.

A gay spirit of informality prevails. Everett Mitchell's cheery "Lots of Good Luck, Everybody," and "It's a Beautiful Day in Chicago," have become catch phrases known to millions of listeners.

Leaders in all fields of agriculture are heard regularly on the program with up-to-date news and information on developments affecting farming and homemaking. The Farm and Home Hour has really made radio history. It has brought the country to the city and the city to the country. One of the outstanding contributions of radio to mankind has been its service to the farmer. On this score, the Farm and Home Hour has established a unique record of service in radio history.

William E. Drips, NBC's director of agriculture, supervises the program.

### WQAM's "Shadows and Sunbeams"

**C**LOSE to \$100,000 in cash has been raised for needy persons during the past eight years directly through WQAM's program, "Shadows and Sunbeams."

Conceived by Fred W. Borton, president of the Miami Broadcasting Company, early in 1930, the one-hour charity program has been on the air consistently ever since.

Dr. Everett S. Smith, pastor of the First Christian Church, and well known on the air, conducts the program. He describes each "Shadow," tells what is needed in food or money or necessities, and appeals to the radio audience for direct contributions. Phone calls donating aid are acknowledged on the air, and a collector picks up donations next day.

The Civitan Club of Miami has the

charity as their main project. They provide all the administrative expense and the city of Miami provides office and storage space. Every penny donated in response to the radio appeal goes directly to the "Shadow" for which it is designated.

Station WQAM provides the time on the air and the musical entertainment for the program and assists in preparing the copy for broadcast. "Shadows and Sunbeams" is the one 100 per cent charity in the community.

Statement of receipts and disbursements for the year ending December 31, 1937, showed contributions received to be \$8,996.06, total cash disbursements \$8,187.44 and total disbursements other than cash came to 20,688 items.

### WOAI Big News Contract

San Antonio—Effective April 25, WOAI has consummated the largest single contract of time for any single product in the history of the station. The S. A. Brewing Association, makers of Pearl Beer, will sponsor fifteen minutes of news six days a week at 10:15 p.m. with commentator Ken McClure at the mike. The advertising was placed by Pitluk Advertising Agency of this city.

### Frazee Taking Leap

Harry Frazee, production man on "Gang Busters" program, will be married today to Dorothy Sherwood, non-professional. Frazee took over Phil Lord's duties on the series in January.

### WOL Renews Transradio

Washington Bureau, RADIO DAILY

Wash., D. C.—A new contract covering a period of three years was negotiated today between Transradio Press Service and Radio Station WOL, Mutual outlet here. Transradio news has been broadcast on WOL for the past three years and was one of the first stations in the country to subscribe to Transradio.

## CARL BIXBY

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

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

## NEW BUSINESS

Signed by Stations

WMAQ, Chicago: North Western Railroad Co., Suburban Hour program renewal.

WWSW, Pittsburgh: Republic Oil Co., 15-minute program.

WSM, Nashville: Bull Durham Smoking Tobacco Co., ETs, through Lord & Thomas.

WSIX, Nashville: Loew's Theater (Nashville), Name the Band program ETs.

KWK, St. Louis: Gruen Watch Co., ETs; Dr. School's Comfort Shops, ETs.

KTSH, Hot Springs: Chevrolet Motor Co., ETs, through Campbell-Ewald; Magnolia Oil Co., announcements, through Bruck-Sacks Co.; Stag Beer, news program, through J. Walter Thompson Co.; Surling Beer, racing results; Schlitz Beer, announcements; Roi Tan Cigars, announcements, through Laurence Gumbiner Co.; Wilhite Melon Farms, announcements; Thompson Hatchery, 15-minute programs; Waller Bros. Nursery, 15-minute programs; Carter Chickens, announcements, through Shaffer-Brennen; Luthwan Church, Lutheran Hour, through Kelly, Stuhlmacher, & Zahradt.

WNBX, Springfield, Vt.: Genest Baking Co., news program; Wellwood Furniture Co., news program; Krueger Brewing Co., news program, through Young & Rubicam; American Tobacco Co., ET announcements, through Lord & Thomas; Clover Farm Stores, announcements, through Harry M. Frost; Chamber of Commerce, news program; Liggett & Myers Tobacco Co., 30-minute program, through Newell-Emmett; Goodyear Tire Co., The Shadow.

### WSPR, Springfield

Allen W. Mills, former commercial representative has joined the public relations department of Western Massachusetts Theaters, Inc.

Wayne Henry Latham, program director, has started a new series of lectures as instructor of public speaking, University Extension, Department of Education of Massachusetts.

Quincy A. Brackett, president, has been in New York on a business trip. Lloyd and Alta, hillbilly performers, have returned to the station after a long lay off.

Henry A. Felix, former announcer for WSPR, WMAS and WMEX has joined the WHDH staff in Boston.

Clara Zamachay, first prize winner on the Rives Children's Hour won a trip to New York and an opportunity to b.c. on Mutual net program "Microphone of the Sky."

Chief Engineer Hillis Holt is rebuilding the turntables.

## GEORGE GRIFFIN

Lyric Baritone

- THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
- SUNDAY WEAF-NBC RED 9 A. M. EST.



## MAGIC MELODIES

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

Management NBC Artists Service

**OKLAHOMA**

Miss Loree Greenwood, former secretary at KOMA (Oklahoma City) has been named office manager of new downtown ticket office of American Airlines in Skirvin Hotel.

Ramon Martin, KVSO (Ardmore) newscaster delivered a program last week from a smoke filled studio on the second floor of the Daily Ardmoreite building. A raging fire in a garage adjoining was described by Martin and James Griffith, taking turns at the mike.

KVOO (Tulsa) now broadcasting Chamber of Commerce Open Forum lectures every Friday afternoon.

In city election KVOO (Tulsa) held half-hour broadcast with three-minute time-limit on each speaker.

Series of half-hour weekly programs on KVOO (Tulsa) is telling about International Petroleum Exposition to be held this summer in Tulsa.

Hughie Price (WKY discovery) being featured on Hales-Mullaly two-per-week show on KOMA (Oklahoma City Rival). Nonsense and Notes show folds after two weeks. KTUL (Tulsa) also on program.

KOMA has applied for an increase in power from 5 to 50 kilowatts and for permission to install a new transmitter and a directional antenna for night use. A previous request had asked permission to increase power from 50 to 10 kilowatts.

Dott Malone new songstress in 15 minute weekly morning spot on KTOK for Good-Nite cream.

KTOK promised Oklahoma City baseball fans a crack announcer for Texas League ball games so secured Ted Andrews, from KWKH where he previously handled sports, baseball broadcasts and special events. Andrews is set to report for duty April 1st but is at present with the club in training quarters and exhibition games.

With something to crow about KTOK, Oklahoma City, is set to go to town having contracted for 11 billboards in the city and screen advertising in all Standard Theaters neighborhood houses telling of its five-point coverage including NBC-Blue (May 1st), Mutual, UP news, Baseball Broadcasts and Key station for Oklahoma Network. Have also contracted for centerfield billboard at baseball park as part of campaign.

Sponsor with four-week old program on KVSO for kids offered bottle of milk chocolate a day for week to first six persons calling after announcement. Telephone exchange was swamped with thousands of busy signals; officials protested. The sponsor, very happy, sent the 12 operators on duty free bottles of his product. KVSO wrote a public apology letter to telephone switchboard operators in promotion ad in newspapers on the following Sunday.

**Dippy Riddles = Dippy Duds!**

New hilarious material to pep up your MAN ON THE STREET PROGRAM  
Write us for information

**RADIAD SERVICE**

612 N. Michigan Ave. Chicago, Ill.

**NEW PROGRAMS—IDEAS**

**"Gadget" Co-op. Show**

Several New England radio stations will air a new participating transcribed series to be known as "Gadgets." Show will be a breezy commentary on small household utensils which minimize and lighten the drudgery of housework. Anecdotes and humor, in network style, will split up copy matter on each gadget included in the program, which will be emceed by a commentator, known as "The Gadget Man". Bertha Bannan is the producer.

**Woodpecker Stooze**

"Clarkwatchers", is the title of a new daily series sponsored by Clarke's Clothiers on KTUL, Tulsa. An early morning show, 7:00 to 7:45, it features Waldo, a dummy woodpecker, and Eddie, a comic entertainer. Bulk of program is written around Waldo who pecks out correct time and prompts Eddie with weather forecast and transcribed music. Commercials are mostly humorous and trick sound effects are employed.

**News Room Stuff**

"News Room Oddities," a new Sunday afternoon show on WAAF, Chicago, is based on all unique and unusual stories that come over the United Press wires during the week. Program is produced and announced by Jack Odell.

**Easing 'em Out**

WWL, New Orleans, is readying a one-hour and forty-five minute program, entitled the "Burial of Dinah". A one-time shot, it is a burlesque leading up to the idea of dropping the much overworked "Dinah" as a studio song number. Skit was the result of a vote in which listeners picked "The Ghost of Dinah" as successor to the much used dirty, which will be musically muffled and buried during the program.

**Phone Call Offer**

Because of wide-spread popularity of John Kiley, WMEX staff organist, and Jay McMasters, WMEX announcer they are being sponsored four times weekly in a program known as the Lustre Boys' Matinée. Show's direct appeal is in the announcing of the name of any listener calling or writing in for a request. Sponsor, Lustre Wax, gives those making request a can of their product.

**Kiddie Talent Quest**

A Children's Talent Quest, is being conducted by Uncle Don, who is now in his eleventh year over WOR. Contestants are from the Metropolitan (New York) area and, after several eliminations, two winners will be flown to Hollywood where they will be guests of Paramount Pictures.

Winners of the contest which will run until the second week of May, will also receive bronze tablets with their names inscribed.

**WHAM Educational**

WHAM, Rochester, recently presented the initial broadcast of the Translake Study Group. This weekly series of international educational programs is aired by the students of Rochester's John Marshall High School and Toronto's Northern Vocational High School with WHAM and CBL, Toronto, alternating broadcasts. Show is in form of round-table discussions on current topics mutually decided upon and consisting of problems facing citizens of both countries.

**Cooking Quiz**

"How Would You Do It" is the title and opening question on this new program conducted by Evelyn Volk, culinary expert, over KTUL, Tulsa. Show, which is held before a studio audience (who get a chance to sample the excellent dishes) differs from the usual run of home economics programs in that listeners are invited to send in their reasons and answers to the question. If the recipe is okay it is used on the air. Sponsor is Denton Co., Chamber Range dealers.

**WEST COAST**

Bert Butterworth's Saturday news commentary on KFI has been renewed by his sponsor, Mandarin Foods, for another eight weeks from March 26.

A. I. Bezzerides, author of a new novel due out next month, "Long Haul," was a guest on KMPC's "Meet the Author" Wednesday at 3:45, with the interviewing being done by Miss Margaret Wilson at the Beverly Hills Public Library.

Six young artists, survivors of recent CBS auditions conducted by William Moore following Charles Vanda's new "open door" invitation to new talent, will be given a chance to sell their wares to western listeners today, over KNX and CBS Pacific Coast net at 10:15-10:45 p.m., when Wilbur Hatch conducts "Audition," and Don Forbes doing the microphone build-up for the tyros.

**PHILADELPHIA**

Major Thomas Coulson returns to the air again with his "Scientific Wonders" broadcast over WCAU.

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

Maxine Baseur and Joe Jenkins make their bow over WIP in a weekly airing of their "Mood Indigo" revue.

Ann Davis and Will Duffield will appear in "The House Around the Corner", presented by WFIL's Little Theater Group.

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

- Evelyn Law
- Al Johnson
- Marilyn Miller
- Fred and Adele Astaire
- Eddie Cantor
- Max West
- Will Rogers
- Grace Moore
- Ed Wynn
- Fannie Brice
- Jeanette MacDonald
- W. C. Fields
- Charles Butterworth
- Charlotte Greenwood
- Clifton 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 Bacquette
- George Murphy
- June O'Dea
- Carl Randall
- Patricia Ellis
- George Toops
- 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 Reddys
- Paulette Goddard

and  
Hundreds of Others

**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**  
Studio  
Between 58th and 59th Sts.  
Phone Wickersham 2-4300

## SAN FRANCISCO

New Musical Director Walter Kelley, NBC, started new Sat. night series called "Design for Music" on Red net using Betty Kelley, soprano, and "Four Pages," male quartet.

Aired via NBC, Sid Hoff has replaced Everett Hoagland at El Patio ballroom, booked by CRA.

Ernie Gill's t. c. "California Concert" Sunday on KGO-Blue featured works of staff organist Charles Runyan.

Dude Martin holding yodeling try-outs at KSFO with more than 150 "callers" applying, from Oregon to Fresno.

"Housewarming," emceed by Sam Moore and sponsored by Spreckels-Russell Dairy Co., through Lyon Advertising Agency renewed for another 13 weeks on KFRC.

NBC actors Eileen Piggott, Ted Maxwell, Montgomery Mohn and Eddie Firestone, Jr. revived "Memory Lane," one-time fave serial here, for night with Oakland Masons.

Agatha Turley, former KYA featured soprano, seriously ill at French Hospital, as aftermath of nervous breakdown she suffered in Hollywood last fall after singing in several pix.

KLS, Oakland, has Zanol Products Co. "Poet and Palates" thrice-weekly which invites amateur Shelleys to submit verse. Announcer Niles Kinney is voice.

With Gyula Ormany, "Good Morning Tonite" maestro, as piano accompanist, Myrtle Claire Donnelly, NBC soprano on that show, did concert at Notre Dame College at Belmont.

"Red" Nichols band was first to play a one-nighter at El Patio ballroom here for newly-formed "Esquire Club" of swing fans who plan to bring Benny Goodman, Tommy Dorsey, Jimmie Grier and Glen Gray. Sweet's ballroom, Oakland, has been one-night sanctum for years.

KSFO airs the Mills College Glee Club of 40 voices on t. c. Sat., March 26, in Columbia's "Choral Quest."

Dean Maddox, "Sidewalk Reporter" thrice-weekly on KSFO for Holsum Division (Bread) of Langendorf Bakeries, places mike in front of store featuring bread and talks under large polka dotted umbrella patterned after the bread wrapper.

"Musical Moments" ET's for Chevrolet renewed by Campbell-Ewald for once-a-week instead of twice as formerly.

## ☆ Coast-to-Coast ☆

STAFF changes and new assignments at WHBF, Rock Island: Walter Chambers resigned management of Rock Island Brewing Company to join local sales staff of station. Marvin Rosene, formerly on sports desks of Davenport newspaper and recently head continuity man at WHBF, has moved to local sales staff. Francis Kennedy, who has been producing special shows for station, becomes continuity chief with Ted Randall, former announcer, as assistant. Martin Rouhan of Galesburg, Illinois joins announcing staff.

Frank Silva, WHAM sportscaster, was recently appointed by Grover Whalen to the National Advisory Committee on Radio for the World's Fair. In addition to his radio activities Silva is a commissioner of semi-pro baseball for New England and the Mid-Atlantic states.

Airing from the Desert Gymnasium in Salt Lake City, KSL sports department had a busy remote control week. Tom Axelson and Glenn Shaw handled play by play descriptions as well as player interviews of the Utah State Basketball Tourney under the sponsorship of the Boyle Furniture Co.

Tommy Dorsey, spearhead of the swing controversy now being waged on all fronts, and vocalist Edith Wright dropped in to wish Charles Daly of WJSV well on his initial broadcast of the Saturday Night Swing Party, and found themselves guest artists on the program. Dorsey and troupe were appearing at the Earle Theater in Washington.

Hazel Scott, swing vocalist-pianist, heard daily on Alan Kent's WNEW noonday show, is now making a guest appearance at the Famous Door.

Radio Editor Si Steinhilber of the Pittsburgh Press takes the air via KDKA tomorrow at 4:30 p.m., at which time he will present his theory on exactly how to put on a radio program and what to put on it.

Members of the dramatic staff of KSL, Salt Lake City, journeyed to Ogden, Utah in a Salute to Rotary.

Lynn McKinlay, a recent addition to the announcing staff, narrated as the Voice of Rotary.

Jack Draughon, owner of WSIX, Nashville, has been confined to his home for the past week on account of illness.

Action of Phil Hoffman of WNBX, Springfield, Vt. in taking out UP ticker as an economy move spurred station salesmen to more and better news sales. Result: UP machine is now back in operation with nine of station's eleven news periods sold. . . . WNBX has been added to Chesterfield station list. Programs are being plugged in a screen tie-up in a dozen New Hampshire and Vermont theaters.

The jointly sponsored "Your Amusement Hour", which folds on WLAC, Nashville, this week will be replaced by "Paramount on the Air", a half-hour Sunday afternoon program featuring staff artists and Mary Elizabeth Hicks at the console of the Paramount Theater organ.

Clemantine Allen, Birmingham playground supervisor, who received a Kate Smith "Command Appearance" for holding a mad dog until her pupils could reach the school building safely, made her actual radio debut on WAPI, Birmingham. Sportscaster Hal Johnson interviewed her as well as the man who later was nominated for the Kate Smith airing.

WKY, Oklahoma City will air a weekly program for the local Better Business Bureau which is designed to aid the public in ferreting out rackets before any money is spent. Programs are dramatized skits prepared by NBC for re-broadcast throughout the country.

Aladdin's Kitchen, daily program heard over WJSV, Washington will have Eileen Scott Williams as a regular Friday feature, it was announced by Larry Elliott, producer and emcee of the show. Miss Williams is well known to Washington women as an expert on beauty culture and kindred subjects.

## M-G-M Maxwell Program Shortwaved to London

"Good News of 1938," the Maxwell House M-G-M radio show, will be re-broadcast to England next Thursday night as a salute to the opening of "A Yank at Oxford," in London. Several members of the cast will be introduced by Louis B. Mayer from Hollywood over the transatlantic hook-up, with the program going directly into the theater at the conclusion of the picture. Louis K. Sidney arranged the broadcast.

## Chesterfield Sports Set on Split Webs Apr. 18

The Chesterfield sports program on the split NBC-Red and Blue networks get under way Apr. 18. Paul Douglas, (CBS) announcer, will be the spieler, Mon. through Sat., 6:30-6:45 p.m. Blue stations, which are a part of network, include WBZ-WBZA, KDKA, WXYZ and WENR-WLS. KGKO, Fort Worth, and KTOK, Oklahoma City, new NBC affiliates, will start to take series on May 2. Contract is signed for 24 weeks through Newell-Emmett, Inc.

## SAN ANTONIO

A new air show along the musical lanes at KABC is titled "Swing-Copation."

Tommy Hudson, formerly on the K TSA speling staff, has returned to Houston, the old home town.

Godfrey ("Fritz") Kuler, has left K TSA as announcer to work for KTAT, Fort Worth, Tex.

Starke Bros. music store is sponsoring the "Heidelberg Grenadiers" thrice weekly over KMCA as a studio program.

Boots and His Buddies, colored recording artists, have returned to KONO for a series of studio broadcasts.

"Get Acquainted With The Browns" is the name of Sports-commentator Tee Casper's Sports Parade series now running on KMCA.

Frank Stewart, KMCA spieler, is slated to handle the Negro amateur show to be held soon in the Colored Auditorium.

WOAItems: Miss Alma Chambers, expert culinary artist was interviewed by Woman's News Editor Leona Bender on her "Women's Page of the Air" recently. Miss Chambers has traveled extensively and cooked in many lands, really gave the listeners many interesting and helpful hints. . . . President Hugh A. L. Hall and General Manager Beeman Fisher are back after attending a Texas Quality Network confab in Fort Worth. . . . Publicity Department has gotten out a one-page dodger plugging Lew Valentine's "Dial A Smile," a daily except Sunday morning studio program.

## LINCOLN

Jack Hansen has spotted Fletcher Henderson on KFOR for a talkfest, no music, when the colored swinger plays his scheduled ballroom date here.

Bill Miller has a new program on KFAB called "Chapel Musings." Consists of hymns and philosophical chatter.

Hilton Hodges, WIBW, Topeka, Kan., aired all the Kansas high school tournament (basketball) last week. Incidentally, WIBW's Kansas roundup broadcast is now handled from the stage of the Fox Theater in Topeka.

**DO YOU KNOW**

Because of the difference between the speeds of radio and sound waves, a broadcast listener in California or a short-wave listener on the opposite side of the world, can hear a program broadcast from a N. Y. stage of a large studio before a spectator seated in the last rows hears it.

**BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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Greetings from Radio Daily

March 24th  
Arthur Boran  
Maurice Coleman  
Ted Webbe



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 59

NEW YORK, N. Y., FRIDAY, MARCH 25, 1938

FIVE CENTS

## Petrillo Not Taking NAPA Offer

### MASON TAKING CHARGE OF NBC'S SHORT-WAVE

Frank E. Mason, NBC vice-president and personal assistant of Lenox R. Lohr, network's president, yesterday was appointed director of all NBC short-wave activities.

In making the appointment Lohr said, "NBC along with other private broadcasters must see to it that the United States does not lag behind other nations in international short-wave broadcasting."

Mason is taking over the duties

(Continued on Page 2)

### Ridge, Manager of WBIG Will Enter Political Race

Greensboro, N. C. — Major Edney Ridge, WBIG manager, has announced his candidacy in the Democratic primary for the nomination to represent North Carolina's sixth district in Congress. Among the eight candidates he was the first to de-

(Continued on Page 2)

### "Full Consideration" By RFC For Radio Loans

Washington Bureau, RADIO DAILY  
Washington—While no requests are pending on RFC books from the film or radio industries, the RFC will give "full consideration" to any picture or radio application backed by the necessary loan, Chairman Jesse H. Jones

(Continued on Page 3)

### Heavy KLZ Schedules Work Engineers Overtime

Denver—With play-by-play broadcasts of games played during the National A. A. U. Basketball Tournament added to an already heavy

(Continued on Page 3)

### \$3,000 Sets

Philadelphia — Rich Indian rajahs who go in for bejewelled cabinets, rare woods and similar luxuries are being offered \$3,000 radio sets. Philco's British affiliate has had sets designed by American industrial designer Raymond Loewy.

### ACA STARTS NEW DRIVE TO ORGANIZE PERSONNEL

Following the recent shake-up in the American Communications Assn., headquarters regarding personnel and policies, it has been learned that organization is now in the midst of its largest drive to sign new stations nationally. Affiliated with the CIO, organization will stick to the policy recently inaugurated whereby new

(Continued on Page 2)

### Mutual Signs for BBC's Wimbledon Tennis Match

Mutual Broadcasting System has signed for BBC's versions of the Wimbledon tennis match and is seeking to get a British okech to record the event. If approval is granted, Mutual will rebroadcast the match in the evening, as the actual broad-

(Continued on Page 2)

### Velotta Assists Carlin

Thomas Velotta of the NBC sustaining division has been promoted to assistant to Phil Carlin, sustaining department head. Velotta takes over the post vacated by Bill Card. At one time Velotta was connected with Richard Patterson's office, NBC executive vice-president under the former regime.

### Chicago Labor Leader After Considering Local Obligations Realizes Drawback In Serving Other Interests

### TWO-HOUR DEDICATION FOR COAST CBS STUDIOS

CBS yesterday announced plans for a special two-hour dedicatory program over its entire network from the new CBS building and studios April 30. Program, which will come from the new auditorium-studio where 1,000 people will be viewing

(Continued on Page 2)

### Wattage Tax Is Feasible Cong. J. J. Boylan Insists

Washington Bureau, RADIO DAILY  
Washington—Disregarding the recent blast of FCC Chairman Frank R. McNinch, Congressman John J. Boylan (N. Y. Dem.) in a statement issued yesterday declared that he was convinced that the profits made by the broadcast stations more than justified the enactment of his bill taxing stations on a wattage basis. "I feel certain radio stations

(Continued on Page 2)

### WHA1 to Open April 30

Springfield, Mass.—Final approval of plans for WHA1, Greenfield, to be operated by John W. Haigis, has been received from FCC. Tentative dates for the dedication of the station and public opening have been set by Haigis for April 30 and May 1. While the studio in the Mansion House has been practically completed with

(Continued on Page 3)

Chicago—Although James C. Petrillo, head of the Chicago Federation of Musicians has made no public statement regarding his attitude toward accepting the offer of the National Association of Performing Artists to head the organization, it is understood from sources close to the labor leader that he has no intention of taking the job.

Petrillo has already made it clear to NAPA that he would not sever his AFM connections and since returning here he is believed to have definitely decided that it would be

(Continued on Page 3)

### KYW TO CONTROL SONGS PLAYED FROM STUDIOS

Phila.—KYW through program director, James Begley, has ruled that music representatives, hereafter, if they wish to give professional copies of music to staff artists, must give them to librarian Arthur Hinnett and they become the property of the station. The program department effective immediately, is in full charge of song selections for all programs.

The ruling states also that the pro-

(Continued on Page 3)

### RCA Facsimile Tests Set for April by WOR

RCA's experimental facsimile devices are expected to be installed as part of WOR's equipment within a month. At present, the New York

(Continued on Page 6)

### Special Static

Portland, Me.—Mrs. Cecilia Fieldman, whose electrical equipment to remove warts and moles made it impossible for her neighbors to hear certain programs, was fined five dollars in municipal court. Witnesses, including several policemen, testified that reception within the radius of 200 feet was blotted out.

### Kate Smith As Commentator May Be Spotted By Gen. Foods

### Pickford Cosmetic Test

Mary Pickford Cosmetics, Inc., will run a test radio series beginning early in the summer it was learned yesterday. New concern has appointed Campbell-Ewald Co. to handle its advertising. Entire campaign, including radio, is still in the first stages, and is not expected to be ready for another month at least, it was announced.

Kate Smith, under a special contract with Columbia Broadcasting System, will begin a thrice weekly series of news and human interests commentaries beginning April 4. New series, which will be started on a sustaining basis, will be heard for first two weeks at 3:30-3:45 p.m. Monday, Wednesday and Friday over a coast-to-coast CBS network. Ted

(Continued on Page 3)

### Such Service

El Paso—KTSM is presenting a daily "Measle Club" program for school children at home with the measles. Show, which was conceived by publicity director Conroy Bryson when his daughter broke out with the sickness, consists of kid tunes and stories told by program director Roy Chapman.



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JOHN W. ALICOATE : : : Publisher  
M. H. SHAPIRO : : : Associate Editor  
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(Thursday, Mar. 24)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Chg.
Am. Tel. & Tel.	124 1/2	123 3/4	124	- 1/4
CBS A	16	15 1/2	16	+ 1/4
CBS B	15 3/4	15 3/4	15 3/4	+ 1/4
Gen. Electric	34 3/4	33 3/4	33 3/4	- 1/2
RCA Common	5 1/2	5 3/8	5 3/8	- 1/4
RCA First Pfd.	4 7/8	4 3/4	4 4	- 3/8
Stewart Warner	8	7 3/8	8	+ 1/2
Westinghouse	79	76	77	+ 1 1/2
Zenith Radio	12 1/4	11 1/2	12 1/4	.....
<b>NEW YORK CURB MARKET</b>				
Nat. Union Radio	1/2	1/2	1/2	.....
<b>OVER THE COUNTER</b>				
Stromberg Carlson	Bid 4 1/4	Asked 5 1/4		

**Mason Taking Charge of NBC Overseas Programs**

(Continued from Page 1)

formerly handled by Percy Winner who resigned some weeks ago. Mason is well informed in international affairs having served as a captain in the AEF intelligence service. Later he became president of the International News Service.

He has been with NBC for seven years, serving as vice-president in charge of publicity and more recently as director of station relations. He speaks several languages fluently.

**Ken Murray Renewal**

Ken Murray has been renewed through July 29 as emcee of the Hollywood Hotel program by Campbell Soup Co. Frank Parker, who takes over singing duties from Jerry Cooper on April 1, is the only personnel change being made in show at present. Program is heard on CBS Fridays, 9-10 p.m.

MARTIN BLOCK'S  
"Make-Believe Ballroom"

A WNEW FEATURE  
1250 Kc.

9:15 TO 11 A. M. 5:30 TO 7 P. M.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations

**WWL—NEW ORLEANS**

850 Kilocycles—10,000 Watts

**VINCENT CALLAHAN, General Manager**

FROM 10 to 50,000 watts. Such will be the record of WWL in July, 1938. In 1907, as an experiment of the physics department of Loyola University, WWL, which claims to be Louisiana's oldest station, came into being. Beginning with an aerial, picking up coded wireless messages, they soon added a crude transmitter to enable two way transmission. During the world war, the University placed its radio facilities at the service of the Federal government, and at the close of the war turned its attention to erecting an up-to-date broadcasting station. The Department of Commerce licensed WWL to operate with a power of 10 watts, and, on March 30, 1922, the station debuted with a concert from Marquette Hall on the Loyola campus.

By 1924 power was increased to 100 watts, and in 1928 to 500 watts, with a new transmitter and studios. Gradual increase of power continued until, on Easter Sunday 1929, a new 5,000 watt transmitter went on the air, and the station adopted a commercial policy. Not much later the studios moved downtown. They are now at the Roosevelt Hotel. On Oct. 2, 1932, with 10,000 watts, the new RCA antenna sent a stronger WWL out on the air. Despite a commercial policy, WWL does not lose sight of the educational and cultural side. It was among the first to broadcast local symphony orchestras, carry musical appreciation lectures, and develop talent for entertainment. WWL not only carries CBS commercial and sustaining programs, but devotes time to local activities. Recently, the FCC approved its application for power increase to 50,000 watts, the new transmitter to be in operation officially in about three months.

**ACA Begins a New Drive to Get Station Members**

(Continued from Page 1)

drive will include, in addition to the technical help, all other station employees including office help and talent.

Organization has already received one serious setback when it was learned that sentiment among AGRAP members has switched from CIO to an independent organization. However results of the AGRAP balloting have not as yet been revealed and outcome may be different from present indications.

Complete plans for the drive currently call for concentrated effort towards the technical employees, with talent drive still in its infancy and due for considerable thought and work before it can be put in actual operation.

**Gross Tax Not Feasible Says Congressman Boylan**

(Continued from Page 1)

can pay this tax," Boylan said. "Various members of both branches of Congress have at times suggested that this situation should be remedied, but all the suggestions were in the form of gross revenue or net income. This form of taxation with the varying sums and the large amount of labor involved is obviously not as workable as the one outlined in my bill," Boylan said that Congressman Thompson, Chairman of the subcommittee had not as yet set a date upon which to hold hearings on the bill. The proposed special tax, Boylan said, will be no burden on the broadcast industry as it represents less than six per cent of the revenue of the industry.

**Mutual Signs for BBC's Wimbledon Tennis Match**

(Continued from Page 1)

cast will be heard here in the morning hours.

Officials of the Wimbledon Lawn Tennis Assn. have been attempting to arrange with American networks for direct individual broadcasts rather than the BBC airings, but Mutual is taking the British network broadcasts.

**Ridge, Manager of WBIG Will Enter Political Race**

(Continued from Page 1)

clare himself, "100 per cent for the new deal." Major Ridge, a native of Greensboro, has had a distinguished career in the army where he served under General Pershing in Mexico and France; in newspaper work as part-owner and manager of the Greensboro Record; and at present in radio. He is married and very active in local affairs, especially those of the American Legion and Veterans of Foreign Wars.

**Between Broadcasts**

Eric Rolf, CBS announcer, will be married April 15 to Ruth Warrick, radio actress and singer. Marriage is set to take place during the early and repeat Boake Carter airing, of which Rolf is the announcer.

More Power for Your Job!  
**WABY**  
NEW EQUIPMENT...  
NEW PUNCH!

**COMING and GOING**

DONALD W. THORNBURGH, CBS vice-president, leaves the Coast Sunday en route to NAB Directors meeting in Washington. He will spend a few days in New York before returning on April 6.

VIRGINIA VERRILL flying to New York for a benefit appearance after her Jack Haley show tomorrow night.

BENNY KRUEGER, orchestra leader, has left for a vacation at Pinehurst, N. C.

JACK R. POPPELE, WOR Chief Engineer, and MRS. POPPELE leave for Europe on April 6.

FRANK GILLMORE, president of the Assn. of Actors and Artists of America, and PAUL N. TURNER, counsel for Radio Actors Guild and Actors Equity, are leaving town today for a cruise to Lima, Peru, aboard the Santa Barbara.

JOHN SHEPARD, III, president of the Yankee and Colonial networks, is in town.

NORMAN SIEGEL, radio editor of the Cleveland Press and NEA, is in town for a few days.

MURRAY GRABHORN, general manager of International Radio Sales, and NAYLOR ROGERS, Chicago head of the same firm, are in Los Angeles.

JACK GROSS, manager of KEHE, Los Angeles, is en route to New York.

BESS FLYNN, Chicago radio author, in town on business.

EDWARD WOOD, sales manager of WGN, is a New York visitor.

**New CBS Coast Studios Will Get Big Sendoff**

(Continued from Page 1)

the proceedings, will be aired from 11:30 a.m.-1:30 p.m. Also set for the same day are a series of special programs for the Pacific Coast group of CBS.

Special dedicatory program will feature one of the largest gatherings of radio and film luminaries ever brought before the microphone at one time. Leading commercials already set to emanate from the new studios include Lux, Rinsol, Campbell Soup Co., Camel Cigarettes, Comalt, Gulf Oil and others.

**KYW Packs In April**

Philadelphia — KYW expects to move into its new building sometime in April. The building, which is now more than three-quarters completed, was delayed by building and trucking strikes. Contract for several thousand dollars' worth of office furniture was recently completed.

THE SONCIBIRD OF THE SOUTH

**KATE SMITH**

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

## PETRILLO TURNING DOWN NAPA'S FANCY OVERTURE

(Continued from Page 1)  
impossible to look after his Chicago interests and that of the NAPA also. Important among his outside activities is his directorship of the Chicago Parks system with its attendant political ramifications.

Also understood that Pres. Jos. N. Weber of the AFM never did like the idea of Petrillo and the NAPA tieup especially with the widespread publicity it received as a result of the tentative \$100,000 fee mentioned for the former. NAPA is seeking to collect royalties for use of records on the air, for its artist members.

## KYW to Handle All Songs Played in Its Studios

(Continued from Page 1)  
gram department will choose all songs and that the singer will have no choice in the matter except to reject a number that would be inappropriate. Policy is based on the point of view of listener interest and adapting songs to the artist; and that neither the station, artist or music companies' representatives would be obligated to one another.

On sustaining shows Al Watton of the program department will select the songs. James Harvey will seek to pick them for the local commercials, and Jan Savitt, station's musical director, for his own band.

A list of the songs to be used on shows will be on file at the reception desk a week in advance and can be seen by any accredited representative.

## "Full Consideration" By RFC For Radio Loans

(Continued from Page 1)  
said last night in clarifying the administration's advance plans of expanding industry financing, particularly to small business.

Jones said the RFC will "continue lending to both small and large industry" while a committee headed by Treasury-Secretary Morgenthau prepares for President Roosevelt a detailed plan for speeding business credit.

Previously some small businessmen have considered RFC loan-making similar to bank financing as "conservative".

## EXCITING NEW PATENTED PREMIUM

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

## UNIQUE NEW PATENTED Picture Mystery Card Game

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

## NEW PROGRAMS—IDEAS

### Old Inhabitants

In an effort to acquaint newcomers with the history of the city and its surroundings, KFRO, Longview, Texas, presents each week a long-time resident in an interview concerning things they remember about the vicinity which is the center of the eastern Texas oil fields. Program, conducted as a living room chat without prepared continuity, has revealed many unknown facts about the area and is particularly appropriate due to the many newcomers in the listening audience. Title is "Little Known Facts About Longview and East Texas".

### Aviation Feature

National Aeronautics Association and the Denver Junior Chamber of Commerce, KLZ is launching a new aviation feature designed along educational lines with the full backing supplied by four major airlines.

The program, "Wings Over America," is broadcast on Friday evenings under supervision of Howard R. Chamberlain, production manager, who is an avid aviation enthusiast. The show is built around the adventures of Jack Knight, the air mail and commercial veteran who has spent more than 18,000 hours in the air as a pilot. As the show progresses, various contests will be announced, with suitable awards.

## Heavy KLZ Schedules Work Engineers Overtime

(Continued from Page 1)  
schedule, engineers at KLZ worked overtime last week, handling a total of sixty-seven remotes. To further complicate things, a new program, remoted from Denver's public market building six mornings a week, got under way.

In addition to the basketball games carried locally by KLZ, accounts of five separate contests were fed to KVOR, affiliated station located at Colorado Springs.

## WHAI To Open April 30

(Continued from Page 1)  
some of the furnishings already in place, work on the tower and power house have been delayed pending approval of the FCC.

Contracts will be closed this week with one of the big networks, Mr. Haigis said. The station will operate from 7 a. m. to 8 p. m. during the summer.

## Kyser to Paramount, N. Y.

Chicago—Kay Kyser's Kollege of Musical Knowledge, has been set for fortnight at New York Paramount theater last two weeks of April. Also goes to Pennsylvania roof on June 1 for summer. Held over here at Chicago theater for part of second week where he has been packing them in despite usual Lenten lull in business. Also doubling at Blackhawk and doing his Lucky Strike show.

## Blessed Event No. 8,000

On Friday, April 8, WDAS is prepared to broadcast the 8,000th birth of an infant at the Mt. Sinai Hospital. However the hospital is still guessing at the date not being very certain if it will fall on time. The staff at the station is undergoing all the anguish and expectancy of an expectant father, as 7,975 babies have been born to date. If and when it arrives on time, program will be broadcast from the hospital with added starters participating. Not only will the first baby born in the hospital be on the air but the 1,000th, 2,000th and every thousand till 8. The newest arrival will be represented by his father.

## Sponsor's Own Contest

The gag between radio swingsters and anti-swingsters turned to a new battlefield in the Twin City area this week as a local advertiser is sponsoring two programs a day over radio station WDGY—one program dedicated to the original versions of old music favorites, the other to the modern swing style.

An early morning broadcast features the original orchestrations of such favorites as "Loch Lomond", "Ciribiribin", "Liebestraume" and others while a second broadcast following later in the same morning repeats the earlier program.

## GENERAL FOODS EYES NEW KATE SMITH SHOW

(Continued from Page 1)  
Collins will act as announcer, writer and producer. After first two weeks program will switch over to an evening period.

General Foods, now sponsoring Kate Smith Thursday nights over a nationwide network, has been advised of the new series, and though not definitely approving, has not turned thumbs down on the show. Sponsor at present is bankrolling Mary Margaret McBride five times weekly over CBS in same type show. However, RADIO DAILY has learned that General Foods, Inc. at present is considering taking over the new Smith shows also, and in addition other national accounts are at present making overtures to Collins.

Thursday night airing will not be affected by the added shows, with new programs airing under the special CBS contract. Also in the works at present is a newspaper syndicate series which is in the hands of the McNaught Syndicate.

## Radio Voices Dub Film

Garnett Marks, George Tiplady, Mary MacCormack and Noel Mills were radio's representatives in the French religious film, "The Life of Sainte Therese", which was completed by Franz Telewski of the International Production Studios. Their voices were dubbed in the English translation of the original French dialogue.

## If You Lived in Flint

WFDF  
the only station in  
Flint  
Primary pop. . . 233,210  
Radio families  
(primary) . . . 52,638  
Annual Retail Sales  
(Flint only) . . . \$57,094,000

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

# Chicago

**PHIL WRIGLEY**, exec of William Wrigley Co., personally ordered name of new Wrigley show changed from "Sing and Swing" to "Just Entertainment." Figured that all the recent criticism of swing would turn more listeners away from show than attract. Wrigley had show featuring George Devron's music on CBS two years ago titled Sing and Swing.

Commander E. F. MacDonald Jr., president of the Zenith Radio Corp. and party have landed at Miami, and returned to Chicago by train after almost three months cruising in the Caribbean and South American waters.

Loyal Rosseau handling broadcast on WGN Thursday of Stanley Cup championship hockey match in absence of Bob Elson who is in Los Angeles scouting the Cubs and White Sox.

George W. Gass of Chicago Heights, xylophone ace, goes to Cincinnati this weekend to be featured with Frank Simon's band on Armco Ironmasters concert.

Manhattan Mother, starring Kaye Brinker, which has been local sustainer, goes to full network starting next Sunday in spot vacated by Vick's Open House. Louise Fitch, Ken Griffin, Dan Sutter, John Walsh and Marie Hammond also are in it. Orrin Tovrov is author.

Betty Lou Smith, formerly secretary to Harry Mason Smith, WBBM sales chief, has gone to Hollywood and is organizing tours for Columbia's new studios there.

Ed Aleshire, vice president Benton & Bowles, Chicago, to California to visit wife who has wintered there.

Aged father of H. Leslie Atlas, Columbia vice president, and Ralph Atlas of WIND and WJJD, seriously ill. He is confined to Henrotin Hospital.

Associates of James C. Petrillo, AFM chief, threw a birthday party for him.

Ed Thompson, radio editor of "Milwaukee Journal," and Bob Boyd of same paper, down for Wrigley show opening and Boris Karloff party at NBC.

A. H. Walls, radio and music editor of the Saskatoon, Sask., Star Phoenix, stopped off to visit various studios here before going on to Toronto.

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

# MAIN STREET OL' SCOOPS DAILY

• • • From Our Little Red Book!... Benny Goodman and Victor are at war because Goodman recorded a tune not assigned to him.... Don Ameche will be off this Sunday's Chase & Sanborn hour again because of illness.... Edward G. Robinson is slated to do a bit of Judge Crater on "Big Town" shortly.... Paula Gale will be the singer on the Joe Penner show.... Vaughn De Leath starts a weekly series on NBC tomorrow.... CBS sustaining artists will be notified of changes within the next few days.... Beetle will be absent from the Phil Baker show Sun. because he's driving east.... Summer shows at Young & Rubicam to replace Gull and Town Hall will be decided on within the next two weeks.... Hammerstein's Music Hall, which bowed off the airlines last week, opens today in Providence as a vaude unit with Ted Hammerstein, Fritzi Scheff, Eddie Leonard and Bernice Claire.... MBS will send Johnny Johnstone and guest artists to Europe so that they might return aboard the New Amsterdam with the Queen of Holland. Network has an exclusive broadcasting tie-up and will shortwave from mid-Atlantic week of April 26.... Ginger Johnson will be in charge of NBC's popular music dept., and Joe Lilly in charge of NBC's arrangers.... Mrs. Martin Johnson will appear at Carnegie Hall next Friday nite with the initial showing of her African jungle picture—which is dedicated to her late husband.

• • • There'll be a merry, though serious-minded host of folks taking the Don Davis trip to Europe, July 15... The president of WHB, Kansas City, is heading a party which will visit England, Holland, Belgium, Germany, Luxembourg and France to not only sight-see but to combine a study of European radio with pleasure.... Don originally planned the trip for himself and his family, but the travel agency convinced him that radio people would like to go along.... That's how the idea started and that's why American radio men are planning to look over European version of "wireless" with Don.

• • • Benny Fields, Mary Small, Jerry Mann and Block & Sully are in the throes of signing as CBS artists.... A serial takes the time vacated by Blackett, Sample & Hummert on CBS Fri. nites.... "Hollywood Showcase" takes over the Sun. nite, 10-10:30 spot on CBS with Lud Gluskin's crew and Simone Chorus.... Lanny Ross is slated for a Hit Parade shot.... Florence Freeman is written out of the "Big Sister" scripts to await a new tenant.... Last Sat. nite when CBS staged a special broadcast on which Hollace Shaw, Ray Heatherton and a 50-piece symphony orchestra presented several classics and Maxine Sullivan and Leith Stevens' Sat. Nite Swing Club offered swing versions of these same classics to settle the controversy raging because Leo Fitzgerald of WJR, Detroit, cut Tommy Dorsey off the air.... Miss Shaw, Heatherton and the symphony orchestra performed only special arrangements on this show—which were made for this occasion by Leith Stevens—who was competing as a swinger!

• • • Wm. C. Gillespie, General Manager of KTUL, Tulsa, and Mrs. Gillespie and small son, narrowly avoided serious injury last week when en route to Oklahoma City they were caught in a severe hail storm... Hail stones as big as baseballs badly bruised all three and virtually demolished the body and top of their automobile.... There's an interesting little story back of the theme song used by Benne Alter on the "Mapleside Melody Time" program over WMT, Cedar Rapids, Ia... The song has been transcribed by Frank Voelker, radio's blind organist, but the unusual angle is that the melody is an original composition written by the sponsor, a Hatchery man... Composing music is a hobby of his.

# Los Angeles

KMPC is joining the "Buy Now" campaigns in an effort to aid local business. Station plans a series of announcements and brief dramatizations calling attention to the relationship between retail sales and employment, pointing the argument with the fact that sale of a new automobile means 511 man-hours work, or a new vacuum cleaner 47½ hours. Campaign is the brain-child of Leo Tyson, general manager of the station.

Jimmy Vandiveer, conductor of KFI's "Meet Some People", professes to believe that announcers don't get enough opportunities to talk.... so he's staging a "Fast Talk" contest to permit of five KFI-KECA mike-men determining which of them can say the most in the least time over KFI. Hal Styles of KHJ's "Help Thy Neighbor" fame, who allegedly holds the world's record of 512 words per minute, will launch the speed demons on their vocal pyrotechnics with a word or two of his own.

Zeke Clements and his yodeling cowboys take a new time on KFWB. Formerly heard at 8:30 a.m. Mondays thru Fridays, the program switches to a 3:30-3:45 p.m. groove.

**YOWSAH!**  
**YOWSAH!**  
**YOWSAH!**

Thanks  
**U. S. RUBBER**  
and  
**BEN BERNIE**

For Renewing Our  
Writing Contracts

**PARKE  
LEVY**

and

**ALAN  
LIPSCOTT**

(Met. HENRY SOUVAINÉ, Inc.)

**ALBERT  
MILLER**

(Met. WILLIAM MORRIS, INC.)



## GUEST-ING

**BASIL DAVENPORT**, critic, on Book-of-the-Month program, today (WQXR, 7:30 p.m.); **MARQUIS CHILDS**, journalist and author, tomorrow (8:00 p.m.); **MARY H. COLUM**, author and critic, March 27 (8:00 p.m.); **MONROE LEAF**, editor and author, March 28 (7:30 p.m.).

**MAX LERNER**, editor; **THOMAS P. LAYER**, N. Y. State Commander of the Veterans of Foreign Wars; **DR. J. MAX WEIS**, research director of World Peaceways, on World Peaceways Symposium program, March 28 (WQXR, 9:00 p.m.).

**ALAN GERARD**, baritone, on Benay Venuta's program, tomorrow (MBS, 2:00 p.m.).

**DOROTHY DETZER**, National Secretary of the Women's International League for Peace and Freedom, interviewed by Marsha Wheeler on Personalities on Parade, tomorrow (WKRC, 6:15 p.m.).

**BUD FISHER**, cartoonist, on The Cartoon Club of the Air, March 27 (WNEW, 6:45 p.m.).

**TEDDY HART**, stage star, interviewed by David Love on Sound Track program, tomorrow (WNEW, 7:00 p.m.).

**MADAME MARIA GREVER**, composer of Ti-pi-tin, on Horace Heidt's Brigadiers program, March 29 (NBC-Blue, 9:00 p.m.).

**ALICE BRADY** and **EDGAR KENNEDY**, screen players, interviewed by Feg Murray on the Bakers' Broadcast, March 27 (NBC-Blue, 7:30 p.m.).

**SAM TAUB**, boxing announcer, and **HERB WEAST**, sprinter, interviewed by Joco Maxwell on Sports Parade, tomorrow (WLTH, 6:00 p.m.). 6:00 p.m.).

**DICK FORAN**, film star, on Encore Theater of the Air, April 6 (KFWB, 8:30 p.m. PST.).

**ARTHUR P. SEWALL**, curator of the Flag House, Baltimore, on Maryland Day program, today (WBAL, 5:30 p.m.).

**BARBARA STANWYCK** in "Dark Victory" on Lux Radio Theater Apr. 4 (CBS, 9 p.m.).

**GEORGE RAFT**, **DOROTHY LA-MOUR**, **LYNN OVERMAN**, and **AKIM TAMIROFF** on George McCall's program Apr. 5 (CBS, 7:15 p.m.).

## Aintree Race on Mutual

Mutual via the BBC on Friday, 10-10:30 a.m., will broadcast a description of the running of the Grand National direct from Aintree, Liverpool, England.

## ORCHESTRAS - MUSIC

By TED LLOYD

**AFTER A HEATED DISCUSSION** the other nite at which music publishers tied up with picture companies decided to calculate song performances on WOR, WABC, WAAF and WJZ from EIGHT A.M. till ONE A.M. as "major plugs" instead of the usual 5 p.m. till one a.m. (less WOR)—the deal to start doing so beginning tomorrow morning was held in abeyance after a meeting in the offices of Buddy Morris, head of the Warner Brothers' music subsidiaries!... At this meeting with Morris was Max Dreyfuss and Henry Spitzer, representing their indie firms, Chappell, Marlo and Crawford Music... The latter two are definitely against such a move by Famous, Paramount, Robbins, Miller, Feist, Witmark, Harms, Remick and Berlin music companies... As pointed out here yesterday, such action would necessitate large additions in the staffs of the various firms, who believe that the time from 8 a.m. till 5 p.m. is just as important for the sale of sheet music, if not more so, than the time from 5 p.m. till one a.m.... Contending that there are just as many sponsored programs in the daytime as in the evening, the shows not covered now should be concentrated on!... Last word on the matter at press time, was that another meeting will be held today to give other publishers a chance to voice their opinion on the subject. If the count under the new system doesn't start tomorrow, it is definite to begin next Sat.... Those in favor of the change of setup will have their own report sheets and those against the proposition will remain under the present system is the way one publisher explained what the future held in store.... In any event, the unemployment crisis will be solved pronto and men will be put to work! Ascaph ratings will not be concerned as it tabulates from 8 a.m. anyway.

"Baron" Elmore White, last week discharged as gen. professional manager for Paramount Music in the company's economy wave, yesterday received the final papers from the coast, making him a partner in the firm of Kalmar-Ruby, west coast publishing firm.... White will be in charge of the East with Jimmy Durkin assisting. Offices are located at 1619 Broadway—one door away from White's sitting room at Paramount!

Orrin Tucker's first WOR-MBS show from the Roosevelt Hotel had Guy Lombardo prior bandmaster there, welcome Tucker to NY... The band didn't have much of an opportunity to show its originality on the initial shot because Kay Thompson, Jean Sablon and Hildegarde came on as guestars and said a few words besides singing a few tunes.... However, Tucker has another slant on the "singing title" idea—that of having a duet sing the title and a vocalist take over the balance of the tune... Band, armed with the duet, vocalist, Glee Club and Tucker's voice, will prove a mild sensation during their stay at the NY hostelry—it is our humble opinion!

## NEW BUSINESS

Signed by Stations

**WOR**, Newark: Childs Restaurants, The Musical Gym Clock, through Blackett-Sample-Hummert.

**KTSM**, El Paso: Imperial Furniture Co., The Varsity Show; El Paso Petroleum Co., We the Jury, ETs; Harry Mitchell Brewing Co., time signals; Standard Oil Co., news program; Electric Refrigeration Bureau, Field Parker Co., W. T. Grant Co., Modern Stationery Co., Rogers Hoyt Furniture Co., Allen Arms and Cycle Co., and Warner Drug Co., El Paso Spring Fiesta Day participation programs.

**WGN**, Chicago: "What's My Name", audience participation program for Phillip Morris & Co. Ltd., 13 weeks effective March 25, through Biow agency. Thomas Conrad Sawyer, Manhattan Soap Co. for Sweetheart Soap, 2-a-week transcriptions, effective March 28 for 52 weeks, through Milton Weinberg Advt. Co., Los Angeles. Participation in Home Management program by Allen B. Wrisley Co., makers of Olivilo soap, effective April 4, through Behel and Waldie, Chicago.



STATION-STUDIO  
and  
TRANSMITTER

# EQUIPMENT

NEW DEVICES  
and  
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

## WBOW Planning Move To New Studios in June

Terre Haute—A three story residential building has been purchased by WBOW to house its new studios and offices. The new location will provide room for four studios and office accommodations as well as a recreation room for employees. W. W. Behrman, station director, also plans to carry out the old-fashioned atmosphere of the building, and marble fireplaces, walnut trims and other fixtures will be refinished in keeping with the new location.

After the remodeling is done, a smaller building on the property will be altered into a WBOW playhouse. Station expects to move in June 1.

## New French Coaxial Cable

Paris—A coaxial cable for television transmission is being installed between the northern regions of France to Paris. Three transmitters are also to be installed at Bordeaux for communication with Paris, Toulouse and Limoges.

Rome—A television transmitter operating on seven meters will be installed at Mount Mario, near here. Italy has been paying close attention to television progress and, despite the death of Guglielmo Marconi, continued research is being made. The new transmitter will swing into action this summer.

## Belgium Plans Big Studios

Brussels—Plans are being made by the Belgium government for the construction of La Maison de Radio et Television. There will be 17 studios and they are expected to be the largest in the world. One of the studios will be 15,000 cubic meters in size. Installation of 300 amplifiers is also being planned now.

## Mile of Sound

Washington Bureau, RADIO DAILY

Washington — Loudspeakers that could broadcast messages for a full mile were demonstrated early this week in Union Station. The broadcasts were made from a specially fitted pullman car by RCA engineers. Toby Wing, film actress, was a visitor to the exhibit which was sponsored by Southern Wholesalers, Inc.

## CHARLES ROSS, Inc.

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WE FURNISH  
Electrical Lighting Equipment  
of Any Kind  
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New York City Tel. Circle 6-5470-1

## Double Features Next

(Special to RADIO DAILY)

London—London has 24 buses equipped with radios "to amuse the passengers." The installation has been made by the London Passenger Transport Board as an experiment with privately chartered coaches, but there have been persistent rumors that sets will be installed on regular routes. Board officials, however, are fearful that despite the fact that radio might "add to the general gaiety of our rather grim streets," arguments might arise over the selection of programs.

## RCA Facsimile Tests

Set for April by WOR

(Continued from Page 1)

Station is testing Finch facsimile and will use both systems concurrently. Despite the fact that there are only five Finch receiving units in use for WOR's test, approximately 1,000 letters of inquiry have been received during the past month. Station plans to add to the present number of sets until 50 are distributed, as required by FCC regulation but inquiries are being answered with a letter and material explaining the function of facsimile. No sets, however, are being promised to those who inquired.

Facsimile set distribution is often held up, because of improvements that necessitate changing devices already distributed. Reception of facsimile broadcasts has not been limited to the New York area, though much experimentation is concentrated here. Reception has been reported by WHO, Des Moines and WHO's facsimile broadcasts have also been received by WOR. WHO is likewise experimenting with Finch apparatus.

RCA equipment will differ in some respects from its equipment in use between its New York and Philadelphia offices. Inter-office communication employs a separate channel for synchronization, while a single channel will be used by WOR. J. R. Poppele, WOR's chief engineer, is conducting the facsimile experiments.

Developments on the facsimile device of the late Dr. Fulton are expected to be resumed within the next few weeks. It is necessary for Futograph to secure a majority approval from stockholders before proceeding further and a longer period of time than had been expected is necessary to receive stockholders' okehs. Several heirs, whose votes are needed, are abroad and there has been delay in reaching them.

## WHFC Spending \$40,000

Cicero, Ill.—More than \$40,000 will be spent by WHFC to rebuild its studios this summer. Included in the plans is a studio seating 300 persons.

## Special Set-Up For

NBC's Symphony Shows

Musical critics have joined engineers in praising the reception of the NBC symphony orchestra, which is a result of the painstaking study made by chief engineer O. B. Hanson and his staff. Before the symphony series started, the NBC technicians decided that much of the criticism of radio reception was traceable to the fact that conditions under which the music was picked up were not controlled. Obviously, the thing to do was to control such conditions.

This was done by conducting experiments in acoustics and mike placement. The studio's (8-II) absorption and acoustical characteristics were studied and allowances were made for the sound-absorbent "material" furnished by the 1,500 people in the audience. After scientifically treated walls had been selected, the position of the mikes was determined. The velocity microphone was chosen. Recordings were made of rehearsals and tone signals were also broadcast over the network after stations had signed-off.

## WGN's Building Plans

Chicago—WGN will start erecting its new 750 foot Truscon radiator on its transmitter site, which is 24 miles northwest of Chicago, about April. Completion is expected by May 1. Work will also begin in April on the transmitter house which is expected to be ready for operation in the fall. Foundations for the tower have been started.

## Voltage Regulator Bulletin

Waltham, Mass. — A bulletin describing its voltage regulator has been issued by the Raytheon Manufacturing Co. Electrical characteristics, dimensions, stock ratings and prices on voltage regulators are included in the pamphlet.

## \$250,000 for Aust. Tele

Sydney — Approximately \$250,000 has been earmarked for a television laboratory at Canberra by the Ministry of Post and Telegraph.

## KFOX Shortwaves From Train at 80 Miles Per

Long Beach, Cal.—An experimental broadcast from a train speeding 80 miles an hour was made last week by KFOX. Lawrence McDowell, Lawrence Weston and Frank Goss installed KFOX's shortwave equipment, K1FO on a Santa Fe train and put over a series of five broadcasts on the train's initial run from San Diego to Los Angeles.

Transmitter, on 2150 kc., was anchored in the baggage car, immediately behind the engine unit and the antenna was strung on welded frame braces along the top of three cars behind the transmitter. Broadcasts were made from the engineer's cab, trains and on the observation car. Connected wires allowed for the insertion of amplifying units and microphones to allow broadcasts from any intermediate point in the various cars. Shortwave broadcasts were picked up near San Diego and run by direct wire to KFOX.

## Pow-wow on Directionals

Chicago — A discussion on directional broadcast antennas was held at a recent meeting (March 11) of the Indianapolis section of the Institute of Radio Engineers at the Athletic Club. Dr. Victor J. Andrews spoke on the necessity for directional antennas. He also described the use of arrays of vertical radiators to obtain directional characteristics and examples of the placement of towers were given. Various features of design procedure were also discussed.

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**ACTIVITIES**

**APPLICATIONS RECEIVED**

Eastern Nevada Broadcasting Co., Ely, Nevada, CP for new station. 1500 kc., 100 watts, daytime.  
Radio Service Co., Inc., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

**EXAMINER'S RECOMMENDATIONS**

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

WILL, Urbana, Ill. CP to increase power to 5 KW. be granted. 580 kc., daytime.

**L. E. Gubb Seeking Repeal of Federal Radio Taxes**

Phila.—A recommendation that the present Federal tax on radio sets be repealed or revised was made by Larry E. Gubb, President of Philco Radio & Television Corp. "This tax," Gubb declared, "was put into effect at a time when radio could be considered a luxury or semi-luxury. The growth of radio has been so rapid that the situation has changed radically in a comparatively short time."

He also stated that it is generally agreed that taxes on necessities should be avoided and that, today, radio is a necessity. He pointed out that there are more radios in use than telephones or cars and that radio follows newspapers in disseminating information.

Gubb's statement was made in connection with the radio set industry's drive to eliminate or reduce the present five per cent tax. If, however, complete repeal of the tax is not possible at present, the Philco exec suggests a reduction to two and a half or three per cent (same as the auto tax.)

**Gets BBC Television Job**

Montreal—David Hofman, 8 years CFCF announcer at Montreal, has been appointed television announcer of the BBC at Alexandra Park, London, succeeding Leslie Mitchell who goes to British Movietone News. Job is considered very exacting as it bars the use of scripts. Unrehearsed comments are necessary.

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

**Greetings from Radio Daily**

March 25th  
Joseph Bell Mitchell Gertz

March 26th  
A. L. Alexander

March 27th  
Ned Wever

**NEW PATENTS**

**Radio and Television**

Compiled by JOHN B. BRADY, Attorney  
Washington, D. C.

2,111,546—Electric Discharge Tube and the Like. John M. Bennett, Passaic, N. J., assignor to Hygrade Sylvania Corp.  
2,111,587—Phase Modulation. Mallan E. Goldstine, Rocky Point, N. Y., assignor to RCA.  
2,111,589—Amplifier. Paul F. C. Holst, Oaklyn, N. J., assignor to RCA.

2,111,598 — Frequency Indicating and Controlling Apparatus. Warren A. Morrison, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,111,602—Electron Discharge Device. Victor L. Ronci, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,111,603—Phase Modulation. George L. Uselman, Rocky Point, N. Y., assignor to RCA.

2,111,625—Electron Discharge Device. Raymond A. Heising, Summit, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,111,626 — Ultrahigh Frequency Generator. Raymond A. Heising, Summit, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,111,635 — Antenna. Nile E. Lindenblad, Rocky Point, N. Y., assignor to RCA.

2,111,649—Electron Discharge Device. Albert C. Thomas, Lynchburg, Va.

2,111,665—Signaling System. Clarence W. Mansell, Port Jefferson, N. Y., assignor to RCA.

2,111,694—Remote Control Mechanism. Heinrich Schroder, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose, Telegraphie m.B.H.

2,111,702—Circuit Arrangement for Amplifying Electric Oscillations. Maximilian J. O. Strutt, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,111,736—Automatic Volume Control with Noise Suppression. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,111,737—Local Oscillator Circuit Tuning Device. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,111,738—Tuning Arrangement for Automobile Radios. Walter van B. Roberts, Princeton, assignor to RCA.

2,111,743—Aerial System. Alan D. Blumlein and Edward C. Cork, Ealing, London, and Joseph I. Pawsey, Hillingdon, England, assignors to Electric & Musical Industries Limited.

2,111,757—Vacuum Discharge Vessel. Walter Dalenbach, Berlin-Charlottenburg, Germany, assignor to Maschinen-er-Apparaten Fabriken "Meat."

2,111,763—Radio Receiver. Paul O. Farnham, Bonton, N. J., assignor, by mesne assignments, to RCA.  
2,111,764—Signal Converter Circuit. Dudley E. Foster, Orange, N. J., assignor to RCA.  
2,111,765—Automatic Volume Control. Christopher J. Franks, assignor to RCA.

2,111,778—Fading Elimination. Hans E. Hoffmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.B.H.

2,111,940—Braun Tube for Oscillographic and Television Purposes. Kurt Schlesinger, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Lewy.

2,111,941—Braun Tube for Producing Television Images of Large Size. Kurt Schlesinger, Berlin, Germany.

2,111,942—Electronic Tube. Kurt Schlesinger, Berlin, Germany.

2,112,020—Detector and Receptor Circuits for Ultrashort Waves. George R. Kilgore, Bloomfield, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,112,034—Electrical Discharge Device. Orrin W. Livingston, Schenectady, N. Y., assignor to General Electric Co.

2,112,040 — Demountable Electrode Assembly. Lawrence D. Miles, Schenectady, N. Y., assignor to General Electric Co.

2,112,050—Electron Discharge Device. Horst Rorhe and Werner Kleen, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.B.H.

2,112,065—High Frequency Amplifier. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,112,080—Tube Rectifier Supply. William F. Eames, Edgewood, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,112,082—Method for Improving the Vacuum of Discharge Apparatus. Werner Espe, Berlin-Siemensstadt, Germany, assignor to Siemens & Halske, Aktiengesellschaft.

2,112,089 — Phototube. Donald G. Haines, Newark, N. J., assignor, by mesne assignments, to RCA.

2,112,124 — Phototube. Marten C. Teves, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,112,136—Electron Discharge Device. Muibert C. Boumeester and Klaas Posthumus, Eindhoven, Netherlands, assignors to N. B. Philips Gloeilampenfabrieken.

**Associated Oil Sports**

Sacramento—Howard Lane, general manager California Radio system today announced that contract had been signed with Associated Oil Company for exclusive broadcast of West Coast Intercollegiate track meets over the seven-station California Radio system. The series, extending over eight weeks will start when the U. of Southern California crew clashes with Fresno State at Los Angeles March 26, and will culminate with broadcast of west coast relays at Fresno May 14, Lane said.

**Texas Relays on TQN**

Dallas—WFAA and stations of the Texas Quality Network will handle exclusively events at the Eleventh Annual Texas Relays, Memorial Stadium, University of Texas, Austin, Saturday, April 2. Beginning at 3 p.m. CST, April 2, the broadcast will be handled by Hal Thompson and James Alderman, with Thompson at a microphone in the radio box at Memorial Stadium, and Alderman using WFAA's portable pack transmitter, W5XAJ, and following events on the field.

**"Round Table" Booklets**

Chicago—University of Chicago is offering in booklet form transcripts of its Sunday morning "Round Table" discussions over NBC. While the professors use no scripts, their words are taken down by stenographers and transcribed. Cost is 10 cents. "Round Table", continuing an apparently new policy of moving off the campus from time to time, switches to New York City next Sunday for a discussion of the Economics of Peace. Participants will be Walter Laves, League of Nations assoc. director; Raymond Leslie Buell, president of the Foreign Policy assoc.; and Prof. Eugene Staley of the University, now on leave of absence at the Fletcher School of Law and Diplomacy at Medford, Mass.

**WPA Building WLBL Studio**

The WPA will build WLBL's new studio at Central State Teachers College, Stevens Point, Wis. Actual construction will start about April 1 and completion is expected in early June. Studio will then be moved from the Fox Theater building.

**More Social Notes**

Cleveland—Leah Ray, the songstress, is planning to be married soon to David A. Werbling, vice-president of the Music Corp. of America.

**Coming Events**

March 28—Meeting of National Committee of Independent Broadcasters of the NAB, for non-network stations. At Hotel New Yorker, New York City.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

**KNX's "Inclined Walls" Will Reduce Reflection**

Los Angeles—Columbia Broadcasting System's new KNX studios will be formally opened April 30. Besides incorporating several architectural innovations, there are various improvements within studios and control rooms. Inclined studio walls have been installed to minimize the effect of "room flutter"—repeated reflections of sound between parallel surfaces. Walls slope inward from floor to ceiling, and walls and floors "float" on acoustical material which separates them from the building's main structure. Offices and studios are air-conditioned.

**Jack Combs to WINS**

Jack Combs, formerly associated with WMCA, has been named Assistant Program Director in charge of Commercial Programs of WINS according to an announcement from station made yesterday. New position was created due to increased commercial accounts brought into the station by Al Schillin, Director of Sales, within the past few weeks. Combs will audition 23 new commercial shows immediately for Schillin and Albert Cormier, station manager.

**ONE MINUTE INTERVIEW**

**JOSEPH J. WEED**

"The push-button (tuning) sets function by the pre-selection of the listener's favorite stations, with each desired kilocycle marking being linked to a separate button for automatic tuning. Some sets have as few as four buttons, some have eight and others have more. But the number of buttons is limited on each receiver and the absence or inconspicuousness of the conventional dial makes it imperative for a broadcast station to campaign for as many push-button listeners it can get. Such pre-selection on the part of the listener is a great compliment to the station and omission means virtual permanent elimination of reception in the set-owners homes."

## ☆ Coast-to-Coast ☆

**T**HE Rowe Memorial Handicap, for three-year-olds and upward, to be run on April 2 at the Bowie Track will be picked up by WBAL, and fed to the NBC-Blue network from 4:15 to 4:30 p.m. Clem McCarthy will describe the running of the race, assisted by John Wilbourn, chief announcer at WBAL. During the Bowie meet, which runs from April 1 to April 14, inclusive, WBAL will broadcast the feature race each day in addition to other races and news from the track.

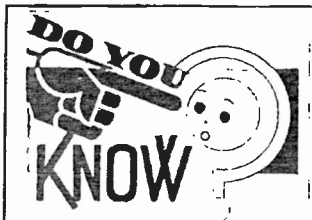
Harry W. Flannery's "Views on News", broadcast for the last three years over KMOX, St. Louis, has been renewed for the fourth successive year by his original sponsors, the American Packing Company. Before he entered radio on KMOX, Flannery spent several years in editorial work on metropolitan newspapers, and acts as editor on all KMOX news broadcasts.

WBAL is cooperating in the Baltimore Annual Roll Call of the American Red Cross which opens next week, by presenting several programs during this week featuring prominent speakers, including Mayor Howard W. Jackson, Baltimore, and Dr. J. M. T. Finney, chairman, Baltimore Chapter of the American Red Cross. A number of musical organizations are taking part.

Allan Clark, program director and leader of WKY orchestra, has also been named head of the publicity department and director of the Artists Bureau. He takes over two jobs formerly held by Hal Scher who has been transferred to the night shift on announcing, position at which he formerly did bit jobs.

A gala anniversary program is being planned for Dow's Dawn Patrol on WKRC, when it celebrates its first year on the air, Sat. April 23. Al Bland, has been the pilot of the full-hour show since it began.

The Three Tune Tossers, Dick, Don and Shine are now being heard over



The greatest period of growth in the broadcasting industry occurred in the years 1922 and 1923 when the number of licensed broadcast stations jumped from a total of sixty to five hundred and seventy-three.

WMT of the Iowa Network. The trio has been featured in the past over WHO, Des Moines, WHEN, Buffalo, and Detroit stations, besides the NBC coast-to-coast hook-up and has a ready-built audience for their familiar songs dressed up with modern and unique arrangements.

KMBC's artist bureau, conducted by Jimmie McConnell, passed on nearly 800 amateurs in connection with the nightly amateur contests conducted at the Municipal Auditorium for the International Food Fair sponsored by the Kansas City Retail Grocers' Ass'n. Starting with ten acts to the bill, it was necessary to increase the number to seventeen to take care of all the promising talent which tried out.

Wilf Davidson, singing announcer, of CKY, Winnipeg, has been transferred to CBM, Montreal.

WRJN was host to hundreds the past week in connection with open house celebration at its new studios on the third floor of the American Bank & Trust Co. Bldg., Racine, Wis. For 11 years the station was located in the Hotel Racine, but its growth required larger quarters and so it was moved to the new quarters. Special features were broadcast during the week.

### WTOL, Toledo

Additions to the staff of WTOL, include Clarence (Sonny) Bullard, who will write continuity, having been with the U. S. Advertising Corp., and several New York dailies; and John Byrnell, who will be an announcer, having formerly been with WXYZ, Detroit.

M. E. Kent, general manager of WTOL, has assumed the duties of program director, following the recent resignation of Lester Mitchell, who left last week for Bay City, Mich., where he has a similar position at WBCM. Mrs. Mitchell (Elaine Beeson), who conducts the "Woman's Spotlight" broadcast from WTOL, will join him soon.

Paul Spor, local band-leader and operator of a booking agency, is taking over the "Children's Workshop" for WTOL.

Miss Dorothy Diller, pianist, is now being heard over WTOL, Mondays, Wednesdays, and Fridays at 2:30 with the studio orchestra. Sterling Brand, a tenor, sings with Dorothy at 1:15 p.m. Sundays.

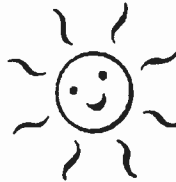
New series of historical dramas, based on events in Toledo's history, written by C. S. Van Tassel, will be broadcast starting Sunday over WTOL.

Claire Mast, pianist, formerly with WJL, Detroit, has joined the WTOL staff and is heard weekdays at 12.45 p.m.

## A HOT TIP

## ON A COOL

## \$70,000,000



# T

HERE's only *one* 50,000 watt station in Minnesota. There's only *one* clear-channel station in Minnesota. There's only *one* station that reaches *all* Minnesota day and night (conclusively proved in a recent P.T.A. survey). (That *one* station is WCCO, the Columbia network station for the Twin Cities! (This summer an *extra* two million people will swell Minnesota's spending power with an *extra* 70,000,000 dollars of vacation money. A hot tip for summer selling: you can reach *all* this free-spending market with only *one* station—WCCO. (Have you all the facts about WCCO?

# WCCO

MINNEAPOLIS-ST. PAUL,  
A COLUMBIA STATION

50,000 watts. Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 60

NEW YORK, N. Y., MONDAY, MARCH 28, 1938

FIVE CENTS

## Indies Convening Today

### ANNUAL REPORT OF CBS TO BE AIRED BY PALEY

William S. Paley, CBS president, will make one of his rare appearances before the microphone on April 5, 10 p.m., when he reads the CBS 1937 stockholders report to the radio audience. Copies of the report will have already been mailed to stockholders.

Paley said he decided to put the report on the air because of the widespread general interest in broadcasting and added that he hoped to stimulate public thinking about broadcasting by discussing industry problems with the audience just as frankly as he does with CBS's own stockholders.

### WBAP's New Sustainer Heard From State Prison

Fort Worth—A literal "Prisoner's Song" was broadcast by WBAP from the Texas State Penitentiary. Program will be a regular half hour Wed. sustainer and is produced by inmates whose announcement was "Hello world, welcome to 30 minutes behind the Walls."

The inaugural session was officially opened by Governor Allred and was (Continued on Page 8)

### B-S-H Agency to London

Chicago — Blackett-Sample-Hummert agency has formed an English company under the title Blackett-Sample-Hummert, Ltd., with headquarters in London to handle European business. Hill Blackett, president of the firm, now in Europe. A resident manager will be appointed.

Kirby Hawkes, radio director of the agency, has returned from a month's trip to England.

### Carnegie's Troubles

Chicago — Dale Carnegie, concluding his broadcast here one evening, walked out into the foyer and smacked into a score of NBC production directors, announcers and salesmen! For an hour he was forced to answer questions on how to win friends and influence people. Salesmen, especially, wanted dope on the influence angle.

### Brooder Snatching

Charlotte, N. C.—WBT aired what is believed to be the youngest radio performer. Program, titled "Peeps of Spring" and heard from a local hatchery, brought to the mike the cheep of a baby chick just two seconds old. "Guest spot" was shared by a duckling.

### FORTUNE NEWS SURVEY REVEALS ETHER POWER

Although newspapers retain a lead of two to one over radio as "the source of the nation's news," the lead is even smaller than it seems, according to Fortune Magazine's Quarterly Survey of Public Opinion, which points out that the sole function of newspapers is to purvey news whereas radio is primarily devoted to entertainment. Survey as published in the April issue of Fortune, reveals radio as being the favorite news source of 23.5 per cent of a (Continued on Page 2)

### FCC Members Decry Lease Of Station to Ad Agency

Washington Bureau, RADIO DAILY. Washington — Federal Communications Commission split four to three in approving the renewal of the operating license of WCAN, municipal station in Camden, N. J. Assailing the arrangement by which Camden leased its station to an advertising agency as a flat violation of (Continued on Page 3)

### Non-Network Stations to Decide Action On AFM Demands As Musicians Use Disk Threat; NAB Board Meet

### N.Y. RACING STARTS APR. 16 ON BOTH CBS AND WOR

CBS will start off the New York State racing season on Apr. 16 by broadcasting the running of the Baunonok Handicap from Jamaica, Bryan Field, New York Times turf expert, will be at the microphone. Network last year bought the ex- (Continued on Page 8)

Approximately 150 members of the Independent Broadcasters of the NAB will be in attendance today at the special meeting to be held at the Hotel New Yorker where the non-network stations will seek to work out a solution and method of procedure in dealing with the American Federation of Musicians' demand that more musicians be put to work in broadcasting stations. Independent stations have already been advised (Continued on Page 3)

### Facsimile Safeguarded CBC Assures Parliament

Montreal — The Canadian Broadcasting Corporation has "hedged around any possible issue of (facsimile) license for other than experimental purposes and there will be no alienation of the public domain in that field," according to L. W. (Continued on Page 3)

### Manhattan Soap Account Expanding With Disks

Los Angeles—Manhattan Soap Co., sponsor of Thomas Conrad, commentator, on KNX locally, have completed plans to increase stations materially in the immediate future. To date 18 stations have been lined up to begin immediately with a possibility of (Continued on Page 8)

### FINANCIAL QUESTIONS ASKED IN FCC PROBE

Washington—Distribution of questionnaires by the FCC to every radio station in the country regardless of size, frequency or ownership requiring an answer by April 25 on its financial status as of Dec. 31, 1937, was started over the weekend. Questionnaire calls for a complete accounting of financing, receipts and expenditures, and is the first step in the FCC radio investigation.

Each licensee operating two or more stations is required to submit a (Continued on Page 8)

### General Electric's Net Shows a 45 Percent Rise

Schenectady — General Electric netted \$63,546,762 for 1937, compared with \$43,947,166 in 1936, an up of 45 per cent. This was equivalent to \$2.21 a share of common stock, against (Continued on Page 3)

## ★ THE WEEK IN RADIO ★

... Petrillo Nixes NAPA

By NORMAN WEISER

JAMES C. PETRILLO, head of the Chicago AFM local and a member of the AFM Executive Board, after having given serious thought to local obligations has decided against accepting the reported \$100,000 a year position offered him by NAPA. Although Petrillo as yet has made no public statement, it is believed that he will definitely refuse shortly. It is also understood that Pres. Jos. Weber of AFM frowned upon the deal for various reasons.... After a thorough going over by the IRNA Special Advisory Committee, their

accountants and officials of the AFM, a formal exchange of contracts between IRNA and AFM was completed. Contracts with Plan of Settlement attached to each were taken out of escrow and totaled 248 out of a possible 273 network affiliated, but independently owned stations. The few holdout stations are gradually being worked out.... Transcription manufacturers and AFM Board meeting was postponed until tomorrow due to illness of Pres. Weber. Meeting at that time will (Continued on Page 2)

### Stimulant

Raleigh, N. C.—To stimulate the scripting and producing of new programs, other than those included in the regular continuity assignments, cash bonuses are now being paid members of WPTF's program department for every new radio show authored, auditioned for a sponsor, and sold for air presentation.



Vol. 3, No. 60 Mon., Mar. 28, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher  
M. H. SHAPIRO : : : Associate Editor  
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. Mersereau, Treasurer and General Manager; Chester B. Hahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(Saturday, March 26)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	120 1/2	117 1/2	117 1/2	- 2 3/4
CBS A	15	14	14	- 2
CBS B	14 1/2	14 1/2	14 1/2	- 1/2
Crosley Radio	6 1/8	6	6	- 3/8
Gen. Electric	32 3/4	31 3/4	31 3/4	- 3/8
RCA Common	5 1/4	5	5	- 1/4
RCA First Pfd.	43 1/4	43 1/4	43 1/4	- 3/4
Stewart Warner	7 3/4	7 1/2	7 1/2	- 1/4
Zenith Radio	10 3/4	10	10	- 1/2

**NEW YORK CURB MARKET**

Hazeltine Corp.	14 1/2	14 1/4	14 1/4	- 3/4
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**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	4 1/4	5 1/4

**Edna Wallace Hopper Sues**

Chicago — Edna Wallace Hopper has sued Edna Wallace Hopper, Inc. and other associates of Affiliated Products in Federal Court for \$200,000. Her attorney Walter Beebe argued that she had turned in 10 per cent of capital stock to firm and had not been reimbursed therefore nor for radio appearances. "Romance of Helen Trent" is the radio show.

**New WHN Taylor Show**

Sam Taylor, WHN movie commentator, will inaugurate a new daily series of half-hour participation programs tomorrow noon. Show, known as "Hollywood Soundstage", uses transcriptions interspersed with movie comment and interviews. Feature will be "The Public Reviews", a symposium of listener views on current film offerings.

**Bob Burns A Daddy**

Washington—Bob Burns, heard on the Kraft Music Hall, became the father of an 8 1/2 pound daughter on Friday.

BINGHAMTON—NEW YORK

**W N B F**

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

★ **THE WEEK IN RADIO** ★

Petrillo Nixes NAPA

(Continued from Page 1)

concern itself with the tentative agreement on a form of license and possibly the ratification of the contract....

The combined February receipts for CBS, Mutual, and NBC totaled \$6,435,320, an increase of 11.2 per cent over Feb. 1937. All three networks reported increases.... Officials of the Wimbledon Lawn Tennis Assn. offered to sign each of the three major networks here to carry individual broadcasts of the matches from London with each network paying \$2,750 for five year period. MBS, however, has agreed to take BBC's version, and is now negotiating to record the games and rebroadcast them at a more advantageous hour than the original airing can be heard in this country....

FCC investigation will probably get under way in about six months to a year according to Washington circles.... Ascapi found its Austrian affiliate taken over by Nazis in Austria when the home office received word from Vienna that "irrevocable instructions" were on the

way to America.... While the BBC has placed a ban on exhibiting television in public places, cinema owners in London have devised their own method of reproduction as a protection measure.... Kate Smith signed by CBS to a thrice-weekly series a news commentaries to begin on a sustaining basis April 4.... National Airmail Week completed recordings and announced further plans in its widespread radio campaign.... Educators still seeking more air time for educational and cultural programs on the networks.... AFRA files charges with NLRB to reinstate KSD announcer.... Frank Mason appointed boss of all NBC short-wave activities.... ACA in a continued drive to organize stations throughout the country.... CBS plans gala opening for new west coast building and studios April 30.... NBC added three more stations to networks in an expansion program which is rumored to be still in the works with further station additions coming up soon.

**FORTUNE NEWS SURVEY REVEALS ETHER POWER**

(Continued from Page 1)

cross section of the nation's people, which compares to 45.2 per cent obtaining their news from newspapers. Commentator is regarded in Fortune as being one who "blankets the spheres of influence of the most important daily editors." Gist of Fortune's findings follow:

**Source of the Public's News**

From which source do you get most of your daily news—the newspapers or radio news broadcasts?

	Per Cent
Radio	23.5
Newspapers	45.2
Both	28.2
Neither	2.8
Don't know	.3

**Why Radio Is Preferred**

(If radio) Why do you prefer the radio?

	Per Cent
Get news more quickly	28.4
Takes less time to find out what is going on	19.5
More interesting and entertaining	11.9
Just don't read newspapers	7.6
Radio fairer than newspapers	6.9
Radio more complete than newspapers	6.6
Newspapers more confusing	4.3
No mistakes on radio	3.3
Work and listen at same time	2.8
Easier	1.6
Cheaper	1.2
All other	5.3
Don't know	.6

\*These answers are taken to mean, respectively, "get news sooner after it happens" and "takes less time to absorb it." Some people may have said one and meant the other—which would not materially affect the general significance of these reasons.

**AFM Convention June 13**

AFM will hold its annual convention this year at the Tampa Municipal Auditorium, June 13-19. Headquarters will be at the Floridan Hotel, same city.

**KMMJ**

Clay Center, Neb.

The favorite family station

**COMING and GOING**

PHILLIPS H. LORD sails March 30 on the Normandie for London.

PERRY LAFFERTY, WBRY musical director, is off to Davenport, Ia. for a two-week Easter vacation.

ROLAND MARTINI, Gardner Advertising Agency executive, is in Hollywood in connection with the RyKrisp-Marion Talley show.

SAVINGTON CRAMPTON, producer of the new Cantor program for William Esty agency, left Hollywood for New York on Friday.

MURRAY STEVENSON, chief engineer of ZUE of Sydney, Australia, is in New York where he will continue his technical study of American broadcasting.

FREDERICK LEUSCHNER, Coast attorney for RCA and NBC, is visiting New York on legal business.

JOHN F. PATT, WCAR station manager, has rejoined his vacationing family in Florida.

SHEP FIELDS, arrived in New York over the week-end from a theater tour of the mid-west.

DOT HAAS, Fanchon & Marco publicity director, is in Kansas City with the Al Pearce show which opened Friday in the Tower Theater. En route back to New York she will make stop-overs in Cincinnati and Pittsburgh, arriving here about Apr. 4.

PAUL MUNT and MRS. MUNT arrived in town Saturday aboard the President Roosevelt.

FRANK LAWTON and his wife, EVELYN LAYE, sailed for England Saturday on the Aquitania.

A. H. FLATEN, commercial manager of KDAL, Duluth, is in town for a week.

DARRELL MARTIN and his bride are in town from Pittsburgh on their honeymoon.

HOWARD SNYDER, writer for Jack Oakie series, en route from Coast to New York, is in New Orleans on month's vacation.

RALPH AUSTRIAN, assistant vice-president of RCA, left Hollywood for New York after a three-week inspection trip.

EGMONT SONDERLING, vice-president of United Broadcasting Co., is visiting WEW in St. Louis on a two-week business trip.

**Co-Sponsored Ballgames**

Milwaukee—Socony-Vacuum and General Mills will again co-sponsor play-by-play descriptions of the Milwaukee Brewer baseball games on WISN. Both home and away games will be aired. Alan Hale will be at the mike.

**Sustaining Artists Released**

CBS Artists Bureau announced the release of Claire Sherman, Bobby Gibson, Art Gentry and Jeannine. Howard Phillips, another CBS artist, asked for his release as he has other plans. It is understood that they will remain with the network for four weeks.

**EXCITING NEW PATENTED PREMIUM**

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

**UNIQUE NEW PATENTED Picture Mystery Card Game**

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

## INDIES MEET TODAY TO DECIDE ON AFM DEMANDS

(Continued from Page 1)

by its committee headed by Lloyd C. Thomas of WROK that it is imperative some action be taken in order to preclude a move on the part of the AFM which may cut off the supply of electrical transcriptions. Insofar as the AFM is concerned it expects somewhat of a contract such as recently negotiated between the union and the IRNA, or affiliated outlets.

Officials of the NAB including Phil G. Loucks, are on hand, Loucks having already attended a session of the AFM Executive Board in the interest of the independents.

AFM Executive Board continues its meeting tomorrow in this city, taking up the question of licenses with the transcription manufacturers and it is presumed that a committee for the independent broadcasters will meet with the board some time this week.

Executive Committee of the NAB held a meeting in Washington last Thurs., and a meeting of the full NAB board is scheduled for Wed. morning at the Willard Hotel. Considerable business in regard to further carrying out the NAB reorganization plan will then be taken up, including possibly, the selection of a paid president.

## General Electric's Net Shows 45 Percent Rise

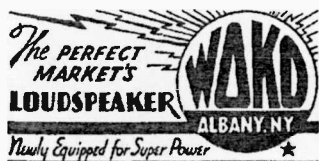
(Continued from Page 1)

the \$1.52 of 1936. In 1937 General Electric, excluding employees of affiliated companies, had 75,212 on its payroll, compared with 61,781 in 1936. Employees earned, in 1937, \$145,358,000.

At the meeting of the board of directors of the General Electric Company, held in New York City, Friday, Charles E. Wilson, executive vice president, and Philip D. Reed, assistant to the president, were elected directors, to fill existing vacancies on the board.

### Religion Disks Gratis

"Wings Over the World," a series of 13 electrically transcribed dramatizations concerning the adventures of Father Paul Schulte, the Flying Priest, is being distributed to stations gratis through Robert Vincent, 9 Rockefeller Plaza. The program is the mouthpiece of a world movement having the support of the Catholic Church.



## NEW PROGRAMS—IDEAS

### "Landmark" Shows

"Landmarks of Romance", new educational program, written and directed by the Federal Theater and produced under the auspices of the San Francisco Junior Chamber of Commerce, will be heard over KSFO every Sat. afternoon, 12:45 to 1:00 p.m.

The program consists of brief and interesting dramatizations about familiar San Francisco landmarks. It is believed that such a program will be of material value to San Franciscans when the Golden Gate Exposition opens in 1939 and the thousands of visitors to the Bay area start asking questions about the various points of interest, questions which may prove embarrassing to even the old residents.

### Wheel of Chance

As concrete proof that "it pays to listen to CKLW" station is presenting a new "Wheel of Chance", variety show nightly. Heard at dinner-hour the program brings a \$5.00 check to the listener if the wheel of chance spins to his telephone number and has brought to the station new talent in the studio visitors. Show, emceed by Joe Gentile, also introduces the musical features of the half-hour by the spin of the wheel.

### Fancy Quiz

WIP, Phila., will present a new program, titled Stern-co, which is a combination of the quiz and answer show and also Bingo. Home listeners are the contestants in this game of skill with valuable prizes awarded on each airing. A staff of telephone operators at station will record answers to the quizzes and winners will be announced during the program. Title is derived from Stern & Co. (furniture), sponsors.

### Audience Disks

"Two Minutes Is Yours", latest program for KOMA (Oklahoma City) featuring Ben Rich, Bobby Potter, Paul Aurandt, Roger King and Herman Chaney's orchestra. On Fri. nights people are invited to come to the studios and make a transcription of anything they wish to do then on the show and on Sat. nights four or five of the plates are played.

### Vancouver Beer Campaign

Seattle—An ad campaign for Hop Gold-Label beer of the Star Brewery Co., Vancouver, Wash., is in the works. Local branch of Ruthrauff & Ryan handles the account.

### Strong Appoints John Mayo

Ed Strong, president of Edwin Strong, Inc., recording firm of Jackson Heights, New York, has announced the appointment of John Mayo as sales manager, effective immediately. New offices and studios will be opened in this city shortly.

### Ether High School

A new educational series called the "High School of the Air" designed to direct the spotlight of public attention on the work of local high school system makes its bow over WFIL, Philadelphia.

Program is a question and answer bee whereby faculty members of various high schools, will essay the role of "Mr. Question" on the program with another member in the role of the "Oracle" who is the last work on the truth or falsity of the answer given. The questions are confined to history of current events and there will be no prizes awarded or winners announced to give the program a novel twist.

### Marriage Clinic

"Marriage Clinic", is the title of a new program series heard over KVI, Tacoma. Given in conjunction with a discussion course limited to 75 couples which is being conducted by the Seattle YMCA, YWCA and the Council of Churches, the broadcasts feature a summary of the topics discussed at the weekly meeting of the group as well as some of the most significant of the questions answered. Broadcast gives others who were unable to enroll in the course a chance to hear what is being done and ties in with a similar clinic being featured in "Life" magazine.

## FCC MEMBERS DECRY LEASE OF STATION TO AD AGENCY

(Continued from Page 1)

the law forbidding transfers of radio frequencies without FCC approval, three of the Commissioners voted against the license renewal.

Commissioners Comdr. T. A. M. Craven, George Henry Payne and Paul A. Walker based their opposition, it was learned, on the opinion of two lawyers of the Commission's staff that the WCAN lease first entered into in 1931 was illegal.

## Troublesome Transmitter Being Moved Out of Town

Sacramento—Yielding to protests of advertising agencies, broadcast stations and neighboring set owners, the state department of motor vehicles today prepared to remove the transmitting tower of the highway patrol's short wave broadcasting station.

The station, established several months ago, has been the target of hundreds of complaints because the police broadcasts literally blocked out commercial programs from KFBK, Sacramento, NBC's KPO and KGO, San Francisco, Mutual's KFRC, and Columbia's KSFO throughout the Sacramento area and other stations operating on standard broadcast bands.

## TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales...eight major markets...including America's great metropolitan center...smart, up-to-date manufacturing cities...ranking rural centers and farming districts...in all, completing a cross section of America's spending habits and potential market volume

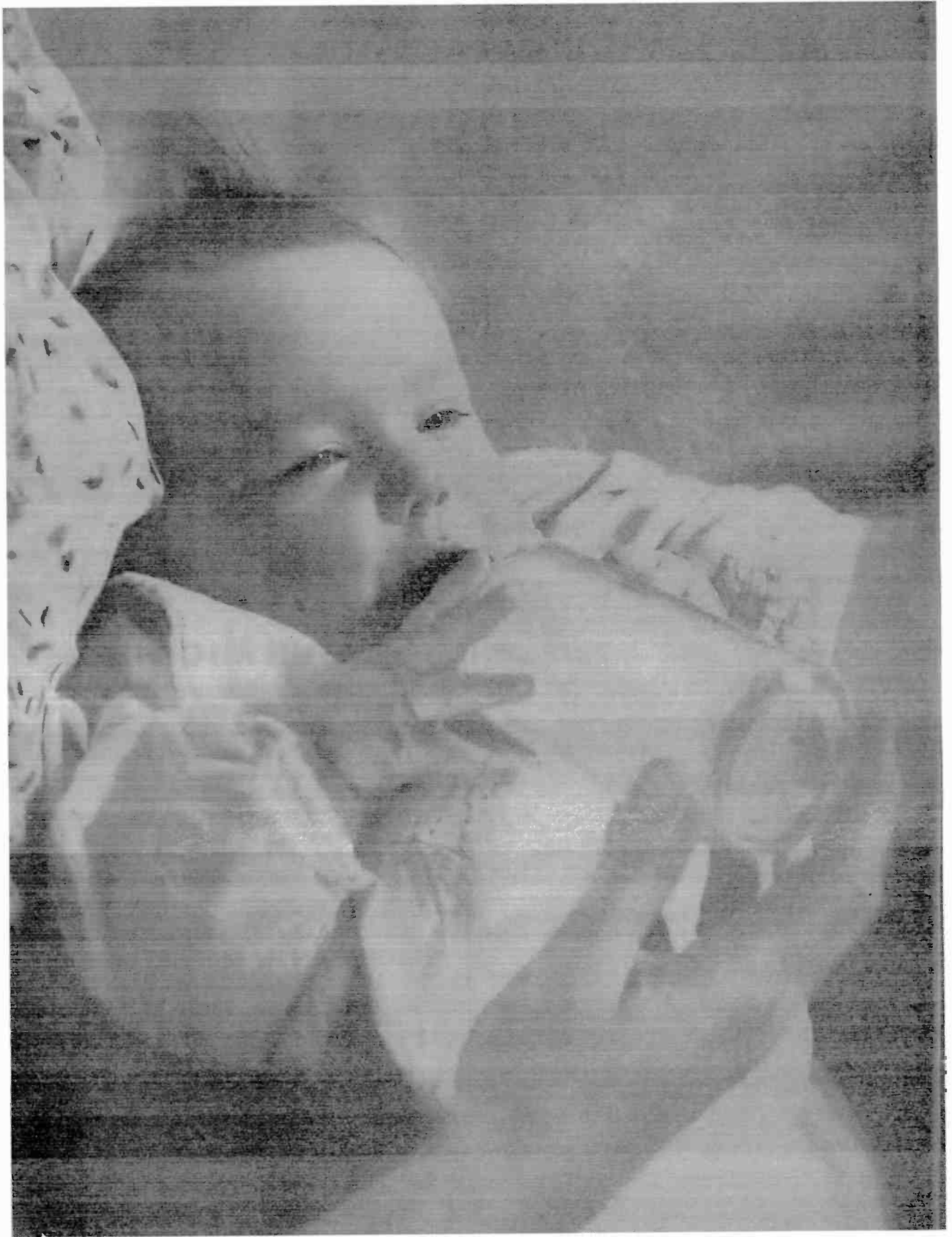
## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative





# Small

# Wonder...

**T**HIS young lady hasn't a tooth in her head. Yet she insists on eating five times a day! And this one thing we can be sure of. Whatever else she may ask of life, *food* will be first and most often on her list.

Small wonder, then, the Food Industry is advertising's greatest client—and *greatest challenge*. Here is a market which knows no pause in time or space. A market as varied as *all* the people any advertising medium can reach. A market which goes beyond and *includes* every other market for the goods of man.

How brilliantly radio has met the challenge of this market for the food advertiser can best be told, perhaps, by the following facts. More "food" dollars are now spent on radio networks than in *all* general magazines. Twice as many "food" dollars are spent in radio as in *all* women's magazines. *And the increase in food advertising on Columbia outstrips every other industry-increase in radio. A 290% increase in the last five years—made by the country's largest food advertisers.*

The explanation for this Columbia record is simple. Everybody eats. *And everybody likes to listen*. This is how the largest network in the world welds the two together:

- ✓ In 1934, the largest manufacturer of canned soups in the world turned to Columbia—took to the air with an hour a week of deft selling and sparkling entertainment. Sales *soared* from coast to coast. Tomato Soup—*up* 30%. Vegetable Soup—*up* 35%. Chicken Soup—*up* 100%! And Chicken Soup was advertised *only* by Columbia. In the client's own words, "Sales took an astounding jump to a *well-over-double* basis, despite the fact that our Chicken Soup business was already large."
- ✓ As of January, 1938, a national baker has signed his *eighth consecutive 52-week contract with Columbia*. In the last seven years, he has not missed a single weekly broadcast—using the Columbia Broadcasting System exclusively on the air.
- ✓ The largest food company in the world has put five different programs on Columbia in the last five months.

*The Columbia Broadcasting System*



"HOUSE OF MELODY," once sponsored by the Bank of America, returned to the air via the Don Lee net from KFRC, San Francisco, Sunday at 7-7:30 p.m., and again under B. of A. auspices. Cy Trobbe's concert orchestra will be a feature, with Mel Venter as commentator. Charles R. Stuart agency placed.

Frederick Wagner, who provided script for last week's NBC "Grand Hotel," has joined the writing staff at Frank Purkett's Associated Cinema Studio. Contract provides, however, that Wagner may continue to accept free lance assignments.

Titan Productions, San Francisco, has sold its library service to American Radio Transcription Agencies, Sydney, for Australia and New Zealand.

Henry, better known as "Hank" Flynn, head usher at the CBS Hollywood theaters, is a candidate for President of the student body at U.S.C., and will know his fate Friday.

Lawrence Tibbett is due in this week, en route to Australia for a six months concert tour. Will be heard on the Lux Radio Theater Monday, and sails for Honolulu March 30.

KHJ presented two additional hours of symphony music on Saturday, March 26, with Carnegie Tech's symphony orchestra on the air from 10:30 to 11 a.m., and the New Haven Children's Symphony for an hour and a half program at 11:30 a.m. to 1 p.m.

Marshall Grant, KNX staff organist, has drawn a new assignment for a series of organ recitals over CBS Pacific Coast each Monday at 4:30-4:45 p.m., starting March 28; and "Judy and the Jesters" will be heard on a new Monday series on KNX at 4:45 to 5, following Grant.

Edward Sartz, manager of Phillips Broadcasting Co., operating stations PCJ and PHI in Holland, arrived recently for two weeks of survey and study of NBC network and station operation.

Olsen and Johnson have completed waxing sample platters of "Fun Marches On" for Don Lee-Mutual, with sponsorship in prospect under the KHJ-originated regional plan, similar to the George Jessel show.

The NBC dramatic strip, "Talent for Sale," is reported under consideration by Wrigley to replace one of the two recently dropped Chicago shows. Barton Yarborough writes and produces, and Jeanette Boyer, of the Jack Bachmann agency, has audition waxes en route to Chicago for approval of Wrigley execs.

### DeLima Joins Agency

Los Angeles—Peter DeLima, has joined the Dolan and Doane, talent agency. He was formerly with the Ed Small Co., and before that with the CBS artists bureau.



### PETTY CASH VOUCHER Week ending March 25th

● ● ● Saturday... Learn that the fellow occupying the stateroom next to Dick Fishell, WMC Announcer, on his honeymoon to Havana—is Donald Flamm—his boss!... Also, that because Zeke Manners and his hillbillies wear rube-clothes, etc., during broadcasting, there's a move on to bar him from airing from WMCA's new studios. Zeke, therefore, plans to rent the soon-to-be vacant studios and call it "Zeke Manners' Radio City".

● ● ● Sunday... After encountering Mark Warnow and Herb Rosenthal at dinner in Dave's we drop in to view the opening of the Paradise's new show. Outside of a few weak spots (which may have been tightened up by now!) we thrill at what's offered in the last of the Broadway cafes. Bunny Berigan's music is a little too blasting, of course... Instead of the Casa Manana, we attend Ramona's party at Leon & Eddie's and enjoy Ella Logan's singing and graciousness to comply to requests.

● ● ● Monday... Joe Bernard, salesman with WKY, Oklahoma City, took Allan Clark, production manager on a crow-hunt and got one crow. They also got Joe O'Neil, ass't. director and arranger of the band to come along and Doc "Soggy Jones" Davis... We attend the Piccadilly Bar and view a few familiar faces... Then to Phil Lord's party for the press where our solo dance of the shag with Gwen (CBS) Jones breaks up the newspapermen present... To the Stork Club where the Jack Pearls, a few hours in town, initiate us into eating caviar... Winchell and Lyons leave to go chasing burglars and we chase ourselves out with Joe Russell.

● ● ● Tuesday... Learn that Roy Post, who has that entertaining show on NBC Tues. nites, "You, The Unseen Jury" had to give 60,000 give-aways after his first show and is now (his 4th airing) giving 300,000 per week!... At the Belmont-Plaza's "Glass Hat" we listen to Homay Bailey and Lee Sims. Belle Baker is here amongst others.

● ● ● Wednesday... To Orrin Tucker's opening at the Roosevelt. Carman Lombardo relates a story which pleases Doris Rhodes and Barry Wood—the only two who weren't invited to sing... The Phantom Troubadour, we discover, carries two brands of cigars—one for his friends (?) and separate ones for himself... Warner music firms and Paramount have the largest parties—they recently cut their payrolls... Jack Robbins is conspicuous by his absence... At CBS in the forenoon we bring the 10-month-old baby of Myrl or Marge (we don't know which!) into the "We, The People" rehearsal—and they want to air him!... Harry Von Zell stops an interview to hear the kid bang on the piano—and Gabriel Heatter stops writing to watch.

● ● ● Thursday... To the opening of Willie and Eugene Howard at the Versailles after first listening to Louis Prima. Here we again order caviar... Hear that Marx Loeb, ass't. program director of WIP, Philly, who just started a swing show there, received a "pan" letter from his mother in N.Y. who heard the show for the first time. Seems she prefers symphonic music and detests swing!

● ● ● Friday... We go hi-brow and attend Ferde Grofe's concert at Carnegie Hall and listen to Lucille Manners and Jane Pickens warble... Then over to La Conga to congratulate Patricia Gilmore on her engagement to Eric Madriquera and instead of doing the rumba we order some caviar again!

TOTAL EXPENSE \$64.23 for caviar at the Stork, Versailles & La Conga!

AUDITOR'S REMARKS: Request denied! If we wanted a "cafe society" reporter—we'd have hired one!



MARK LOVE, WGN basso, to be busy with concerts next month. On April 5th, he goes to Green Bay, Wis., with Chicago Apollo Club; on April 27 he will be soloist with the Swedish Choral Society when it appears with the Chicago Symphony orchestra.

Blackhawk restaurant, getting ready for Bob Crosby opening next Wed., has entirely sound conditioned the room. Ceilings and walls have been treated with regular studio wall material to make for better broadcasting condition. Blackhawk is one of few spots paying \$100 week service charge for broadcasting privilege.

While Maxine Grey, Hal Kemp soloist, has been discharged from Passavant hospital, she has been unable to return to work and is confined to her suite at Drake hotel. Miss Grey had several vertebra fractured in wreck on fast train returning from St. Louis recently. Then she caught the measles. Rosalind Marquis continues to pinch hit for her at the Drake with the Kemp crew.

A program for government financed installation of radio receiving sets for Iranian (Persian) people is being planned. Julia Oraham, Iranian woman, studying radio here, has revealed. As educational director of Iran Mrs. Oraham has been discussing this venture here with Zenith Radio Corporation officials. While Iran has no important radio stations to date the government is planning on constructing several stations.

WJJD Studio artists journeyed to Edward Hines Jr. Veterans hospital to put on a program of entertainment. Featured were Art Linnick as master of ceremonies, Cumberland Ridge Runners, Russ Hodges, Jimmy Dudley, Gilbert Merschon and Lester Paul.

Actress Anne Seymour has produced and supervised several dramatic productions at Eli Bates Settlement house. And is now readying a production of "The Valiant" at same place.

Al Hollender, press chief for WJJD and WIND, gave a transfusion for a friend at Michael Reese hospital. Bess Flynn, author of "We Are Four," and "Bachelor's Children" has gone to New York on business.

The Morin Sisters, Lillian, Evelyn and Pauline, long at NBC but gone from there for a year, will bob up on Harold Stokes on "A Sunday Afternoon" on Mutual next Sunday.

Chicago night spots using their variety acts to work free at benefit performances in hotels have been notified by Alan Corelli, Theater Authority head, to desist.

John Schiff has started a series of Saturday broadcasts from outstanding points of interest in the city park system on WBBM Saturdays.

**AGENCIES**

**NORMAN D. VAUGHN**, has been appointed assistant to Karl M. Frost, president of Harry M. Frost Co., Inc., New England advertising agency. Vaughn was formerly associated with N. W. Ayer & Son.

**JOSEPH SCHLITZ** Brewing Co., Milwaukee, has appointed Needham, Louis & Erorby, Chicago, to service its account.

**NORMAN D. VAUGHN**, former account executive of N. W. Ayer & Son, has been appointed assistant to Karl M. Frost, prez of Harry M. Frost Company, Inc., Boston agency. Vaughn was sales manager of the W. F. Whitney Company, manufacturers of colonial furniture, before he joined N. W. Ayer & Son.

**FRED G. RUSSEL**, of the Hicks Advertising Agency, is receiving congratulations from his friends upon the completion of 50 years of service with the firm. The agency, itself, is also celebrating its 70th year in the field of advertising.

**TRANSMEDIA INC.**, merchandising consultants, has moved its office to 1270 Sixth Ave.

**ANN WINSTON**, formerly space buyer for Alvin Austin Co., has joined the staff of Pettingell & Fenton.

**Poppete to Study Facsimile And Television in Europe**

**J. R. Poppete**, WOR chief engineer, will sail on the Manhattan, April 6, for a seven-week tour of the important European television, facsimile and radio broadcasting centers. Trip will cover England, Germany, Holland, Switzerland, Italy, Norway, Sweden, France and Russia. Mrs. Poppete will accompany him.

**Belgians Buy More Sets**

Brussels—There were 1,018,108 radios registered on the first of the year in Belgium. Increase over the 1936 figure of 888,168 is attributed to the growth of interest in Belgium and foreign radio programs.

**Heads KSFO Announcer Staff**

San Francisco—Keith Kerby, KSFO announcer-producer, has been appointed to the position of supervisor of announcers at KSFO by Philip G. Lasky, KSFO manager.

**Swedish Guesting**

Isabel Lagergren, CBS publicity department, is now guesting on WNYC and CBS in a Swedish dialect act similar to the Tommy Riggs routine.

FIVE years OLD and still GOING STRONG!

Walt Framer's **Hollywood Showshopper**

with Nan Crayson  
5:45 P.M. daily over WWSW, Pittsburgh

**ORCHESTRAS - MUSIC**

By **TED LLOYD**

**LOCAL 802 OF THE AFM**, has been lining up professional music men to become part and parcel of their organization!... For the past few weeks, contact men have been approached by executives of the local to join up. Many have shown their willingness to comply with the request and within the next ten days the group will have their first meeting... Jack Rosenberg, president of the local, feels that the organizing of songpluggers in the music industry, is just as important as the music arrangers and piano-players who are now unionized... Banding together of the music men will enforce the union's stronghold in the publishing business, it is believed. Till now, the contact men have had a benevolent organization, Professional Music Men's Assn., which takes care of them in time of want. However, there's nothing to guarantee them employment as "skilled" laborers now... Tied up with the AFM, music men are told that their affiliation would make them a powerful group... It is also understood that those who have expressed a willingness to become members are not those in the higher income brackets!

Starting last Saturday at 8 a.m. song performances on WOR, WABC, WJZ and WEFW have been calculated as "major plugs" by sticker music publishers... Question regarding recordings came up at the reported meeting and it was decided not to count records—but transcribed commercial shows using music... Reason for this drastic change by firms with picture company ties, is explained by one executive thusly: "Since the west coast is financing our existence they want to know what happens here. Until now they'd look at our report sheet which listed songs from 5 p.m. to 1 a.m. and see possibly five or six

performances per site on a song. Sometimes less! Not knowing the music industry, picture people would complain that there was no reason for them to spend money financing us—if this was all their invested money brought back... Therefore, in view of the pressure of making a good showing, we decided to add the totals of all networks from the time they go on till they sign off. Because WOR-MBS remains on the air till 2 a.m. we may take in that extra hour of broadcasting also!"

Hal Kemp has been signed to follow Rudy Vallee into the Astor Roof, which opens early in May... Stuff Smith returns to the Onyx Club April 14... Louis Prima's sensational crew, will entertain the nation shortly via WOR-MBS three times weekly... Buddy Arnold, senior member of WMCA's Kay and Buddy Arnold, has collaborated on this year's C.C.N.Y. Varsity Show score. There are four outstanding tunes in the score. Show debuts April 21.

*Program Reviews and Comments*

**"WHAT'S MY NAME?"**

Philip Morris & Co.  
WOR-Mutual, Fri. 8-8:30 p.m.  
The Biow Co.

**NEWEST FORM OF QUIZ SHOW TO GO COMMERCIAL IS AN ENTERTAINING TEASER WITH CASH PRIZES.**

Third network show for Philip Morris is the novelty type of program much in the limelight and bound to be successful, all things considered. Patrons from the audiences get the usual little personal quiz, then start with a "\$10 Question," work down to the lesser prizes unless winning one sooner. Failing on the \$6 one he is out. One minute is allotted to each contestant and a five-second warning chime is also on tap. Questions for each contestant are alternately asked by Budd Hulick (formerly of Stoop & Budd) and Arlene Francis who has an unusually pleasing voice. Little Johnny acts as emcee, while Ray Block's music supplies a few interludes. Questions in the first person may give several leads on the juggler-comedian career of a comedian like Fred Allen and the windup is "What's My Name?"

Production is a smooth one and the atmosphere is cheerful without being forced. Frequent Philip Morris credits are worked in through the

winner also being offered a "humidor pack," of the product. Listeners are also offered \$5 for any suitable question sent in with a statement and five leads to the answer. Perhaps the only feature that was not up to Philip Morris standard was the first-show stiffness of the commercial as read by Charles O'Connor, or, it may have been copy. Delivery for some reason or other was stilted to an unusual degree.

**Wife Saver**

Allan Prescott has the rare knack of injecting humor into what would ordinarily be dry-as-dust household chatter. He puts the kitchen news over with greater zest and personality than most of the lady advisors who adorn the kilocycles. Advice such as "keep the flour near the pepper and salt," because it will come in handy not only for cooking but to throw at the hubby, delivered with a tongue-in-the-check attitude is probably a relief to many housewives who otherwise might have to depend on the routine type of spiels for household tips. Mention of the names of those who send in ideas may be corny, but it adds informality and homeyness to this routine that carries a good quota of sparkle. Spiels for Camay are plenty long, but again, the zest of the show carries them.

**GUEST-ING**

**VIVIENNE DIXON**, soprano, on Happy Lewis variety program, today (WINS, 5:05 p.m.).

**LUPE VELEZ**, **CLIFTON WEBB**, **LIBBY HOLMAN**, **REX O'MALLEY** and **TOBY WING**, on "You Never Know" musical revue preview, tonight (WIP, 11:45 p.m.).

**DOROTHEA LAWRENCE**, soprano, interviewed by Glenna Strickland on Kitchen Kapers program, March 30 (WNEW, 11:00 a.m.).

**JAMES HEPBRON**, Managing Director of the Baltimore Criminal Justice Commission and Director of the Community Fund, on Baltimore Radio Forum, March 30 (WBAL, 4:45 p.m.).

**CHARLIE RUGGLES** on the Al Jolson program April 5 (CBS, 8:30 p.m.).

**CLYDE BURKE**, tenor, on the Instrumentalists program March 31 (CBS, 11 a.m.).

**ROCHELLE HUDSON** on the Kate Smith program March 31 (CBS, 8 p.m.).

**JANE FROMAN** on the Al Pearce show, from Kansas City April 5 (CBS, 9 p.m.).

**MARY JANE WALSH** on "Schaefer Revue," on April 7 (WEAF only, 7 p.m.).

**MRS. CLARK MINOR**, co-editor and publisher of Woman's Almanac, on Anlice Ives's Shopping Secrets, March 31 (WMCA, 11:15 a.m.).

**DOROTHY GORDON**, on Martha Deane program, tomorrow (WOR, 3:00 p.m.).

**UNA MERKEL**, **LIONEL BARRY-MORE** and **MAUREEN O'SULLIVAN**, on Good News program, March 31 (NBC-Red, 9:00 p.m.).

**ROY SMECK**, on Pat Barnes' show, April 2 (WOR, 8:30 p.m.).

**MARY JANE WALSH**, on the Schaefer Revue, April 7 (WEAF only, 7:30 p.m.).

**RUDOLPH GANZ**, pianist, on Kraft Music Hall program, April 7 (NBC-Red, 10:00 p.m.).

**AVAILABLE**  
**13 Years Radio Experience!**

•  
**ANYWHERE IN THE U. S.**  
•

LOCAL STATION—MAJOR NETWORK—MUSIC—PRODUCTION—PROGRAMMING—COPYRIGHT—SELLING—CONTINUITY—CONDUCTING—ANNOUNCING.

Write or Wire Box A-160, RADIO DAILY  
1501 Broadway New York City

## N. Y. Racing Starts Apr. 16 On Both CBS and WOR

(Continued from Page 1)  
clusive studio rights to all state tracks. WOR, however, is allowed to carry the broadcasts in New York, but must provide their own pick-up and announcer. Broadcasts will run through Oct. 1. Paul White, director of public affairs, will supervise the CBS broadcasts with "Johnny" Johnstone handling for WOR.

## Station Financial Setup Is Sought in FCC Probe

(Continued from Page 1)  
separate accounting for each individual station plus a report that will include the combined results of operation of all stations operated by such licensee.

## AKRON

Local feature, Main Street Opinions has resumed over WADC Tuesdays and Thursdays at 12:30 p.m.

"Red" Hagaman, of WADC staff and his two-year-old daughter, Marilyn, celebrated their double birthday anniversary recently.

WJW is dolling up its studios. Work to be completed within the next two weeks.

Bob Hanson, WADC announcer, will leave the station at the end of the month to join the staff of WHK-WCLE, Cleveland. He came to WADC last June from Otterbein College.

The A. W. McGraths, who produce the "Uncle Jim" programs locally have been asked to broadcast five sketches in behalf of the Youngstown Community Chest Drive. The Ohio State Medical Association also is planning an educational series supervised by the McGraths.

Workmen are partitioning off another small studio at WADC.

## Guyer Joins Korn Agency

Phila.—Sandy Guyer, WPEN announcer, formerly associated with WIP, Phila., has been appointed head of the newly organized Radio Department of the J. M. Korn Co., Inc. of Philadelphia.

Guyer assumes his new post immediately and will confine his activities to the new three-hour program of the Nevin Drug Company, to be heard daily excepting Sunday from WPEN at 9:00-12:00 mid. beginning April 11.

## BIRTHDAYS

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

Greetings from Radio Daily

Bertram Lebbor Jr.  
Frank Parker  
Virginia Rea  
E. C. Stodel  
Robert Strauss  
Paul Whiteinan

## ★ Coast-to-Coast ★

CHARLES J. LILLEY, editor and business manager of the "Sacramento Union," is now conducting "Mister Editor," a 15-minute commentary on current news over KROY once weekly. Leading citizens interviewed on each show.

KSFO, San Francisco, held a Yodeler-singer contest on its Wild West Revue, an early morning program sponsored by the Star Outfitting Co. Contestants, who were auditioned before the airing, received votes at the sponsor's stores. Winner was given a contract as permanent member of the cast.

Thomas Conrad Sawyer, author, traveler, commentator and observer, becomes a new feature over WBAL with his first program tomorrow at 12:05 p.m. Following his initial broadcast, Sawyer will be heard every Tues. and Thurs. at 12:05 p.m. Also featured on the program is Miss Ruth Jordan, beauty expert.

John L. Carpenter, who left KOIN, Portland, Ore., last Fall to take over

football and baseball broadcasting for the Tide Water Associated Oil Co. at Portland, has been promoted by the concern to advertising assistant in the sales department. From Portland headquarters, Carpenter will continue his popular sportscasting, but will have charge of all forms of advertising of the company in Washington, Oregon and Northern Idaho.

Large chunks of fun were in the two-and-a-half-hour show which WBT carried from Charlotte's Army Auditorium. Bill Schudt's station aired the convention of the North American Shrine Directors Association, whose business it is to have fun.

Norman E. Whittaker, formerly of the sales staff of WBZ and WBZA, has been appointed advertising and sales manager of New England's newest station, WHAI, Greenfield, Mass., owned by John W. Haigis, who was a candidate for Governor of Massachusetts in 1936. He assumes his new duties on April 1.

## Canadian Voltage Up CBC Informs Commons

(Continued from Page 1)  
Brockington, chairman of the board of governors, Brockington, in his report to the House of Commons Committee on Broadcasting, also took a slap at private broadcasters in declaring that they would never cover isolated districts and areas thinly populated. He declared that a 1937 survey had disclosed that three-quarters of the American population had no primary coverage.

Report also said that since the present corporation took office, Nov. 1, 1936, the total voltage of Canadian stations had been upped from 79,000 to 182,000 and that when plans were completed CBC programs would be available for all Canadian listeners. Brockington further stated that "unless calamity overtakes us" high power stations would be erected in the Maritime Provinces and Western Canada.

## WJR Mummies on Stage

Detroit — WJR's Charles Penman will take his Mummies to the Fox Theater in Detroit, starting the week of April 8, for a stage version of "The Hermit's Cave." Hermit has been on air for several years, this Winter under sponsorship of Carter Coal Co. A recent mail "bait" drew more than 36,000 requests for picture of cast, resulting in offer from theater.

## Kraft Adds 3 Stations

Kraft-Phenix Cheese Corp. on May 5 will add KGIR, KGHL and KPPA to its NBC-Red Bing Crosby program. J. Walter Thompson Co. has the account.

## Celebrations Planned By Twin City Stations

St. Paul—A series of technical developments, a number of special programs, salutes from "alumni" and notables of the area, and the importation of Uncle Ezra, the Hoosier Hot Shots and the "Rosedale" troupe will mark the 10th anniversary celebration of KSTP, Twin City station, this week-end (April 2-3).

Included among developments on the technical side will be the inauguration of the station's new 1,000-watt high frequency transmitter, now being rushed to completion in the station's shops and laboratories. The station intends to use it for special programs and for the daytime broadcasts of facsimile, recently inaugurated by the station on its regular wave-length.

Minneapolis—To mark the April 7 opening of its elaborate new studios WCCO has planned a day of festivities, climaxed by a CBS coast-to-coast broadcast.

Civic, cultural and business leaders throughout Minnesota have been invited to attend a preview of the new studios and executive offices and to witness a broadcast. Among the personalities to be introduced by Earl H. Gammons, general manager of WCCO, will be Mefford R. Runyon, CBS vice president; D. D. Davis, president of General Mills; Governor Elmer A. Benson of Minnesota; Mayor George E. Leach of Minneapolis, and Mayor Mark Gehan of St. Paul.

## WBAP's New Sustainer Heard From State Prison

(Continued from Page 1)  
attended by state and radio officials. General Manager Harold Hough, who spoke at the opening program, declared that the program's expenses were borne by the station and the Star-Telegram. George Cranston, WBAP manager, supervised the show, and Nelson Olmsted and Woody Woodford handled details.

## Manhattan Soap Account Expanding With Disks

(Continued from Page 1)  
more in the future. Conrad's daily KNX airings will be transcribed and sent to stations immediately following the live show. Millon Weinberg Advertising Co. has the account.

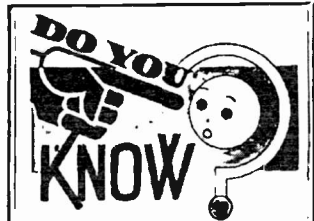
## BOSTON

Edith Lord Annin, from the Choate School in Boston, was awarded the \$25 prize in the Radio Prize Essay Contest over WORL. This contest, under the auspices of the Massachusetts Branch of the League of Nations Association, has been conducted over WORL for some weeks and the final decision of the judges was made from more than 150 essays which have been read over the air. The contestants were all members of the student bodies of private schools in Massachusetts. Miss Annin, who is fifteen years old was one of the youngest entrants.

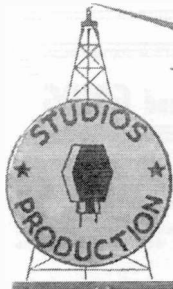
The first "Wing" of the newly organized Yankee network "Air Force" is about ready to try its newly found wings in its first solo flight. Five of the WNAC-WAAB announcers and operators, Johnny Moakley, Dana Fitzgerald, Henry Morgan, Tris Coffin and Andy Holtz, are taking weekly lessons in the hope of soon getting their pilot's wings.

## Spilker New WHBC Boss

Canton, O.—Under a reorganized setup S. A. Spilker has been named general manager of WHBC succeeding Clarence W. Hayes, who was in charge of the station for several years. Ralph Bruce is commercial manager, Wade Barnes chief speller and Kenneth Sliker, chief engineer. Tom McClowry is in charge of the station's exploitation.

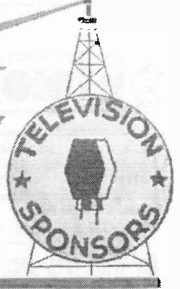


The invention making broadcasting possible and providing the foundation on which practically all forms of communication rest today was the three-element vacuum tube invented by Dr. Lee De Forest in 1906.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 61

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

FIVE CENTS

## Indies Will Meet AFM

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

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

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

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

### Ethridge Talks to Nets On Definite NAB Budget

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

### Ward Wheelock Looks At "Hollywood Hotel" Setup

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

### All 'Round Man

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

### Bend Down Mister

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

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

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

### WIL Case Denied Review By U. S. Supreme Court

Washington Bureau, RADIO DAILY Washington—The petition of the Missouri Broadcasting Corporation, operators of station WIL in St. Louis, for review of their case against the FCC was denied today by the Supreme Court. The High Justices upheld the decision. (Continued on Page 6)

### Pearce From Coast June 7

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

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

### "Fibber" McGee Renewal

S. C. Johnson & Son, through Needham, Louis & Brorby, on Apr. 12 will renew "Fibber" McGee & Molly" for another 52-week run on about 60 NBC-Red network stations, Tuesdays, 9:30-10 p.m. The repeat show on Apr. 26 will be shifted to the 12:30-1 a.m. spot. (Continued on Page 6)

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

### CIO UNION LOSES OUT ON ITS WABC PETITION

National Labor Relations Board has dismissed the American Communication Assn's petition for investigation and certification filed by the CIO union some months ago. Union claimed it should be the sole bargaining agent for WABC, while the network contended it did not represent the majority of the CBS employees in the nine stations run by the network. NLRB ruling makes the Associated Broadcast Technicians the sole bar- (Continued on Page 7)

### Carter and Warren Win Met. Opera Co. Contracts

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

### Nixes Casting Agency

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

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

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

## WCAU SPEAKER DRAWS OVER 20,000 REPLIES

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

### Stock Fraud Indictments

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

### Needed Ice

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



Vol. 3, No. 61 Tues., Mar. 29, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Associate Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(Monday, Mar. 28)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 1/2	114 3/4	116	- 1 1/2
Crosley Radio	6 1/2	6 1/4	6 1/2	+ 1/2
Gen. Electric	31 3/4	30 1/2	31 1/4	- 3/8
RCA Common	5 1/4	5	5	- 1/4
RCA First Pfd.	44 1/4	43 1/4	44 1/4	+ 1
Stewart Warner	7 1/4	7	7 1/4	+ 3/8
Westinghouse	72 1/2	70	71	+ 1
Zenith Radio	11	10 1/4	11	+ 1

**NEW YORK STOCK EXCHANGE**

Hazeltine Corp.	14	13 3/4	14	- 1/4
Nat. Union Radio	1/2	1/2	1/2	...

**OVER THE COUNTER**

	Bid	Asked
Stromberg Carlson	3 3/4	4 3/4

**Dr. Pepper Dixie Network Will Be Revised April 3**

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

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

**Monroe Set for Earle**

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

**BETTER BROADCASTS for BETTER BUYERS**

**WQXR**

**INTERSTATE BROADCASTING CO.**  
730 Fifth Ave., New York

**NETWORK SONG FAVORITES**

Following is an accurate list of performances for the week ending March 26 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Tipitín (Leo Feist Inc.)		36
There's A Goldmine In The Sky (Irving Berlin Inc.)		34
How'd Ja Like To Love Me (Famous Music Corp.)		27
You're An Education (Remick Music Corp.)		23
Thanks For The Memory (Paramount Music Corp.)		22
In My Little Red Book (E. B. Marks Music Co.)		21
Please Be Kind (Harms Inc.)		21
Whistle While You Work (Irving Berlin Inc.)		21
Always and Always (Leo Feist Inc.)		20
Love Walked In (Chappell and Co.)		20
Heigh Ho (Irving Berlin Inc.)		19
Let's Sail To Dreamland (Larry Spier Inc.)		19
On The Sentimental Side (Select Music Corp.)		18
Sunday In The Park (Mills Music Inc.)		18
Sweet As A Song (Robbins Music Corp.)		18
At A Perfume Counter (Donaldson, Douglas and Gumble)		17
I Can Dream. Can't I? (Marlo Music Co.)		17
Two Bouquets (Shapiro-Bernstein Inc.)		17
Dipsy Doodle (Lincoln Music Corp.)		18
I See Your Face Before Me (Crawford Music Corp.)		16
More Than Ever (Miller Music Corp.)		16

**Sto-Kol Campaign July 1**

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

**Dale Carnegie, Inc.**

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

**G. M. Canadian Program**

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

**Selling Keystone State**

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

**Sears Renews in Philly**

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

**COMING and GOING**

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

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

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

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

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

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

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

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

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

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

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

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

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

**If You Lived in Kalamazoo**

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

**MICHIGAN RADIO NETWORK**

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative



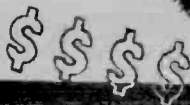
# SALES ECHO

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

*The Italian way!*

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

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



**WOV**

NEW YORK • 1000 WATTS

**WPEN**

PHILADELPHIA • 1000 WATTS

**WBIL**

NEW YORK • 5000 WATTS



THE INTERNATIONAL BROADCASTING CORPORATION

NEW YORK CITY



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

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

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

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

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

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

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

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

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

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

## DOROTHY DRESLIN

Lyric Soprano

### MAGIC MELODIES

Tuesday WJZ 7:45 P.M.  
Also heard  
Tues., Thurs., Sat. WJZ 8:15 A.M.  
Management NBC Artists Service



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

● ● ● Sunday nite at the Casa Manana, after other topflight performers did a turn, Jack Benny was called upon. From the moment he rose to answer the applause—till the second he left the stage, Benny showed the assemblage why he was great. In discussing Paul Whiteman, who was celebrating his birthday there, Jack pointed to Billy Rose sitting in a box—and said: "That's the 90 lbs. Whiteman lost!"...Val and Jim Foster, 18 and 17 respectively, sons of Gen. Mgr. A. S. Foster of WEW, St. Louis, are learning the radio game from the ground up, under the watchful eye of pop. ...After school each day they relieve at the telephone switchboard, run errands and lick stamps—the latter act being heartily approved by the elder Foster, who says it ruins their appetites and keeps them from eating so much dinner at home....Betty Underwood's father, (she's the singer with Samuel Benavie's orchestra on WJR, Detroit) won \$2,300 on the Irish Sweepstakes, and turned over that sum to her to further her operatic ambitions. After her initial show the other nite, WJR program men predicted a great future for the young lady.

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

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



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

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

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

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

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

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

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



## 6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

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

## John Blair & Co.

CHICAGO NEW YORK DETROIT  
SAN FRANCISCO LOS ANGELES SEATTLE



**ORCHESTRAS  
MUSIC**

By TED LLOYD

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

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

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

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

**WROK IS THE**

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

**NEW PROGRAMS—IDEAS**

**CKY's Educational**

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

**Revives Stock Co.**

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

**Carter and Warren Win  
Met. Opera Co. Contracts**

(Continued from Page 1)

ques were presented to the winners by the sponsors of the NBC program, Sherwin-Williams Paint Co. Philip Ducey and Kathleen Kersting were given honorable mentions and have an excellent chance to join the "Met" soon. A total of 707 contestants were heard in the auditions which ran over a period of 26 weeks.

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

Warren is heard on several spots weekly on WOR.

**Dyer Licenses Erpi**

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

**Mutual Airing Bowie Races**

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

**New Baseball Slant**

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

**More Vox Pop**

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

**Character Reading**

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

**Will Drop Commercials;  
Reiterates CBC Chairman**

(Continued from Page 1)

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

**WSMB Signs with AFM**

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

**REEVES  
SOUND STUDIOS, Inc.**  
Complete Transcription  
and Film Service

1000 Broadway, N. Y. C., Circle 8-6686

**GUEST-ING**

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

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

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

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

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

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

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

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

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

**GROMBACH PRODUCTIONS  
INC.**

113 West 57th St., New York

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

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

Agency ideas developed by studio experimentation to production of audition.

Permanent staff—private studios—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone Circle 6-6540

Exclusive Representatives for outstanding free-lance writers and directors.

## INDIE COMMITTEE WILL CONFER WITH AFM EXECS.

(Continued from Page 1)

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

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

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

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

### Afternoon Session

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

## RADIO PERSONALITIES

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

### A. B. CHAMBERLAIN

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

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



Feeds CBS' Web

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

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

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

### WIL Case Denied Review By U. S. Supreme Court

(Continued from Page 1)

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

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

### Betty Goodwin Resigns

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

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

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

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

### Ward Wheelock Looks At "Hollywood Hotel" Setup

(Continued from Page 1)

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

### Bosco Renews on WOR

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

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

## NAB MEETS TOMORROW TO PICK PAID PRESIDENT

(Continued from Page 1)

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

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

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

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

### Florida Group Changes In CBS's New Rate Card

(Continued from Page 1)

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

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

### ANA's Closed Meeting

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

**PROGRAM REVIEWS**

**"CAMEL CARAVAN"**

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

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

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

**Family Life**

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

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

**Voice of Experience**

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

☆ **PROMOTION** ☆

**Modern Train Campaign**

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

**WIS Booklet**

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

**800,000 Ears**

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

**WSIX School Stuff**

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

**KGKO Newspaper Campaign**

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

**NLRB Denies ACA Plea To Lead WABC Employees**

(Continued from Page 1)

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

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

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

**Battery Campaign**

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

**WKRC's "Schmaltz"**

"schmaltz," with credit to Deems Taylor, is the title of a 24 page 6 x 12 inch booklet sent out over the week-end by WKRC. Promotion piece tells the success story of Kitchen Klenzer which is now selling a case of its product in Cincinnati for every can it sold before it went on the station. Program that did the job was a women's show, "Meet the Missus." A letter, signed by John McCormick, general manager of WKRC, stated that "local advertisers buy 50 per cent more time on WKRC than on all other local stations combined!"

**Local Service Plugged**

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

**"Lone Ranger" Merchandising**

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

**WCAU Speaker Draws Over 20,000 Replies**

(Continued from Page 1)

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

**Medical Society on Air**

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

**NEW BUSINESS**

Signed by Stations

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

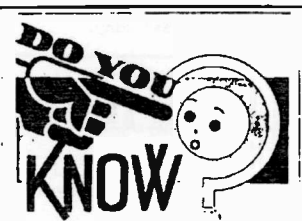
WFAS, White Plains: Gardner Nursery Co. (seeds), ETs, through Northwest Advertising Co.; Suburban Laundry Co., All-Request Club participating program and announcements; Prospect Supply Co. (Liberty Foods), Liberty Melody Winners programs ETs; Rockefeller Nash Co. and associated dealers, announcements.

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

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

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

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



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

## PHILADELPHIA

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Spring Gets 'Em

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

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

Greetings from Radio Daily

March 29

Joe Cook  
William H. Ensign  
Harry Von Tilzer

## ★ Coast-to-Coast ★

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## BOSTON

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

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

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

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

## AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

## INTERNATIONAL PRODUCTION STUDIOS

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



Columbus 5-7366-7

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

My dear Mr. Williamson:

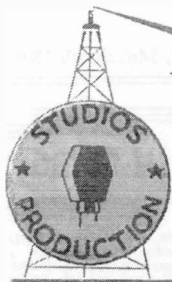
According to NBC's figures, of the 19,400 programs broadcast during 1937, 11,476 were musical. The reason for bringing these figures to your attention is merely to impress upon you the importance of perfect recording of the musical portion of your programs.

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

Very truly yours,

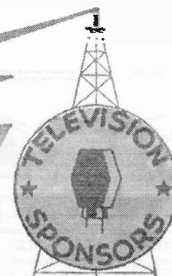
Kenneth W. Howard  
Sales Manager.

KWH/amh



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 62

NEW YORK, N. Y., WEDNESDAY, MARCH 30, 1938

FIVE CENTS

# Indies Win AFM Respite

## SOUTHERN GROUP MEETS TO DISCUSS PROGRAMS

Louisville—Many of the nation's leading educators, radio specialists, and sociologists will converge upon the little Kentucky mountain hamlet of Gander, the last week-end in April, to hear mountaineers discuss radio programs, and participate in forums relating to education by radio. The occasion will be the first annual conference of the 27 directors of the Radio Listening Centers that the University of Kentucky has established in the eastern Kentucky hills. The purpose of the conference is to

(Continued on Page 2)

## Action Against Gibbons Is Settled Out of Court

Three suits filed by Charles O. Locke, script writer, against Benton & Bowles Inc., Colgate-Palmolive-Peet Co., and Filoyd Gibbons, asking \$250,000 damages against each defendant, have been discontinued. Litigation was settled out of court and no money was paid.

Locke instituted the suits in Jan. 1937, charging Gibbons had damaged his reputation as a careful workman by over-dramatizing a script written by Locke describing the Ohio river

(Continued on Page 2)

## KGGM Signed by CBS

KGGM, Albuquerque, owned by the New Mexico Broadcasting Co. has signed up with CBS. Rate will be \$125 per hour and station will join the network before fall.

A. R. Hebenstreit, owner of the station, negotiated the deal. KGGM is a 1,000 wattier operating on 1230 kcs. It is the 114th CBS outlet and is the only station web has in New Mexico.

## Fem Operator

Chicago—Helen Pardini, deputy sheriff and secretary to Sheriff Lawrence Doolittle of Lake county (Waukegan) has been granted license as radio operator by FCC. Miss Pardini is first woman in country to be licensed as a police radio operator. She'll send messages to sheriff's squad cars.

## AFRA DROPS CHARGES IN KSD LABOR DISPUTE

American Federation of Radio Artists yesterday announced that charges filed with the NLRB against station KSD in behalf of Richard Pavey have been dropped due to the reinstatement of Pavey with all rights and privileges to take place as of May 4 with full back pay. The Pulitzer Publishing Co., owners of KSD, have been notified of AFRA's action by special communication from Henry Jaffe, general counsel.

## Court's Decision Voids Songwriter's Contract

Exclusive-writer contracts between publishers and songwriters of the average type which virtually guarantees the writer nothing were declared iniquitable by N. Y. Supreme Court Justice William Miller who dismissed the action brought by Joe Davis, Inc., publisher, against Brunswick Records, Inc., Master Records.

(Continued on Page 2)

## Gene Furgason To Move Main Offices To New York

Gene Furgason will headquarter in New York in place of Chicago after May 1. The station rep. exec. is now contacting stations he represents on the west coast and Cliff Sleinger will leave the Chicago office to work with Jim Wade until Furgason returns.

## Non-Network Outlets Get Until Apr. 20 To Gather Data For Negotiations; Committee Seeks NAB Aid

## LEVY REJOINING NAB PRAISES ASCAP PACT

Phila.—Return of station WCAU to membership in NAB signified last week by both Dr. Leon Levy, Pres. of WCAU and Isaac Levy, The former issued a statement yesterday in which he criticized the paragraph in the NAB circular asking stations "not to join if they are satisfied with the present Ascap contract". The statement read in part: "My brother and I believe that the author of that paragraph has not been fair with the broadcasters inasmuch as they fail to fully explain the meaning of 'satisfied with the present Ascap contract'. Perhaps its author is the one who urged the broadcasters to

(Continued on Page 2)

Committee representing the independent Broadcasters of the NAB paid a visit to the AFM Executive Board yesterday and came away with a definite truce until April 20, after which negotiations will get under way for the purpose of establishing a yardstick upon which to gauge methods of putting back additional musicians to work in the non-network outlets. Headed by Lloyd C. Thomas of WROK, the committee put their cards on the table and explained the problems as they confronted the non-network stations and expressed a willingness to work together with the AFM and make a deal as soon as time

(Continued on Page 3)

## EDUCATIONAL PROGRAMS UNDER NEW WBBM DEP'T

Chicago—H. Leslie Atlans, vice-president of CBS, has announced creation of a local department of education for WBBM with Mrs. Lavinia S. Schwartz, prominent in Chicago civic, social and educational activities as director. Mrs. Schwartz will supervise such programs as "Your Neighbor and Mine" sponsored by Chicago Council of Social

(Continued on Page 2)

## Paramount May Sponsor Air Show to Plug Flicker

West Coast Bureau, RADIO DAILY Hollywood—Paramount studios is considering sponsoring a 13-week air production to tie in with its flicker, "Men With Wings". If plans go through Bob Redd will produce the show, which will bow out about the time the film is released nationally.

## NBC Supp. Groups Lose Identity In Network's Interchange Plan

## Ford Sun. Concert Hour Starts Final 13 Weeks

The Ford Sunday Evening Hour will enter its final 13-week session of the current season Sunday, and will feature Jose Iturbi as conductor in place of Sir Ernest MacMillan. Nelson Eddy will appear as soloist for the one broadcast only. Program, which fades from the air annually, is usually replaced by another Ford airing, but as yet no plans have been made to retain the Sunday night spot for the fall.

In its most revolutionary move of recent years, NBC yesterday announced details of its revision of the entire supplementary groups set-up; to wit: on and after Apr. 15, all supps become available to both the Red and Blue networks. Even the Pacific Coast stations will lose their former identities, being known as groups 14 and 15 hereafter.

Network for the past few years has spent much money on impressing it upon the public that NBC owns two national networks, but new ruling, to all practical purposes, makes it one.

(Continued on Page 3)

## Grobe With De Clerque

Chicago—Albert J. Grobe who recently resigned as space buyer for Reincke, Ellis Younggreen and Finn agency, has joined Henry De Clerque, Chicago rep firm.

## Fast Thinking

Resorting to originality when suddenly confronted with 15-minute to fill and no program at the World's Fair grounds, Richard Brooks, WNEW commentator, filled the time with a complete description of the site from a miniature exposition model on the desk of Commissioner Grover Whelan.



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

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## FINANCIAL

(Tuesday, Mar. 29)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	112	112½	-3½
CBS A	14½	13½	13½	-1½
CBS B	12	13	13	-1½
Crosley Radio	6	6½	5½	-1
Gen. Electric	31	29	29	-2½
RCA Common	5½	5	5	...
RCA First Pfd.	44	40	40	-4½
Stewart Warner	7½	6½	6½	-1½
Westinghouse	65	65½	65¾	+5¼
Zenith Radio	10½	9¾	9¾	-1½

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	13½	13½	-½
Nat. Union Radio	¾	¾	¾	-½

### OVER THE COUNTER

Stromberg Carlson	Bid	Asked
	3¾	4¾

## Agency-Sponsor-Artist Suit By Locke Settled

(Continued from Page 1)

flood conditions. Broadcast was aired from WLW over NBC.

C-P-P was the sponsor of the show and Benton & Bowles was the agency, hence they were also named as defendants. Locke has executed general release which frees the defendants from any possible future claims. Gibbons and Benton & Bowles suits were pending in New York Supreme court; C-P-P case was in New Jersey Federal court.

## Pedlar & Ryan Undecided

Successor to Sheldon Milliken, who resigned as Pedlar & Ryan's time buyer has not been selected as yet. Agency is still interviewing applicants, but a decision is expected this week. Milliken resigned because of ill health.

Spent yours  
Where the Money is!

COVERS THE  
CAPITAL DISTRICT

**WABY**

ALBANY, N.Y.

## Levy Rejoining NAB Praises Ascaph Pact

(Continued from Page 1)

pay both Ascaph and the Warner Bros. for the same music. However, we have taken exception to that paragraph and feel the main reason for our joining the NAB is the desire for the renewal of that contract with Ascaph.

Dr. Levy further said that most of those now directing the activities of the NAB were sincerely trying to do some house cleaning necessary before the NAB will be able to function efficiently. He paid a tribute to men of the Mark Ethridge type. In conclusion, Dr. Levy said, "If the NAB proves worthy, it will have no stronger or more loyal boosters than my brother and myself. In its application to the NAB, WCAU promised to remain a member with the understanding that the organization will prove itself of value to its members."

## Southern Group Meets To Discuss Programs

(Continued from Page 1)

better acquaint the Listening Center directors with existing programs of value, so that they may operate their centers to the greatest possible benefit for the people of their communities. There will be discussions relative to the merits of programs now on the air, from the standpoint of a large group of Southern Appalachian listeners and radio executives. The University of Kentucky has maintained a regular broadcast schedule over WHAS, Louisville, since 1929, but the listening center system, by which radio receivers were placed with responsible persons in remote portions of the mountains, was not established until 1933. The 27 existing "Listening Posts", where mountain families can come and enjoy cultural, educational, and recreational programs, are located in community centers, general stores, post offices, schools, and private residences.

## Special Sports Studio

NBC is building a special studio in the new department for use by Paul Douglas when he starts his Chesterfield sports series on Apr. 18. Studio is close to the news teletype machines, so that latest news reports may be handled quickly.

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

## New Educational Dep't Is Inaugurated by WBBM

(Continued from Page 1)

Agencies, "Let's Hear Your Side," "Northwestern University Bookshelf," "Modern Medicine," "Occupational Research" and all women's programs. Mrs. Schwartz is a graduate of Vassar and has been president of the Chicago Woman's Aid. Her activities will be co-ordinated with those of Hal Burnett, director of public affairs for WBBM.

## Court's Decision Voids Songwriter's Contract

(Continued from Page 1)

Inc., and Bert Shefter, songwriter and radio pianist. Davis charged that Shefter et al broke the exclusive writer contract with him and sought to enjoin the composer from playing his own songs on the air, making records or otherwise disposing of such compositions whether records or transcription use. The record companies were automatically released from the suit when the court decided they had no knowledge of the contract in question, between Davis and Shefter.

Davis' contract with Shefter was also an exclusive management pact, but Justice Miller in his decision said there was no equity or mutuality because Davis did not guarantee Shefter enough to live on, excepting \$300 annually provided he saw fit to accept a certain number of compositions, any of which submitted, he had the right to reject. Davis it is alleged placed restrictions on the Shefter numbers so that they could not be played on the air, although the composer himself, is not an Ascaph member. With few exceptions, the Shefter type of contract is in effect, excepting with some of those dealing with large publishers with motion picture affiliations. Reuben Caidin, was attorney for Shefter.

## "Lone Ranger" in Boston

Health Air Inc. has signed to sponsor the MBS "Lone Ranger" in Boston. WAAB is airing the show.

THE LEAN IS TO WBNX

1916-1935  
44½%

1937-1936  
31%

WBNX NEW YORK  
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

## COMING and GOING

HOWARD S. FRAZIER, president of WSNJ, CHARLES CALEY, WMBD sales manager; J. THOMAS LYONS, commercial manager of WCAO, and FATHER WAGNER, manager of WTAQ, Green Bay, are in town.

W. W. ZAHNRDT, vice-president of Kelly, Stuhlman & Zahndt Inc., is visiting here.

VERNON H. PRIBBLE, WTAM's manager, MRS. PRIBBLE and BOB OATLEY, station librarian, are back from a Florida vacation.

LLOYD THOMAS, HENRY McNAUGHTON and C. ALDEN BAKER leave N. Y. for Washington this morning to confer with the NAB board.

GEORGE VAN EPPS, guitarist on the Gulf program, leaves Hollywood Monday for New York on an extended vacation.

JOHN C. GUDE, CBS manager of station relations, left yesterday for a visit to KFH, Wichita, Kan.

ART VAN HARVEY, "Vic" of Vic and Sade, has returned to Chicago.

MARY PICKFORD sails tomorrow on the Normandie for England.

## Buys 18 Hours In Philly For Nevins Drug Account

A total of 18 hours weekly has been signed by the Nevins Drug Co. of Philadelphia on WPEN. J. M. Korn Company, agency, and Hyla Kiczales, WPEN's general manager, signed the contract this week. Campaign, one of the most extensive in Philadelphia, gets under way April 11. Will run from 9 p.m. to midnight, Monday through Saturday.

All 65 Nevins outlets will aid in merchandising the program, and newspaper ads, store and window displays, throw-outs and hand-bills will be used. Broadcasts will be from the WPEN auditorium which seats 750 persons. Admission will be by carton or wrapper of any products sold by the participating sponsors.

The RIGHT SPOT

..... for Sales is Oklahoma!

● Babson and other economic authorities point to Oklahoma where business men, in all times, report good volume... and WKY is the right spot for your advertising to cover the nation's brightest sales-spot.

**WKY**

OKLAHOMA CITY

Representative—The Katz Agency, Inc.

## WEBER GIVES NON-WEB GROUP TIME TO APRIL 20

(Continued from Page 1)

would allow. The Executive Board of the AFM was in session and following the conference, Thomas stated that he found the board very amicable and that Pres. Joseph N. Weber proved to be a reasonable and sympathetic person.

Three members of the Independent Broadcaster Committee are leaving for Washington today to ask financial and legal assistance from the NAB. They are Lloyd C. Thomas, M. A. McNaughton of WTBO, and C. Alden Baker of WRNL. Thomas said yesterday afternoon that it was to be expected, there was considerable work to be done, as in the case with the IRNA. Stations will have to cooperate and fill out questionnaires so that the committee can inform the AFM of the Independent's ability to pay for musicians or inability to pay, as the case may be. Various other data will have to be supplied. Date of April 20, is believed to be tentative and that more time will be given if absolutely necessary for the negotiations to start. There are 384 non-network stations.

Transcription representatives also met with the AFM yesterday.

### Pittsburgh Complications

Serious aspect to the Independent Broadcasters' meeting at the New Yorker last Monday turned up when it was learned that certain local stations in Pittsburgh are now placed "in the middle" of a musical unionization war involving the two leading unions, AFL and CIO.

With the AFM all powerful in practically all parts of the country, and the one union in the entertainment field that to date has been able to maintain its power, the CIO is now starting its first organization drive in the field with a local composed of 80 men in the Pittsburgh area. Attempts have been made to put men to work in all of the five stations in Pittsburgh, but to date have been unsuccessful.

Just what other activities on the part of the CIO in the musical field are not as yet known. However, it is believed that the Pittsburgh unit is the largest local of the CIO. Methods to be used in weaning away musicians from the AFM are also not known. CIO will have very few topnotch musicians to pick from in the unorganized ranks, and must resort to recruiting from AFM if it is to exist.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## ☆ PROMOTION ☆

### KSTP's Educational Aid

The first collection of pioneer folk songs of Minnesota, which will be placed in the state historical society, has just been made as the outgrowth of KSTP's first northwest educational broadcasting conference, held here last fall.

### Auditorium for Amateurs

The San Antonio municipal auditorium will be used to present KMAC's one-shot amateur show for children. Program, which will have sixty youngsters chosen from a regular Sunday broadcast titled Juvenile Stars, was publicized by placing 60 window cards of each contestant in prominent places about town with an 8 x 10 photo made by the sponsor-photographer on each placard.

### RCA Boosts Records

RCA-Victor satisfied with the success of their 45-minute program over KYW, called "Music You Want" has taken additional time on the station with a new program called "Music As You Like It." Both programs will plug the recordings of companies' artists. The older program of "Music You Want" will continue to play the classics and semi-classics as formerly. These two programs will be the only disks programs on the stations, as the only other wax-

ings used by the station are Et's. The new program will probably fall into the exemption allowed the old one by NAPA, which ruled these programs are primarily to promote the sale of recordings and therefore the station need not be licensed by them.

### CKWX Folder

An appropriate tie-up with the name of a sponsor was used by CKWX, Vancouver, in a station promotion folder. Folder, printed on blue stock with dark blue ink, begins with a success story about ZIP, product of a confection manufacturer using the station and follows with the suggestion that the station can do a zip of a job for prospective advertisers, and closes with a dealer testimonial letter.

### Another Kiddie Angle

A new angle to the variety program is to be found in the "Good Deed Club of the Air", heard over WOV, New York. Miss Ann Rohling, social worker, has designed an educational variety show for children. Presented at 9:45 Saturday mornings, the airing consists of both inspirational and educational talks as well as an exciting "Jungle Jim" serial and is emceed by a 14-year-old radio actress.

## Canadian Stations May Use All News Services

Montreal—News broadcasting was discussed by the Parliamentary Committee on Broadcasting in Ottawa. L. W. Brockington said broadcasting stations were permitted to use Canadian Press news which was provided free of cost, news gathered by local newspapers, and news gathered by the stations themselves. Other services could be used by special permission.

"I would like to see news from Canadian sources monopolized but only because it is more attractive and put up in better shape," Brockington said. "We have not thought it desirable to prohibit use of news from any particular sources, but had thought it desirable to retain control over it."

### Club Dines Barbirolli

Lotos Club will give a dinner tomorrow to John Barbirolli, conductor of the Philharmonic-Symphony Society of New York, on the occasion of the completion of his first year as permanent conductor of the orchestra. Among those who will gather to do him honor will be Mayor Fiorello H. La Guardia, Sir Gerald Campbell, British Consul General in New York, Mr. & Mrs. Arthur Judson, Mr. & Mrs. Theodore Steinway, Dr. Walter Damrosch & Mrs. Damrosch, Deems Taylor, Mme. Olga Samaroff Stokowski and others.

## NBC GROUPS AVAILABLE TO EITHER RED OR BLUE

(Continued from Page 1)

network with flexible coverage to fit the advertisers appropriation and market requirements.

Entire set-up is explained in a letter, signed by Roy Witmer, vice-president of sales, which was sent out last night to all agencies and sponsors along with the new rate card, No. 24. All rate data is printed on one card with the supplements being referred to by number.

On the new card WMBG, Richmond, has been increased from \$120 to \$140 per hour; KGU, Honolulu, has been cut to \$160, and WMPS, Memphis, is quoted at \$140. It formerly was rated at \$160.

New set-up has been in-the-works for some time. The development of the General Mills and Chesterfield business is thought to have hurried the decision. Network made presentations to both sponsors showing that under the new plan they could deliver more wattage than CBS. It is also understood that where a supplementary station cannot clear time, sponsor has the option of taking the second NBC station in the city.

Trade is wondering how this new move will affect the NBC's contracts with the stations. Sups, it is pointed out, signed to represent either the Blue or Red network in the territory, but now find they are, in some instances, "second choice."

# MICHIGAN

## TEST ANY WORTH WHILE PRODUCT

- on 8 Stations
- in 8 Major Cities
- on 1 Complete Network
- at One Low Cost

## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative



**KFI** initials a new remote from the Ambassador Mon. night at 9, with the advent of "Reminiscing at the Coconut Grove," an idea of Walter Johnson of MCA which employs Stanley Smith as emcee and a peripatetic mike through which diners may request old old favorites from Herbie Kay and the orchestra. Contest angle attached awards free meals at the Grove to letter-writers requesting oldies and giving most interesting sentimental reasons for the number lingering in their memory.

The Los Angeles Adult Evening College now has a Friday night program on KFAC at 9:30, with students offering tabloid radio dramatizations of old time stage successes. Current week's presentation was "Coquette."

Eddie Lyon returns to the announcing staff of KMPC after having been three months or so with KHJ-Don Lee.

### Fruit Growers Campaign

California Fruit Grower's Exchange will sponsor a \$2,000,000 advertising campaign during the coming season in behalf of Sunkist Oranges and Lemons it was learned yesterday with radio set for a major slice of the money. Although plans are still in the formative stage, it is believed that campaign will be run nationally via spot announcements. Continuity will give reasons why sponsor's products are best, and will receive major plugging throughout the season from all media.

### Percy Winner on WQXR

Percy Winner, journalist and commentator, will go on the air for WQXR on Tue. and Fri. from 6:45 to 7 p.m. as a "news analyst" to answer the questions of listeners based upon events in the news.

Winner, a former foreign correspondent, was until recently director of the International Division of the National Broadcasting Company in charge of short wave services. He was also a national political commentator for CBS during the last presidential campaign.

### Wax "Veteran Pilot"

Chicago — Blackett-Sample-Humert agency has waxed a new dramatic serial, "Veteran Pilot," an aviation story. Show uses a cast of 18 persons. Production was handled by Fritz Blocki.

LISTEN TONITE TO  
**DORIS RHODES**

6:05 P. M. WABC-CBS Network

MANAGEMENT  
COLUMBIA ARTISTS, INC.



● ● ● **PERSONAL Postcards To:** Donald Flamm, proxy of WMCA: Understand that you are lining up the alumni to be guests on the initial show from your new studios. Hope you won't forget to invite A. L. Alexander, who was part and parcel of your outlet during the earlier days....Edgar Bergen: Mae West will receive \$12,500 per week when she appears on the stage of the Loew's State....Toots (Tavern) Shorr: Lennie Kleckner, son of the proprietor of Dave's Blue Room, became a press agent yesterday....Abe Lyman: Your manager, Harry (Whipperwhill) Weinstein, must defend himself in Jersey for smacking a guy's car last summer....Harry Van Zell: "You'll return to the Gull series with Baker: who'll have Ed Smalle's Seven G's on the show also....Vincent Travers: Robert Golden, musical director for WCAU, Philly—the spot you had, will do six shots on the Penn State "On Parade" commercial....Phil Harris: Leah Ray, who vocalized with your band until the Big Chance—and the other day married Sonny Werblin at MCA—didn't have a honeymoon. Her husband was at the office yesterday....Walter Winchell: Gabriel Heatter's daughter Maida, joins our humble racket this week—doing a column about the fashions worn by celebrities in hot spots—with her own illustrations!

● ● ● **Stan Shaw:** Recently in another part of this paper you were referred to as having the most entertaining show on the air today. Well, we just got word from KVOO, Tulsa, stating that their "The Oil Night Club" (which has Glenn Condon, who was founder and editor of the Vaudeville News, as conductor) was just as entertaining and received mail from all parts of the world. Glenn is assisted by Dr. Henri Clayton and the show's on weekly, using records the first half hour and bands the balance of the time. Seems they have loads of fun entertaining all night workers in those thar' parts....We just received a "fully paid up" life membership in the club and now awaiting "our change" for the "dues"!

● ● ● **Janet Gaynor:** Charles Farrell, who appeared in "Seventh Heaven" and other flickers with you, has been offered the lead role in a dramatization of a series of romantic playlets under the sponsorship of a NY cosmetic concern....Harry Cohn: Without material the greatest comics can lay eggs—the same as the greatest writers must be comics. Best example is the combo of Benny and Fred Allen Sun.—sans material....Fannie Brice: Writer Sam Moore and Announcer Ted Pearson have been renewed for the balance of the "Good News" series....Doris Rhodes: You should be dubbed "CBSiren"....Lawrence Lowman: Understand that your CBS staff is raving about a script musical show called "Manhattan Symphony" but budget matters may prevent it from going sustaining....Gene Krupa: The other a.m. Jackie Cooper, the kid star, jammed with Louis Prima's band of the Famous Door and Ramona said he was sensational!....Goodman Ace: Understand that you've been taking elocution lessons—in the hope that you'll be called upon to make a speech for the newsreels—as a sweepstakes winner.

● ● ● **Ely Culbertson:** Ellis Atterberry, general manager for KCKN, Kansas City, and his wife have introduced the new Royal bridge played with 65 cards out in their city....Guy Lombardo: Ralph Slade, genial maestro of "the sweetest band in lowland," took a trip to Chicago the other day and came back with a new Celeste tucked away in the back seat. Don Wilson, pianist with the band featured over WMT of the Iowa Network, was given the task of tinkling the bells....As a result Slade is flooded with requests from dancers to examine the instrument whenever and wherever he plays....Band found it necessary to move Celeste playing Wilson up to the front of the platform in order not to interrupt the band while rubber-necks gazed on the bell-ringer!



**FANS IN CHICAGO** stadium attending Joe Louis-Harry Thomas fight Friday, April 1, will hear a broadcast over NBC of the Apostoli-Glenn Lee fight from New York from 9 to 10 before the Chicago affair starts. The Louis-Thomas fight then will be piped east for New York audience at Madison Square Garden fight. "Empires of the Moon," new dramatic series, will be introduced on April 10. William Hodapp, former instructor in acting, drama writing, poetry and scenario writing, and now member of NBC continuity division, is the author.

Charlie Lyon, NBC announcer, and wife leave April 5 for ocean trip to Bahamas, Venezuela, Porto Rico and Panama. They will be gone three weeks.

A young lady purred up to Boris Karloff the other evening and inquired, "What is the theme song of "Lights Out"? "Gong With the Wind Machine," Karloff answered unsmilingly.

Martha Perry is gal singer with Lou Breese outfit which breezes into Chez Parce along with Harry Richman next Thursday evening. Spot has an NBC wire.

More than 2,000 "Breakfast Club" fans wrote in following Don McNeill's recent handling of show from his bed at home suggesting that he always do it that way. Don is for the idea but execs have vetoed suggesting since it involves wire charges from studios a considerable stretch to his home.

Evelyn Eby and Reginald Bedford, two-piano team of Saskatoon, Sask., making guest appearance on NBC Jamboree here. They made their American bow in concert hall here week ago to plaudits of local music critics.

Charles Hotchkiss of NBC local sales staff and Carol Jaquith of Los Angeles to be married Saturday, April 2.

### "True or False" Adds CFCF

"True or False", Monday night Mutual show sponsored by J. B. Williams, has added CFCF, Montreal, to its list of stations. Makes the first Mutual commercial on the CBC.

AVAILABLE

13 Years Radio Experience!

ANYWHERE IN THE U. S.

LOCAL STATION—MAJOR NETWORK—MUSIC—PRODUCTION—PROGRAMMING—COPYRIGHT—SELLING—CONTINUITY—CONDUCTING—ANNOUNCING.

Write or Wire Box A-160, RADIO DAILY  
1501 Broadway New York City



**ORCHESTRAS  
MUSIC**

By TED LLOYD

**B**ECAUSE TWO PICTURE music firms decided to take it upon themselves to alter the system of tabulating song performances without consulting the smaller fellows in the industry, Lou Diamond, head of Paramount Pictures' music firms, Famous and Paramount, did an about-face on Jack Robbins and Buddy Morris, who heads the Warner music interests. . . . Originally one of the instigators of the revampment reported here last week, Diamond learned that there was opposition to the proposed plan and wanted to give the squawkers a chance to voice their opinions before railroading a measure so important. . . . After a series of off-again, on-again discussions, it was decided to wait a few days. However, Robbins and Morris, feeling that Diamond was with them, decided to go into the proposed change over the week-end. . . . Reading here Monday morning that the plan went through, Diamond notified the two other publishers that he wouldn't enter into any such agreement now, because he wasn't consulted. . . . As it stands now, music firms tied up with flicker companies (except Paramount) use one system for tabulation of performances, while others use the 5 p.m. till 1 a.m. on WABC, WEAf and WJZ count!

Eddie Holly, vocalist with Barney Rapp's band, has been signed for a year by Abe Lyman. . . . With Jimmy Dorsey's crew at the New Yorker, old time movies will be shown at the supper shows on Sunday nites. . . . Joe Rines will be the featured musical attraction at the St. Regis roof when it opens to the public May 5th and will be billed as "Mr. Joseph Rines" and his Music.

Frank Parrish is leaving Abe Lyman to go with Ramona's new band. . . . Orrin Tucker is being screened by Warner Brothers this week. . . . Kay Kyser opens at the Pennsylvania Roof June 1st with a Mutual wire. . . . Ozzie Nelson has been renewed for another 13 weeks on the Peg Murray show. . . . Mark Warnow will revive his famous Blue Velvet orchestra this summer.

**Smith on Atlantic Sports**

Pittsburgh — Chet Smith, sports editor of the Pittsburgh Press has been signed by the Atlantic Refining Co. to handle the sportscasting over WJAS during the spring and summer. N. W. Ayer & Son has the account.

**UNIVERSAL**  
RIBBON MICROPHONES  
An all-purpose microphone. Plug in and use. Unconditionally guaranteed.  
MICROPHONE DIVISION  
UNIVERSAL MICROPHONE CO., LTD.  
424 Warren Lane  
Inglewood, Calif.

**PROGRAMS—REVIEWS**

**"SPY AT LARGE"**

Sustaining on

WJZ-NBC network, Sun. 8-8:30 p.m.

UNUSUALLY ENGROSSING DRAMATIC SERIAL MAKING THE LISTENER PLAGUED TO TUNE IN FOR MORE NEXT WEEK.

"Spy at Large" is one of those international yarns that have every stamp of authenticity and gives the listener the impression that it is true and everything is official. The very daring material is in itself surprising inasmuch as the delicate situation now existing between nations would seem to make it a touchy proposition. For this reason alone it appears to the average dial twister that Washington itself is backing the series. First program started the story of the stolen plans exchanged between Great Britain and the United States. The former turning over the Singapore harbor defense plan such as location of mines, while the latter handed over that of Pearl Harbor, to be used in case of emergency and in the event of a war with an Eastern power, Japan.

At any rate both the American and British safes holding the exchanged plans are rifled and a famed but erratic "scientist" is induced to pick up the chase. His specialty is counter-spying if anything. Opening of the program mentions the absolute and unexplained disappearance from the world of an ocean-going ship from the harbor of San Francisco and then seeks to work out the possible solution. Next installment, however will continue the intrigue of foreign powers, which it seems is like propaganda, but supposedly necessary. The production and continuity is second to none, on "Spy at Large."

**Zenith Foundation**

Farewell performance of the Zenith Foundation program on CBS Sun. 10-10:30 p.m., further revealed excellent showmanship in presenting items that are not at all new, but safe in that well-known authors and other authorities are used from the records. Six definite conclusions have been drawn, it was said and these were: People receive telepathic impulses in moments of danger; vary in individuals; distant or space no factor; occur frequently in matters concerning blood relations or loved ones; time is no factor, and age is no material factor. Listeners were asked to continue to write to the Zenith Foundation despite the program being off the air since it would return in the fall and the Foundation would continue its findings. Complete further research would be necessary before final reports could be made. Answers to the chime impulses were mostly correct notwithstanding the fact that the chances for the correct answers were "1 to 10 plus 18 ciphers". Commander Eugene MacDonald offered a few words himself as well as Dr. Harlan P. Stetson being switched in from New York.

**"PHIL COOK'S ALMANAC"**

Sustaining on

WABC-CBS network, Sun. 6:30-7 p.m.

SOMEWHAT HOKEY BUT CHEERFUL, NONSENSICAL ENTERTAINMENT WELL SPOTTED.

Adding a Sunday night spot, but with a production suitable for the occasion, Phil Cook's Almanac hustled out in all its glory and revealed itself a contender for the evening's comedy inclined audience. Little of everything Cook has done in the past is included as well as some newer ideas, with all of the ingredients well balanced and mixed to make a half-hour pass very quickly. The main theme seems to be the selection of an item as might appear in an almanac and give a modern version or present day translation in dramatized form. The cast is fully adequate and nothing is handled too seriously nor too long. Ray Block's orchestra is a valuable addition to the show, also John Reed King on the announcing or straight man end. Excellent voices are also used to advantage. In fact it looks like a cinch for a sponsor who wants Sunday night fare.

**Goodman's Swing School**

Benny Goodman and his orchestra moved down a half-hour last night, Tues., into the spot formerly occupied by Jack Oakie for the same sponsor. The absence of the Hollywood portion of the show was welcome after having presented a series of second-rate performances in the past, and the fast moving Goodman more than filled the bill in taking over the Tues. night portion. Orchestra, aided by the Goodman trio and quartet, presented its usual quota of swing tunes, and was unhampered by any interferences other than an occasional commercial. Eddie Cantor, who holds down the Camel fort on Mondays, was not present as advertised, but will appear at a future date. Goodman is tops in his particular form of renditions, and the show should accomplish its purpose of reaching the college students and younger element. Entire program, while it may prove boresome to older folks, is one of the best for the listeners it is aimed at, and lack of lengthy commercials does much to speed along the performance.

Program is heard Tuesdays, 9:30-10 p.m. over the CBS network.

**JOSEF CHERNIAVSKY**  
**WLW**  
THE NATION'S STATION  
CINCINNATI  
"The Musical Cameraman"  
Every Sunday 6 P.M. EST.  
NBC Blue Network

**GUEST-ING**

FELIX KNIGHT, tenor, on Schaefer Beer program, tomorrow (WEAF, only 7:30 p.m.).

JOAN BLONDELL will appear opposite Tyrone Power in "Calling Dr. Kildare" on Hollywood Playhouse April 3 (NBC, Blue, 9 p.m.)

CHARLES YALE HARRISON, author, interviewed by Johannes Steel, April 1 (WMCA, 8:45 p.m.)

GEORGES ENESCO, violinist-conductor, on Ford Sunday Evening Hour, April 10 (CBS, 9:00 p.m.)

DOROTHY HOLDEN, interviewed by Doris Smith on "Encores and Epitaphs," April 1 (WNEW, 4:30 p.m.)

J. BERNARD WELLS, attorney, interviewed by Samuel G. Kling on the "Crime Clinic" program, today (WBAL, 7:45 p.m.)

JOSEPH B. BOYLE, general manager of the Southern Maryland Agricultural Association (Bowie Race Track), on Baltimore Radio Forum program, April 1 (WBAL, 4:45 p.m.)

LOUIS B. MAYER, movie exec, JACK CONWAY, film director, and GILBERT RUSSELL, vocalist, on "Good News of 1938" program, tomorrow (NBC-Red, 9:00 p.m.)

BOB HOPE, comedian, on Elza Sshallert's program, March 31 (NBC-Blue, 8:15 p.m. PST)

OLGA IRWIN, soprano, on Studio Strings program, today and April 1, (CKY, 11:30 a.m.)

ANDRIAN ROLLINI, vibraphonist, on Kate Smith program, March 31 (CBS, 8:00 p.m.)



"Here Y'Are, Tony! — The Mail Orders from Your WHB Program"

**WHB** — Kansas City's Dominant Daytime Station affiliated with Mutual, has the Answer, but no national representatives. For time clearance, syndication, information, data, telephone Bureau List, collect, or wire collect to — DDM DAVIS, President, KANSAS CITY, MISSOURI

## AGENCIES

H. B. LeQUATTE INC. has been appointed to the entire food line of Medomak Canning Co., Rockland, Me. Tests are now being run in radio, newspapers and magazines.

NORMAN MARKWELL, formerly with Kirkland & Grisman, has joined L. H. Hartman Inc., as an account executive. He will handle radio and publicity work.

JACK LOUIS, vice-president of Needham, Louis & Brorby agency, Chicago, has returned from Phoenix, Ariz., where he visited wife and family, who have been wintering there.

RADIO FEATURE Service's Chicago branch, recently organized, has been incorporated as Ferris & Livingstone, Inc. George Livingstone heads the local end.

SEARS-ROEBUCK & CO., California division, has named Mayers Co., Inc. of Los Angeles advertising counsel. Radio to be used. Henry Mayers is account executive.

ROSS GAMBLE of Leo Burnett agency, Chicago, and John Platt, advertising manager of the Kraft-Phoenix Corp., back from sojourn in Florida.

DAN RYAN, radio director of the W. E. Long agency, Chicago, flew to Salt Lake City, to set up man in street broadcast, built around interviews with United Air Lines arrivals, sponsored by Holsum Bakeries over KSL.

SHEPARD ADVERTISING agency, now at 360 North Michigan Avenue, Chicago, has leased entire 28th floor of Tribune Tower, 435 North Michigan Avenue and moves in today.

ARTHUR C. PERRY & Associates, advertising agency, has taken 7th floor of Pelouze building, 230 East Ohio Street, Chicago.

EDWARD GLEAVES, former merchandising manager of WLAC, Nashville, Tenn., has joined Bert S. Gittins Advertising agency, Milwaukee, to handle radio activities. Gittins agency has Allis-Chalmers (farm implement) account which lately launched Saturday night "Family Party" series over NBC-Blue net.

ALBERT KIRCHER agency, Chicago, has been named agency for Good & Reese, nursery outfit, Springfield, Ohio. A radio campaign is in prospect.

SALESVERTISING Associates, Inc., Chicago, has expanded to larger quarters in the Board of Trade building on La Salle Street.

## "Cheer Up America" Pulls

The Wednesday night show "Cheer Up America" on the NBC-Red network has a rating of 6.6, according to an independent study made by Crosley, Inc. This is the highest rating any weekday show heard once-a-week. Program has been on the air nine weeks.

A special offer of a Mennen skin tester kit for a dime brought in 57 per cent more requests than the optimistic figure set by the agency, H. M. Kiesewetter.

## NEW PROGRAMS—IDEAS

## Listener Nominations

"Footlight Echoes," a new program of melody from musical comedies, light operas and operettas of the past few decades, will make its debut on WQXR Sat. April 2 from 10 to 11 p.m.

Music of the masters and light opera composers will be featured on "Footlight Echoes," which is arranged and produced by William Strauss and presented through recordings and transcriptions. Each week, one musical production of the past will be nominated by listeners for revival on the program, and the music for the hour will be woven around the melodies of that revival.

## Station Lowdown

WICC "Views and Reviews," title of a new series, will feature station history, descriptions of the studios and engineering facilities, interviews with station personnel, personality broadcasters, and brief program resumes. Produced in either the Bridgeport or New Haven studios of the

station, the initial program will retell the history of the station in general and interview WICC's supervisor, Joseph Lopez.

## School Round Table

Closely patterned after the University of Chicago Round Table on NBC the Chicago Public Schools Radio council is introducing new forum program titled "Student Opinion" on WGN Saturday afternoon. Three students to be the regular nucleus of the discussion group are Rubi Marovich of Bowen High; Lawrence Bogorad of Tuley and Harry Kamesar of Farragut. Each week there will be a guest also, first one being Virginia Gough of Hyde Park. Program was arranged by Harold Kent, director of the council and Myrtle Stahl, educational director of WGN.

Other productions of the Radio Council are the "Hour of Magic Boots" on WAAF; "Occupational Research" program on WBBM; High School Hour on WAAF, and "Yesterday and Today" in the Chicago Public Schools on WBBM.

## KYW Buys Space In Trains For Car Card Campaign

Philadelphia—An advertising campaign gets under way shortly by KYW, using street cars, and car card advertising in the suburban trains of the Penn-Reading Railroads. A more detailed campaign has also been plotted calling for the use of direct mail to advertising agencies. The car card campaign will run for a two-week period, with a follow-up later on. From 350 to 400 cards will be used on the dash board of the trolleys, and 235 in the cars of the Penn. R. R. with 60 in the Reading.

All advertising used in outside media's will be paid for by the station, as the management objects to the exchange of time for space.

## Lace Paper On 12 Outlets

Royal Lace Paper Works, through Lawrence Gumbinner Advertising Agency, is placing participations on 12 stations for a test series plugging shelf paper. Five-minute disk, plugging doilies, are being continued on 18 stations, but list has been changed.

## Hookup for American Airlines

Chicago—C. R. Smith, president of American Airlines, has announced that the latest developments in radio ground equipment, permitting transcontinental communication on either radiotelegraph, will soon be installed by his system. The new transmitters will enable flight superintendents in Newark, Chicago, Nashville, Fort Worth and Los Angeles to talk directly with any airplane pilot at the most distant point in the five divisions. Mr. Smith appeared on the Edgar Guest program, "It Can Be Done," here.

## Educator Says Large Groups Not Efficient

Chicago—Big gatherings of youngsters do not make a good radio audience for educational purposes, David Heffernan, assistant county supt. of schools, told a teachers gathering here. Heffernan made his report to the audience of 1,100 children after reception of two broadcasts. He said that in an audience of this size the children were too much interested in the gathering and in each other to pay much attention to radio.

"From 30 to 40 children seems to be about the right sized audience," he said. He found that 40,000 of the 103,000 children in Cook county outside Chicago listen regularly to broadcasts in schools.

## WTAM Sustaining on NBC

Cleveland—Beginning Sun. April 17, Walter Logan's "Symphonic Variations" program over WTAM switches to the NBC-Red network in the 10 to 10:30 p.m. spot. Regarded as one of the best sustaining time periods on the network, the 10 p.m. broadcast will feature Logan's symphony orchestra and the leading instrumental and vocal soloists of the Ohio area.

## Frigidaire Dodging Radio

Chicago—Delco-Frigidaire, which this week is introducing new type air conditioning unit embodying the meter-miser principle of refrigerators has no plans for radio in its present campaign, although magazines are being used. Earlier plans for radio for the refrigerator division apparently have been held in abeyance. Lord & Thomas is agency.

## Coming Events

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

June 13-19: AFM annual convention at Tampa Municipal Auditorium. Headquarters at Floridan Hotel, Tampa, Fla.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

## Weed Advises on Disks Made for Canada Market

Need for knowledge of Canadian's preferences as well as their national consciousness were stressed by Joseph J. Weed, Canadian rep who has made a study of Canadian programs. Canadians enjoy many American shows, but resent over-emphasis of "Americanisms," particularly on transcriptions, according to Weed. Because many wax jobs are so Americanized, Weed reports that Canadian stations have much difficulty in peddling them to Canadian sponsors.

## Giving Lambs a Lift

A mike will be set up in the Lambs Club March 31 for the Voice of Experience's sustaining stint at 1:45-2 p.m. Program will ballyhoo the forthcoming Gambols and a string of Lambs will be aired. George M. Cohan, James Montgomery, Flagg, John Golden, James J. Walker, Gene Buck, Ex-Gov. Harold G. Hoffman and Robert Hague, president of New Jersey Standard Oil are listed as guests and there is a possibility that David Warfield will also broadcast.

## Pickens Extends Tour

Jane Pickens will go on an extended theater tour beginning April 7 when she opens at the RKO theater, Boston. Following week will appear at the Palace theater, Chicago. Singer has been appearing on the Ben Bernie series and will probably drop from the show from time to time when it is impossible to get to New York in time for the broadcasts.

## NBC Sales Counsel Returns

Victor vander Linde, general sales counsel of NBC, yesterday returned to his desk after a one-month absence recuperating from a broken leg.

## More "Lampighter" Spots

Jacob Tarshish, the "Lampighter," has been signed for local sponsorship on WHKC, Columbus, and WSAI, Cincinnati, by the Sterling Agency which also handles the WOR-Tarshish spot for Grossman shoes, program is heard on Mutual, Sundays, 2-2:15 p.m.

**SEATTLE**

KOL has put on a new serial entitled "Of Human Lives," which is scheduled for indefinite run. Written by James Estes, staged by the Campus Radio Players, and directed by Ted Bell. Dramatizations are of actual cases on file, the first "Of Human Lives" being from records of the Travelers Aid Society.

KIRO has launched "Feminine Forum" with Helen Malloy, as a daily 2 p.m. feature,—the comprehensive forum program bringing to "Every Woman" food fashions, home planning and a mass of interesting personalities.

KAST of Astoria, Ore. sponsored the recent Spring Show and Merchandise Prevue for the merchants of Astoria, presenting "Kast Stars of Rime and Rhythm" in a program of unusual entertainment. All leading merchants of the Oregon seaside city cooperated with the KAST event which was under direction of Miss Violet Bakkensen.

With the Spring gardening season in the air, the Fisher Flouring Mills, a leading flour mill of Seattle, has launched a new advertising campaign by means of which garden seeds are furnished those sending tops of packages of products with nominal fee.

**New Carlin Aide**

Austen Croom-Johnson of the NBC production department has been promoted to assistant to Phil Carlin.

**F. C. C. ACTIVITIES**

**EXAMINERS' RECOMMENDATIONS**

KTSM, El Paso, Tex. CP to change frequency and hours of operation and increase power to 1350 kc., 500 watts, unlimited, be denied.

KSRO, Santa Rosa, Calif. CP to change power and hours of operation to 100 watts, 250 watts LS., unlimited, be granted. 1310 kc.

Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station, 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

WDNC, Durham, N. C. CP to change frequency and increase power to 600 kc., 1 KW., be denied, unlimited.

W. H. Kindig, Hollywood, Cal. CP for new station, 710 kc., 500 watts, limited, be denied.

Warren B. Worchester, San Diego, Cal. CP for new station to be operated on a regional assignment be denied.

J. T. Griffen, Fort Smith, Ark. CP for new station, 880 kc., 1 KW., daytime, be dismissed.

**APPLICATIONS RECEIVED**

WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams, 1200 kc., 100 watts, CP for 250 watts LS., unlimited. James F. Hopkins, Inc., Ann Arbor, Mich. CP for new station, 1400 kc., 250 watts, unlimited.

WDAS, Philadelphia, Pa. Mod. of license to change power to 250 watts, unlimited. Orville W. Lyster, Herrin, Ill. CP for new station, 1310 kc., 100 watts, 250 watts LS., unlimited.

United Theaters, Inc., San Juan, P. R. CP for new station, 580 kc., 1 KW., unlimited.

Sumter Radio Broadcasting Co., Sumter, S. C. CP for new station, 1420 kc., 250 watts, daytime.

KPAC, Port Arthur, Tex. CP to change frequency and hours of operation to 1220 kc., unlimited, 500 watts.

WLAK, Lakeland, Fla. Authority to transfer control of corp. from J. P. Marchant, D. J. Carey, D. B. Ralls to David E. Smiley, 5 shares common stock, and L. S. Mitchell, 5 shares.

**CALL LETTERS ASSIGNED**

Port Huron Broadcasting Co., Port Huron, Mich. New broadcast station, WHLS.

**HEARINGS SCHEDULED**

March 31: Curtis Radiocasting Corp., Richmond, Ind. CP for new station, 1420 kc., 100 watts, 250 watts LS., unlimited.

**APPLICATIONS RETURNED**

Navajo-Apache Broadcasting Co., Holbrook, Ariz. CP for new station, 200 watts, daytime.

**Wilson Leaves Hearst**

Chicago—Kurt Wilson, formerly of Hearst Radio, New York City, has resigned from International Radio Sales staff here. Naylor Rogers, manager, announced. Wilson, who returned to New York is replaced by R. F. Kopf, associated with Barron Collier office here. Kopf is a brother of Harry Kopf, NBC salesman.

**Okla. Election Cash**

Oklahoma City—Advance time purchases by politicians indicate radio stations will reap considerable sales. Local stations and those in Tulsa are particularly heavily booked, though the campaign has not as yet really started. A particularly hot Governor's race will call for large time purchases by all candidates.

**OKLAHOMA**

First broadcasts over KTOK's of NBC-Blue has been set definitely for May 1st, according to Joseph W. Lee, general manager. NBC network splits on that date with WKY retaining the Red only.

Mickey Reynolds new organist on KOMA's new Hammond Electric Organ.

B. M. Grotkop, KOMA salesman, doubling as Ben Rich on "Two Minutes Is Yours" program.

John Schaffer from Lincoln due in at WKY to take over special events work.

Willis Sisters being sponsored on fifteen minute spot weekly over KFXX (Oklahoma City).

Charley Maloney in new fifteen minute spot on KFXX.

**Streamlining "Martha"**

Chicago—WGN singing chorus and concert orchestra under Henry Weber to present streamlined radio version of Von Flotow's opera "Martha" on Mutual on May 2. Special dialog being written under direction of Lou Jacobson which will be presented by dramatic cast. Attilio Baggio, Kathryn Witwer and Mark Love to be soloists.

**Theresa Wilson Back**

Theresa Wilson of the CBS publicity department returned to her desk yesterday after a two-week illness.



CLOTH BOUND

•  
960 Pages

•  
Weight 4 Lbs.

•  
COVERS RADIO FROM EVERY ANGLE

**RADIO ANNUAL**

**JUST OFF THE PRESSES**

**Is Now Being Delivered Complimentary to Radio Daily Subscribers**

•  
**Your Check for \$5.00 Covering a Year's Subscription to Radio Daily Will Bring You a Copy of Radio Annual By Return Mail**

## PHILADELPHIA

Busy man Don Withycomb, WFIL's 6 p.m. is a member of the United Campaign Committee, and member of the Penna. Committee for the Celebration of the Ratification of the Constitution and also on the committee for the observance of the 300th anniversary of the birth of the commonwealth.

C. Warwick Ogelsby, is now airing a new program over WHAT, called "Sports Parade."

The Three Marshalls, a new vocal trio, are now being featured weekly over WCAU with Bob Golden's band.

"In the Music Room" featuring the tenor solos of Rodger Williams and a string and piano ensemble goes over the NBC network via KYW.

Edward Wallis has now taken on the job of dramatic supervisor at WIP, in conjunction with his other jobs.

Frank Unterberger, WDAS chief engineer is now readying the station's new gain control for the master control room.

Gladys Norman will now be heard on WFIL's dramatization "Hall of Fame" program.

Milton Laughlin, program director of WHAT, brings a new band to the air in presenting Donn Darpino and his orchestra.

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

Dan Munster, the newest addition to KYW announcing staff, rose from the ranks of page boy within three months.

Marx Loeb, WIP assistant program director, has just started a new series of programs called "Swing It".

Buddy DeFranko, winner of the Tommy Dorsey amateur contest, is a member of WCAU's Bandbusters.

"The Happy Clarks" are heard again in the early morning hours over KYW.

## Mutual's Transatlantic

Mutual will air a transatlantic broadcast from Rome today at 1:30-1:45 p.m. Program will consist of an English summary of Mussolini's address.

## ONE MINUTE INTERVIEW

FR. PAUL SCHULTE, O.M.I.

"If used for humanity, the two greatest forces for good in our world of today are the radio and the airplane. This I know well because the radio itself and its listening audiences have helped me and the 'Squadron of the Flying Priest' to carry on our work by airplane, enabling us to reach in a few hours, those corners of the earth formerly almost unreachable... separated from us by weeks of hard louneying. And I know, too, that we have only begun to dream of the real future of air communication and air travel."

## ★ Coast-to-Coast ★

RICHARD BROOKS, WNEW commentator, will make a tour of 1939 New York's World Fair grounds tomorrow, in one of the airings from the site of the Fair. Brooks, who will interview executives and visiting celebrities during the progress of the fair for WNEW, will be conducted on the tour by W. Earle Andrews, general manager.

"Your Answer Please" a new program of the quiz type is now heard on WSAL, Salisbury, Maryland. Freshmen compete with seniors from the local State Teachers College.

Charlotte Lansing, lyric soprano, and Glenn Darwin, Metropolitan baritone, will be presented in a new series of half-hour programs with Josef Honti and the NBC Concert Orchestra beginning Sun. April 3, from 3:00 to 3:30 p.m., EST, over the NBC-Blue Network.

KSFO, CBS outlet in San Francisco, will originate a coast-to-coast Church of the Air which will present Rever-

end Clarence Reed, pastor of the First Unitarian Church of Oakland.

Kay and Buddy Arnold, WMCA duo, will substitute for the Novelaires Trio on the Wheaties "Grandstand and Bandstand" program for one week. Program is heard daily from 2:30-5:30 p.m. on WMCA.

American Tobacco Co. (Roi-Tan cigars) on Apr. 7, 10-10:15 p.m., will start "Man to Man Sports" on five CBS Pacific coast stations. Program is signed for 13 weeks and will originate from KNX. Lawrence Gumbinner Adv. Agency has the account, which is resuming the campaign left off early last winter.

Consolidated Cigar Co. (44 Cigar), through Erwin, Wasey & Co., has started 35-word chain break announcements on four New York state stations (WIBX, WBEN, WSYR, WHEC). Campaign will run for 10 weeks with 10 plugs being aired weekly.

## NEW BUSINESS

KSFO, San Francisco: United States Products Corp. (fruit juice), Friendly Homemaker participating program, through Long Advertising Service; Golden State Co., Friendly Homemaker participating program, through N. W. Ayer & Son; Goodrich Tire & Rubber Co., announcements, through Ruthrauff & Ryan; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Elmer Bros. Nursery (flowers), 5-minute program, through Allied Advertising Agencies.

WGY, Schenectady: Canada Dry Ginger Ale, announcements, through J. M. Mathes, Inc.; Fred A. Danker (florist), garden talk program, through DeRouville Agency; Fowler's Department Store, Market Basket participating programs, through DeRouville Agency; Industrial Engineering Corp. (correspondence school), announcements; McManus & Riley, Style Reporter program, through Leighton & Nelson; Myers Children Shop, announcements, through Leighton & Nelson; Ballston Spa, announcements; West Disinfectant, household chat program, through Moser & Cottins; Socony-Vacuum Oil Co., musical program.

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

WFIL, Philadelphia: Richmond Bros. Co., announcements, through McCann-Erickson; Gardner Nursery Co. (seeds), announcements, through Northwest Advertising Co.; Gulf

Oil Co., announcements, through Young & Rubicam; Alexander Co., announcements, through John Faulkner Co.

WSPR, Springfield, Mass.; Hampden Savings Bank, announcements; Goodrest Trading Co. (mattresses), announcements; Bond Bakers (bread), announcements; A. V. Rivest Oil Co., announcements; Foot Health Headquarters (Health Spot shoes), announcements; Hampden Lumber Co., ETs; Hotel Stonehaven, announcements; Old Gold Shop (jewelry), announcements.

WMAQ, Chicago: Williamson Candy Co. (O'Henry), announcements, through John H. Dunham Co.; Chicago & Northwestern Railroad, "Suburban Hour" renewal, through Caples Co.

WGN, Chicago: General Mills Inc., "Get Thin to Music" program, through Blackett-Sample-Hummert; Mangels of the East, Inc., time signals, through MacDonald Potter agency.

CKWX, Vancouver, National Biscuit & Confection Co. (Zip), announcements.

WAAB, Boston: RKO Theaters, announcements, through David Malkiel; Portable Typewriter Co., announcements.

WFAA, Dallas and WBAP, Fort Worth: General Cigar Co., announce-

## SAN ANTONIO

Sid and Jim, comics, are doing a turn on KABC's "Swing-Co-Pation" program sponsored by Todds Toggery.

Patrick Baxter is now in the commercial department at Alamo Broadcasting Co. Secretary Louise Shankling is the only fem red-head here, the other gent is station manager Howard Davis of KMAC.

KTSA Program Director Paul Girard has returned from a trade trip tour of the Rio Grande Valley. Miss Mary Schmick, secretary, and Billy Bartz, office boy, back after winning a battle with old man flu.

Vernon Geyer, KMAC staff organist and recording artist, will make a new group of records for Victor here Apr. 1.

Herman Waldman's combo follows Johnnie Fielder's ork into the Olmos Night Club this month. They will get a wize.

Johnny Alderman of KABC is doing the color between the wrestling matches at the Walkathon arena, Wednesday evenings, while Charley Belfi is handling the hold-by-hold account.

## Orson Welles Auditions Mercury Theater Troupe

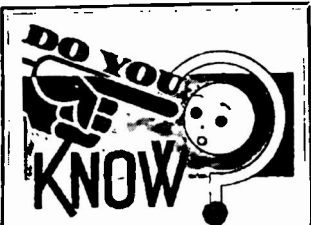
Orson Welles, young radio actor, has organized the first Radio Group theater in the industry, and has built a program around the group which is to be known as the Mercury Players of the Air. Original stories and adaptations are to be used in the series. Cast, headed by Welles, will include Arline Francis and Paul Stewart, Will Osborne's orchestra, Joan Edwards, soloist, and others. Program was auditioned by NBC yesterday for possible sponsors.

## Scripps-Howard Appeal

Hearing for Scripps-Howard application for a Washington outlet is set for May 4. The Toledo request which was turned down is to be appealed. No date has been set as yet, but it is not believed that the case will be heard before fall.

## RCA Stock Changes

Washington Bureau, RADIO DAILY  
Washington—RCA's \$5 cumulative preferred no par value stock has been changed to \$5 cumulative B preferred no par value, the SEC reported Tuesday in its monthly supplement.



The value of United States radio apparatus exports for 1937 showed an increase of 24 per cent over 1936.



# 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)

### Levys 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. MEHRTEHS  
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 speller, finds his face before him everytime he picks up a magazine. Wilbur was selected by Wm. Esty agency (Camels) to pose with milk 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)

# RADIO DAILY

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JOHN W. ALICOATE : : : Publisher  
M. H. SHAPIRO : : : Associate Editor  
MARVIN KIRSCH : : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Wednesday, Mar. 30)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net
Am. Tel. & Tel.	113 1/2	111	111 1/4	- 1
CBS A	13 1/2	13 1/2	13 1/2	-
Crosley Radio	22 1/2	22 1/2	22 1/2	- 5/8
Gen. Electric	29 3/4	28 1/4	28 1/4	- 3/4
RCA Common	5	4 7/8	4 7/8	- 1/8
RCA First Pfd	40 3/4	38 3/4	40 1/2	+ 1/4
Stewart Warner	6 1/2	6 1/4	6 1/4	- 1/8
Westinghouse	6 1/2	6 1/4	6 1/4	- 1/8
Zenith Radio	10 1/4	9 7/8	9 7/8	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	13 3/4	13 3/4	13 3/4	+ 1/4
Majestic	3 1/4	3 1/4	3 1/4	-

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	3 3/4	4 1/4

## 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 Hamburg**  
—INSURANCE—  
Insurance Specialists to the  
Radio and Music Industries  
John 4-2200  
8:00 a.m. to 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 Suez, 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-watt 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.

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

## 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 QUALLEY, 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

## 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. Hollingsbery 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

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

WOOD-WASH  
the only station in  
Grand Rapids  
Primary pop. 371,340  
Radio families  
(primary) 74,969  
Annual Retail Sales  
(Grand Rapids only) \$45,482,000

## MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION

DETROIT  
MICHIGAN



The Paul H. Raymer Co., Representative



**S**PENCER 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 WAAP, 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 teaspoonful" 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, Rubinooff, 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.



**H**AL 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, B 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  
Zeka 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.

## Levy's 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 KVOB, 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 KVSO (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 just 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, WFBC 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, what 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 Fog 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)

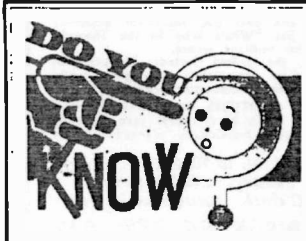
MRS. H. KIERSTED E HUDSON, on WPA "Lives of Great Composers" program, April 3 (WINS, 2:30 p.m.)

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.)



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

**NEW BUSINESS**

WEEI, 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. (Farmelee taxis), news program, through World Wide Advertising Corp.; I. J. Fox Fur Co., announcements, through Hyma n Levy Advertising Agency.



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.



**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.

Kostelanetz'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.

## 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 of 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. &amp; 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.

## BIRTHDAYS

15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30		

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.

Lenor 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 spots 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 28. 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.

## 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 Gueldner 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.

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  
Clifton Webb  
Marion Davies  
Oscar Shaw  
Ann Pennington  
Harry Richman  
Ina Claire  
Willie and Eugene Howard  
Norma Terris  
Hal LeRoy  
Cilda Gray  
Jack Whiting  
Gertrude Niessen  
Nick Long, Jr.  
Lina Baskette  
George Murphy  
June O'Dea  
Carl Randall  
Patricia Ellis  
Georgie Tapp  
Grace Bradley  
Medrano and Donna  
Melissa Maton  
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

## 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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