



# 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

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### 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 investigation

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### 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.

### 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 &

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### 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

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### 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 748 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-

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### 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-

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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

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### 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

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## 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."

Special meeting of the publisher members of Ascap has been called for Tuesday, March 22, to decide on a proposed change in distribution of the society dividends. Chief reason appears to be a determination on the part of many publishers to get away from the distribution on the basis of performances, or generally speaking, radio plugs. Currently, the publisher share of Ascap income is divided on three points. This is based on a limited survey of total performances which decides 50 per

(Continued on Page 7)

### 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.

### 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 fight now being waged in the capital.



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Mar. 15)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd, Stewart Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. values.

NEW YORK CURB EXCHANGE

Table with columns: Majestic. Includes Bid, Asked values.

OVER THE COUNTER

Table with columns: Stromberg Carlson. Includes Bid, Asked values.

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. BBD&O has the account.

WABY ALBANY, N.Y. NEW EQUIPMENT... NEW PUNCH!

F. C. C. ACTIVITIES

EXAMINERS' RECOMMENDATIONS

KLO, Ogden, Utah. CP to increase power to 1 KW., 5 KW. LS., be granted. 1400 kc., unlimited.

KVOL, Lafayette, La. CP to increase power to 100 watts, 250 watts LS., 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 LS., unlimited.

April 19: KIDO, Boise, Idaho. Mod. of CP. 1350 kc., 1 KW., 5 KW. LS., 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. LS., 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. LS., 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 LS., 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. LS.

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."

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 Dept

Oscar Katz, Fred Mahlstedt and Clifford P. Hougland 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. Hougland comes from the insurance field and Katz was with National Markets Analysis Inc.

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.

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 WJR, 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 Hapich, 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.

**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.

**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, KMEC 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.

Erle Smith, KMBC newscaster, is billed for four speaking engagements during the remainder of the month.

**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 Chicagoland 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 hip-spot... Al Jolson: 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 Pig-skiner Larry Kelly for radio... Block & Sully: Mrs. David Freeman, widow of your former scripter, has taken a leave of absence from the Shubert press dep't 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!



**BORIS 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 Jackobsen will be on the show with Hope. Musical transcriptions will be featured.

Sam Geison of Tom Fizdale staff has resigned and will return to New York for a few days before going on to Hollywood.

Margaret 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. Harsh, 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 OAX41 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 Economics" 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 Elizabethton 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 WATTS 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 handled 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-OKeefe 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 "Swingtuplets," 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 "Skrontch," latest offshoot of the family tree which brought forth "Truck-in," "Suzi-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, Amateur Hour renewal, through Schwimmer & Scott; Holland Furnace Co., announcements, through Ruthrauff & Ryan.

WMAQ, Chicago: Holland Furnace Co., announcements, through Ruthrauff & Ryan; J. L. Prescott Co. (Oxol), announcements, through John Dunham; 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 Klinger 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 Frickelton.

WNEW, New York: Community Opticians, Ray 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 bandmen 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 KVOR.

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 Ascaph 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 transformer, 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 KFWB, 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 spieler 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 Claire. 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.

### WHBQ, Memphis

Roger Phillips, former program director at KFJZ, Fort Worth, has joined the production department.

Lloyd Goodin, from KHBG, 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 WHBQ, 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."

SUN	MON	TUE	WED	THU	FRI	SAT
	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.

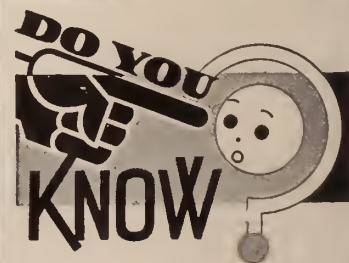
## Two N.O. Affiliates Hold Out On AFM Pact

(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

W8XWJ 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.