



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)

Record Network is Assembled to Promote Event—Charles Crutchfield is Directing Radio Activities

GENERAL MILLS, P. & G. 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)

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 (musi-
(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 536-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.

By NORMAN WEISER
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)

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)

★ 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

commissions . . . Phil Loucks has already asked the Executive Board not to take any hasty action against the independents not in the IRNA plan of settlement . . . Loucks will attend at least one session of the AFM Executive Board . . . Meanwhile the IRNA special advisory committee, before exchanging contracts held in escrow and disbanding itself, wants
(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 handsome 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.



THE WEEK IN RADIO
AFM Prepares Disk License

COMING and GOING

Vol. 3, No. 45 Mon., Mar. 7, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : 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. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. 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, Mar. 5)

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

Table titled 'OVER THE COUNTER' with columns: Bid, Asked. Row includes Stromberg Carlson.

"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 WOPI Bristol, Tenn.

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-

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).

ly forbid such practices... Dr. Otho 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... Ascaph test of the constitutionality of the Florida anti-Ascaph 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.

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) rangement 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.

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 COUGHLIN 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. GINMAN, 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.

Garroway at KDKA

Pittsburgh—David Garroway, formerly with NBC in New York, has been added to the KDKA announcing staff.

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 Conrey 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 Electrolux 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 20 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

KMMJ

Clay Center, Neb.

The favorite family station

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 Lightolier 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 Corder, 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 calendar grid showing dates 1-30.

Greetings from Radio Daily

March 7

Sidney Flamm
Edward Jewett



PETTY CASH VOUCHER
Week ending March 4th.

● ● ● Saturday... Since midnite when we attended Stan Shaw's "Milkman'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 fiancee, 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 2-5767.

Business

is made of Men

YEARS 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



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DISTRIBUTED



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*Distributed Complimentary to Radio Daily Subscribers
As Part of*

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PROGRAM REVIEWS

"The Story Behind the Headlines"

Presented under auspices of the American Historical Ass'n in co-operation 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

HORACE 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 Trumpeters, 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 10-10:30 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.

COMPETING 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 Zelda Scott, both of KRNT, taking second and third prizes, respectively. In the girls' yodeling contest, Betty Jean, KRNT, took first place, Zelda 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 Gunts, originator of the "Varsity Club."

A NEW RECORD!



RECORDING
**78 QUARTER HOUR
MUSICAL PROGRAMS**
IN
9 Days (6 Hours Daily)

Thanks 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

WALT FRAMER

Freelance originator of

**RADIO SWAPS HEARD DAILY
OVER WWSW**

Pittsburgh, Pa.

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 & Rampe, Inc. (Conformal Shoes), spots; Procter & Gamble (Drene), spots, through H. W. Kastor & Sons; Interstate Bakeries (Butter-Nut Bread), "The Lone Ranger," ETs, through R. J. Potts & Co.; Fred Fear & Co. (egg dyes), spots, through Menken Advertising Co.

WSPR, Springfield, Mass.: DuPont Paint Parade, ETs; Olson Rug Co., spots.

WFAS, White Plains, N. Y.: Carter Products, spots, through Spot Broadcasting, renewal; Campagne Parisienne, ETs, 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 Neff-Rogow; Rival Packing Co. (Rival Dog Food), ETs, 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 Biddick Co.; Stricklin's Radio Stores (Kellinator), time signals; Nat'l Automobile Mfrs. 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 in radio and journalism

A giant of a man, towering 6 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. LS., 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.

KFUG, Clayton, Mo. Mod. of license to increase hours of operation to unlimited.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., 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 LS., 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 LS., 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. LS., 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. LS., unlimited, be granted.

APPLICATIONS RECEIVED

WHDF, 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 Dobbsie of the old "Ship of Joy" program bobs up with "Dobbsie's Happy-Timers" on KFRC, San Francisco and the Don Lee 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 initialed 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. Lee 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, Palisade, N. J., for a Sunday show titled "Keep Smiling" at 6-6:15 p.m.; Zonite 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-Reeves 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 Pathescope 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.

Alice 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 stenographers 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 Adjuvant, 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 Soble'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.

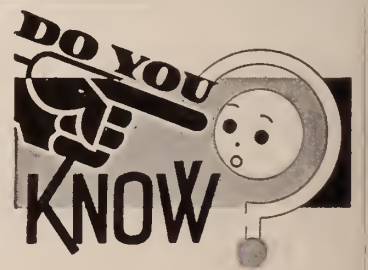
NASHVILLE

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.



Abe Lyman once directed a "Waltz Time" broadcast from a sick bed by telephone.