



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 57

NEW YORK, N. Y., WEDNESDAY, MARCH 23, 1938

FIVE CENTS

Wimbledon Contracts U. S. Webs

WFIL ORDER CUTS OFF "EXCITED ANNOUNCER"

Phila.—Donald Withycomb, g.m. of WFIL, has issued strict orders against hysteria voiced announcing in the handling of foreign news bulletins, following what the station said was unprecedented action when he cut newscaster Clint Johnson off the air for becoming overly excited while reading a news dispatch from Berlin. Johnson who had interrupted a musical program to read the dispatch was cut off in the midst of the article. Warning was issued by Withycomb, on the dangers of war hysteria, to the mikemen, who were told that their business was to report news unadulterated and not delve into politics.

No censorship of news is intended
(Continued on Page 2)

Chi. AFRA Frowns Upon Central Casting Agency

Chicago—Board of directors of Chicago local of American Federation of Radio Artistes has notified its more than 500 members (about 98 per cent of Chicago dramatic and vocal performers) to have no "business relationship whatsoever with any newly

(Continued on Page 8)

Spring Auditions Heavy

Latest headache for radio directors is the flood of hopefuls who are besieging agencies for auditions. Number of would-be thespians has increased greatly during the past few months and one director complains that if he were to grant all of them auditions, he'd have to forget about producing shows. Burn was that he didn't snare one possibility out of a large crew tested.

"Time Marches—"

Peoria, Ill.—The "horse radio" has arrived with an announcement by Chief of Police Leo F. Kamins that four horses used in traffic patrols will be wired for radio reception. The receiving sets will be installed in saddle pouches as a means of combatting traffic congestion.

Bowes' Four Years

Major Bowes will celebrate his fourth year on the air with his Amateur Hour on his CBS broadcast March 31. Program is now under the sponsorship of Chrysler Corp. and is heard weekly at 9-10 p.m.

RADIO JURY A SUCCESS SAYS S. C. JOHNSON CO.

Chicago—A radio jury, composed of several hundred women, which has been advising the S. C. Johnson Co. on its Fibber McGee and Molly radio show and other radio activities for the past year, has been announced a success by William Connelly, advertising manager. Comments of the jurors, whose nucleus was found in 500 women who had won the sponsor's product in a radio contest, have played a definite part in the evolution of the series, Connelly asserted. Even in the case of commercial

(Continued on Page 2)

Roosevelt Signs New False Advertising Ban

Washington Bureau, RADIO DAILY
Washington—President Roosevelt yesterday signed the Federal Trade Commission bill which gives the FTC jurisdiction over the control of false advertising of foods, drugs, cosmetics and devices.

The new law defines false advertising as any advertisement which is misleading in any material respect,
(Continued on Page 2)

Rhode Island Senate Gets Anti-Ascap Bill

Providence—State Senator Horton has introduced into the Legislature here a bill, number 246, aimed at outlawing Ascap in Rhode Island.

The measure in all its principal provisions corresponds closely to similar bills placed before the Legis-
(Continued on Page 2)

Gayle Going Cocomalt

Paula Gayle will replace Julie Gibson as vocalist on the Cocomalt series when Jimmy Grier's orchestra fades and Ben Pollack takes over April 3. Program features Joe Penner and is heard weekly at 6-6:30 p.m. over the CBS network.

Will Permit Tennis Match Descriptions Formerly Exclusive With BBC On Basis Of Five-Year Agreements

TWO NEW COMMERCIALS SIGNED BY CBS SALES

CBS sales department has signed two more accounts making it six accounts which the web has sold within the past three weeks.

New clients are "Grand Central Station," the script show, which Lambert Pharmacal (Listerine) now has on NBC. It folds off NBC on Apr. 15 and starts on CBS, Sunday, Apr. 24, 10-10:30 p.m. Lambert & Feasley, Inc. is the agency.

McKesson & Robbins, Inc., (Calox toothpowder) on May 30, Mondays
(Continued on Page 8)

William Benton Explains Chicago U. Radio Plans

Chicago—The University of Chicago is prepared to take the lead in making radio an efficacious instrument for adult education, William B. Benton, vice-president of the University, declared in an address before headmasters of the Private Schools Association of Central States in a meeting at the University Club.

Benton, who formerly headed the
(Continued on Page 2)

Rush of Spot Selling by WINS' Sales Manager

Al Schillin, sales manager of WINS, has set the following business for the station during the past week. U. S. Clothing Co., 12 five-minute news periods weekly; I. J. Fox, 6 one-half hour programs weekly; J. Lewis Cigar Corp., 6 one-half hour programs weekly; Benson Plymouth Dodge Dealer, 6 fifteen-minute periods
(Continued on Page 3)

Durbin-Cantor Quits

Deanne Durbin will terminate her radio contract with Eddie Cantor following her broadcast March 28 it was announced by her manager, Jack Sherrill, yesterday. Singer will leave for the coast immediately following her final broadcast to fulfill film commitments. No new radio contract will be set for several months.

London—Officials of the Wimbledon Lawn Tennis Assn., are seeking to complete arrangements with NBC, CBS and Mutual whereby each of these American networks will for the first time, be enabled to broadcast their own individual descriptions of the international tennis matches. Up to now, each of the U. S. broadcasting companies has taken the programs from BBC, which will still be available if the proposed deals fall through.

Plan as proposed by Wimbledon
(Continued on Page 2)

RADIO ROBOT SCHEDULES PROGRAMS FOR ALL DAY

Chicago—E. H. Scott on April 1, will introduce his revolutionary new robot radio which wakes you up in the morning, puts you to sleep at night and then turns itself off. This valet radio is operated by an electric clock mechanism through which a complete listening (or silent) schedule can be arranged 24 hours in advance.

Use of the clock does not interfere in any way with the operation of a
(Continued on Page 3)

Mobile Cereal Program by Quaker Oats on WBBM

Chicago—Starting April 1, Quaker Oats Co. is launching a 15-minute interview program for Farina cereal, titled "We, the Wives" over WBBM three times a week. Paul Luther will
(Continued on Page 8)

Vienna Trouble

Phila.—Uprising in Austria and its complications caused a bit of a turore at WIP (Monday) when it was discovered the station had "Here's to Vienna," booked at noon. In an hour, program was rewritten and retitled, and went on the air as "In Old Vienna." Station crossed its collective fingers and hoped.



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FINANCIAL

(Tuesday, Mar. 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg Carlson

Rhode Island Senate Gets Anti-Ascap Bill

(Continued from Page 1) latures of Florida, Tennessee and other states.

Knoxville, Tenn.—Ascap attorneys are poised here to appear this week in the local Federal Court to obtain an injunction aimed at testing the legality of the anti-Ascap Tennessee statute enacted recently. Decision on Ascap's fight against the Florida law, which was heard recently in Federal Court, New Orleans, will be forthcoming shortly, counsel for the Society declares here.

Hulick on Ciggie Show

Budd Hulick, of the old team of Stoopnagle & Budd, has been signed for the Phillip Morris-MBS series which begins Friday, 8-8:30 p.m. He will interview the men in the parlor game series, "What's My Name." Arlene Francis will have the women.

NETWORKS TO CONTRACT ENGLISH TENNIS GAMES

(Continued from Page 1)

authorities with the network representatives is for the American broadcasters to each buy a box at a point of vantage for a total cost of \$2,750 each for five years. Each box would cost \$550 for the season and other costs would include wire charges from Wimbledon to London at approximately \$130. To this cost of \$680 however, would be added the most expensive item of trans-Atlantic transmission which will run approximately \$10 per minute.

Matches this year are scheduled for June 20 to July 2, and arrangements have been made in the past exclusively with BBC for pick-ups in the U. S. CBS is understood to strongly favor the proposition with NBC less in favor but probably forced to take the games on the same basis as CBS. CBS has already signed exclusive contracts for the most desirable tennis matches played in America. Mutual has been non-committal on the matter of Wimbledon but has it under advisement. Edward Murrow, CBS representative here appears to be most interested in the deal as to London representatives for the networks.

Roosevelt Signs New False Advertising Ban

(Continued from Page 1)

either by statement or suggestion, that a product will accomplish certain things.

New statute allows the FTC to issue complaints against unfair trade practices where it believes the consumer is affected. Civil penalties up to \$5,000 are provided.

Existing law forces the FTC to show that a competitor is injured before it can issue cease and desist orders against products it believes are unfairly promoted.

Fruit Juice Campaign

Los Angeles — The Raymond R. Morgan Company has been selected by Treesweet Products Co. to handle a national campaign on their canned orange and lemon juice and orange butter. The new account headquarters in Los Angeles, with factory in Santa Ana, and the Morgan people plan test radio campaigns in Indianapolis, Detroit, Washington and Minneapolis, with a premium offer of California orange perfume involved in the initial feelers.

Sheldon Milliken Ailing

Sheldon Milliken, radio time buyer of Pedlar & Ryan Inc., has left the agency because of ill health. At present he is in an upstate sanatorium, but plans to leave for his parents' home in southern California soon. It is expected that he will be away for over a year. No successor has been appointed to the P. & R. post, as yet.

JOHNSON CO. FINDS JURY IDEA VERY SUCCESSFUL

(Continued from Page 1)

continuity the women have had a definite part. Characters and the orchestra are also determined through the reactions received from the women. Reports are submitted to Connelly and relayed to the agency, Needham, Louis & Brorby, Chicago, and then to the cast and Don Quinn, author. This is believed to be the first and only case in the broadcasting industry where a definite group of listeners are allowed to play such an important role in the presentation of a commercial program.

William Benton Explains Chicago U. Radio Plans

(Continued from Page 1)

Benton & Bowles agency, prominent in commercial broadcasting, stated that radio, largely used up to now for entertainment, offers American universities a real opportunity to fulfill the ideal of education throughout life.

"The main problem," Mr. Benton explained, "is in dramatizing educational techniques so that the subject taught will appeal for from 500,000 to 1,000,000 adults. The next decade will see leading educators trying to meet this challenge. The great future development will be in the field of adult education."

Through a \$35,000 endowment from the Alfred P. Sloan foundation, Benton stated, the university proposes to expand its University of Chicago Round Table program on NBC Sunday mornings as an example of what can be done.

Goodkind Opens Offices

Chicago—M. Lewis Goodkind has resigned as vice-president of Burnet-Kuhn Advertising Co. and has opened an office in the Palmolive Building at 919 N. Michigan Ave. under his name as advertising and radio counsel. Calvin Holmes is associated with Goodkind in the venture. Goodkind was with Lord & Thomas for many years; Holmes was with Montgomery-Ward's in the retail sales and advertising departments for five years and was formerly connected with the Glenn Buck Co. agency. Goodkind takes the Trading Post account with him from Burnet-Kuhn.

Morton's Salt on WHN

Morton's Salt start a six-time weekly series via WHN, N. Y., March 28. Show to be heard Mon. through Fri. 1:15-1:30, will feature "Happy" Irving Kaufman, ("Lazy Dan").

First in local accounts in Chicago

WGES

(In the heart of Chicago)

COMING and GOING

EDWARD W. WOOD, Jr., WGN sales manager, is in town.

THOMAS CHADBOURNE, of Chadbourne, Wallace, Parke & Whiteside, arrives back in New York today aboard the Rex.

SAMUEL GOLDWYN and MRS. GOLDWYN sail on the Queen Mary today. HASSARD SHORT also sails on the same boat.

JOHN HEINMULLER, president of the Longines-Wittnauer Watch Co., and family sail on the Manhattan today for a European vacation.

CHARLES MICHELSON, Eastern rep. for Earnshaw and Speedy-Q arrives March 28 in Hollywood from New York on a 10-day business trip.

DALE TAYLOR, WESG Manager and MRS. TAYLOR have returned from their motor trip to Florida.

EDDIE CANTOR and MRS. CANTOR are back in New York.

TONY WONS leaves for Chicago this week-end following the conclusion of his Vick's series.

AL GOODMAN returns to New York tomorrow following his last Hollywood Parade airing to-night.

OSCAR BRADLEY will board a plane following the Phil Baker broadcast Sunday and return to New York for the balance of the series. Rest of cast follows by train.

JAMES L. SAPHIER, due in town on March 28, from Hollywood on a two-week trip.

BEN SWEETLAND is here from California, on business.

MAJOR PAUL R. YOUNTS and CHARLES CRUTCHFIELD in New York for a few days working on radio set-up for National Airmail Week.

WFIL Order Cuts Off "Excited Announcer"

(Continued from Page 1)

in this order as the station's news bureau has carte blanche to disrupt program schedule with news bulletins at their discretion. Since last Wednesday the news bureau has aired 91 bulletins, exclusive of a regular schedule of 8 daily newscasts.

NAB Rep. At AFA Meeting

Advertising Federation of America annual convention to be held in Detroit, June 12 to 16, will feature an advertising exposition with the following departmental meetings now being organized: National Association of Broadcasters; national advertisers; club activities; direct mail advertising; and others.

WAKO ALBANY, N.Y. Under One Tent POWER MARKET POPULARITY Newly Equipped for Super Power

NORTHWEST'S LEADING RADIO STATION OFFERS LIFELIKE RECEPTION NEW TRANSMITTER INCREASED COVERAGE BASIC RED NETWORK KSTP 25,000 WATTS MINNEAPOLIS SAINT PAUL

CBS "LISTENING AREAS" OF STATIONS IS READY

The fourth CBS study of its evening "listening areas" by individual stations is off the press. Study is being printed in two volumes, "day" and "evening." Daytime report will be sent out early next month.

First volume contains 239 pages, is 9x12 inches in size, bound with a cloth cover. Complete set will run over 400 pages. In addition to showing the minimum listener coverage, survey for the first time shows the scope of CBS dealer influence per station.

Vital market data such as the total population, total families, number of radio families, automobiles, telephones, retail sales, etc. is furnished for each station's primary and also its secondary coverage.

Report states that 91 per cent of all the U. S. radio families live in the CBS evening primary area, the remaining 9 per cent are in the secondary area. Another map shows that 92 per cent of the U. S. retail business is done in the CBS primary area with the rest transacted in the secondary. Same map also shows where dealers listen to the network, based on data furnished by the dealers themselves.

Complete text of book answers every question that could be asked about how the book was compiled, etc.

Book is an excellent piece of research of value to whoever is interested in the CBS coverage story. CBS sales promotion deserves a bow for the splendid maps and production work which presents the information in readable style. One can readily understand why the book has been "in the works" since early last spring.

Rush of Spot Selling by WINS' Sales Manager

(Continued from Page 1)
weekly; Sun Taxi Independent Owners Assn., 6 spots daily; Schainuck Clothes, 12 fifteen-minute news periods weekly; Antonia Beauty Parlors and Girard Supply Co., 6 five-minute spots weekly on the Allen Courtney programs.

Guests for "Aunt Jenny"

Guest stars are being lined up by Ruthrauff & Ryan for appearance on Spry's Aunt Jenny script show. Emily Post was recently guested and plans are in the works for a Martha Deane appearance. Guests, however, will not be limited to strictly household or etiquette names, as agency is signing film stars for one-shot appearances on the Columbia morning show.

Dippy Riddles AND Dippy Duds!

New hilarious material to pep up your MAN ON THE STREET PROGRAM
Write us for information

RADIAD SERVICE

612 N. Michigan Ave. Chicago, Ill.

☆ PROMOTION ☆

For Food Handlers

"I've heard it advertised on WBAL" is the lead sentence of a brochure intended for the Baltimore territory grocery trade. The release is intended to inform food dealers of the national and local food manufacturers whose products are advertised on WBAL. The brochure also seeks to acquaint grocers with the programs of such manufacturers, and grocers are urged to "display these products prominently—take full advantage of the splendid programs sponsored by the manufacturers."

An Auspicious Start

KWNO, Winona, Minn., inaugurated its first major promotion since the station formally opened in January with Talent Roundup, an amateur contest with a New York trip as grand prize and 93 other awards for the runners-up. Program, which will run daily for 13 weeks with weekly stage appearances for winners of previous broadcasts, was announced a week in advance of the initial airing as a participating deal for rural merchants with handbills, window cards, direct mail, truck signs, full-page newspaper advertisements and station break announcements. Bill Mickel, station manager, and Arden Gifford planned the campaign.

Successful Tournaments

Approximately \$1,500 in cash prizes will be awarded winners of the WHBF Rock Island, Bowlers Tournament when play closes this week. This promotion broke all records for tri-city bowling, especially for a first year event. A total of 900 persons from 24 towns and cities as far distance as 100 miles entered 1,178 events whereas bowling tournaments sponsored for the past several years by the Rock Island Argus and other tri-city newspapers have pulled only 700 contestants—and only 300 the first year! Entry fees of \$2.10 for men and \$1.65 for women, plus a bowlers' dance, helped raise money for the prize fund. Broadcasts of the tournament play, which has been in progress for the past six weeks, were sponsored on a cooperative basis by local firms. The Nash dealer sponsored a daily broadcast which gave local bowling scores and news of the tournament.

As the bowlers' event closes, WHBF moves on to its second annual tri-city basketball meet to be held for four days beginning today. Twelve tri-city independent teams will play for a trophy to be awarded the winner. Each team pays an entry fee of \$3.00 and admission will be 10 and 25 cents for all games. WHBF's 1937 basketball meet broke all attendance records for independent basketball in the tri-cities. Both the basketball and bowling meets have been under the direction of Ray Anderson.

Audience Building

A broadcast that is expected to make radio history of some sort will be aired by KLZ in Denver this Thurs. night when the station's entire staff joins to observe the first anniversary of "Boners Court," novel show that finds errant announcers brought to justice for verbal crimes detected by listeners.

Although the "court" sessions usually are conducted on Wed. afternoons, the "judge," Program Director Arthur Wuth, and the various "defendants" decided to hold the first birthday party in the Lincoln Room of the adjoining Shirley-Savoy Hotel, enabling some 1,700 long suffering listeners to attend.

With no build-up other than occasional spot announcements, plus plugs at last week's session of "Boners Court," KLZ has already peddled more than a thousand admission tickets.

The anniversary broadcast will be capped when some listener, yet unknown, receives an award for having submitted "the prize boner of the year," being selected by Bailiff Frank Nagel and Clerk Charlie Inglis, who are busy pouring through the records.

RADIO VALET SCHEDULES PROGRAMS FOR ALL DAY

(Continued from Page 1)

remotely controlled keyboard providing for tuning in 13 stations and a phonograph. If the schedule is interrupted the clock will revert to the prearranged listening order at the end of the interrupted period. Using a morning paper, a servant can arrange the entire listening schedule for 24 hours in about 10 minutes. Scott claims new set which he calls the Telematic ends the curse of missing programs one wanted particularly to hear.

There is an item about the new clock that will interest spot advertisers (and adversely). A cam arrangement provides a five-second period of silence at station break time while the shift is made from one channel to another.

Wilson & Co. Expanding

Chicago—Wilson & Co. is expanding its radio activities for Tender-made hams into Kansas City and probably several other markets. Packing concern, which has been successful locally on WGN with an interview program, the "Woman in the Store", featuring Norman Ross, will launch similar test on KMBC, Kansas City, April 4. U. S. Advertising agency has the account.

If You Lived in Jackson

WIBM
the only station in Jackson
Primary pop. . . . 145,586
Radio Families.
(primary) . . . 32,918
Annual Retail Sales
(Jackson only) \$1,388,200

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

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION

DETROIT
MICHIGAN



The Paul H. Raymer Co., Representative



LEVER BROTHERS have contracted for a series of tri-weekly announcements for Spry on KFI for a period of one year. Business was placed by Ruthrauff and Ryan.

Thomas Conrad Sawyer's commentary broadcasts have been renewed on KNX for a 39-weeks' period, running through to December 23, 1938, for Manhattan Soap Sales Co. Program also takes a shift in time from Fridays at 1:30-1:45 p.m. to a twice-weekly schedule on Tuesdays and Thursdays at the same hour, starting April 12.

Ruby Lloyd, organist, will be featured in a Tuesday-Thursday-Friday program at 10:45 a.m. over KEHE.

"Hollywood Showcase," CBS coast-to-coast sustainer switches from Thursday airing to Sunday nights at 7:30 to 8, effective April 3.

Ben Pollack will pick up the baton from Jimmy Grier on the Joe Penner show April 13. Pollack, who was one of the pioneers of "swing," now is swinging to the "sweet" side with his instrumentation and arrangements, reports have it. Paula Gale, vocalist with Pollack, has not been signed as yet, and another singer may get the spot. Rockwell O'Keefe handled the deal.

James Stephenson, British actor, and Gale Page, Chicago radioite who recently migrated West, will play the lead roles in the tab radio version of "I Found Stella Parish," on Warners' "Academy of the Air," Wednesday, March 23, over KFWB. The show repeats on wax in various key cities of the country for the Gruen Watch Co., with Warner-First National exchange managers and picture exhibitors capitalizing on the broadcast plugs for Warner pictures through synchronized release of films and disks.

Ben Bernie and the lads open the summer season at Catalina Island, to be followed by Dick Jergens and Ted Weems under deals already signed for the Wrigley Island resort.

The "Doctor Dollar" transcriptions, formerly heard over KNX on Fridays at 9:15-9:30 p.m., have been switched to Thursday nights at 9:45 to 10.

RECOMMENDED RECORDINGS
FROM

"COLLEGE SWING"

HORACE HEIDT . . .	"I Fall in Love With You Every Day."
LARRY CLINTON . . .	
JIMMY DORSEY . . .	"How'd'a Like to Love Me."
ABE LYMAN	
GEORGE HALL . . .	
MAXINE SULLIVAN .	"Moments Like This."
DICK STABLE	
TERRY WILSON . . .	

FAMOUS MUSIC CORP.
1619 Broadway, N. Y. C.



● ● ● **Personal Postcards To:**—Radie Harris: We listened to your interview with Bobby Breen via MBS last week and we wish to inform you that yours was the most intelligent cross-examining ever aired. . . . Unlike other interrogators you permitted Bobby to carry the burden of wordage—and this made the thing all the more interesting—because we heard Bobby speak normally—instead of one or two word replies usually assigned the kid star. . . . Our regret lies in the thought that possibly Sol Lesser, Breen's flicker boss, may not have been listening—or Eddie Cantor. They would've learned that Bobby can be sweet and boyish without a Little Lord Fauntleroy make-up. . . . The topper for this show of yours, Radie, was when the kid sang "Let's Sing Again" without a piano or other musical accompaniment—and he didn't even get an "intro" from a musical instrument! . . . Ozzie Nelson: Shirley Lloyd, who took Harriet Hilliard's spot with your band, opens tomorrow nite at the Famous Door—singing with Louis Prima's crew. . . . Harry Richman: Dorothy Darrell, the girl who went all the way to London to see you, is now studying music under Claude Austin.

● ● ● **Tom Mix:** Spielers Len Finger and Spencer Allen of KTAT, Ft. Worth, Texas, almost took an involuntary steer ride at the Southwestern Fat Stock Show and Rodeo in Ft. Worth last week. . . . KTAT's booth is located right over one of the chutes. One of the wild Brama bulls used for the steer riding contest reared up on his hind legs and got about half-way into the booth before the cowboys managed to drag Mr. Bull back into the arena. . . . Both announcers took refuge behind the OP4 and continued their moaning word picture from there.

● ● ● **Don Ameche:** Your co-worker, Nelson Eddy, now on concert tour, made an appearance Sat. nite up in Westchester—and his pants fell down on stage—trying to reach for a high note! . . . Sammy Kaye: Your press agent, Irving Fields, will be married next month to a model, Sylvia Fields—he won't have to buy her new monogrammed kerchiefs. . . . Barry Wood: In listening to your show last Wed. nite, doing "On the Sentimental Side" and "My Heart Is Taking Lessons"—which songs we reviewed the next day on Bing Crosby platters—your vocalizing was a wee bit better! Since hearing your first show last spring for Drene—you've improved a 1000 per cent. Wonder why Bill Lewis at CBS doesn't team you with Doris Rhodes on a late evening variety sustaining series. It would be very commercial—teaming the network's leading female and male singers! . . . Lee Sims: While you concentrate on your composing, your wife and teammate, Ilomay Bailey, is slated to solo-it via a network build-up. . . . Harry (Columbia Pictures) Cohn: As owner of the screen rights to "Golden Boy" you're searching for a newcomer to play the lead. This may be of some help—MGM was originally slated to do the picture and were testing Del Casino, radio singer, for the part—which calls for an Italian boy who turns from a musical career to a pugilistic one. Well, that's Casino's career backwards. Before radio, Del was known in the squared-ring as "Canvasback Casino"!

● ● ● **A. L. Alexander:** Wish you'd set a definite time to arrive at our office. Last week the elevator service in our building (which houses your offices too) was delayed because a young lady asked every elevator when you'd arrive—because she wanted your auto graph! . . . Beatrice Fairfax and FCC Commissioner McNinch: Eric Palmer, member of WQXR's engineering staff, and noted radio amateur, married Lillian Kaprat last week. . . . Palmer, who operates W2GRB in Brooklyn, N. Y., met Miss Kaprat through his amateur station, as a result of conversations over the airwaves with her brother, Robert, another radio amateur.



GLENN SNYDER, manager of WLS and president of the Chicago Broadcasters Association, has gone to Phoenix, Ariz., where he will spend a fortnight vacationing and looking in on KOY, sister station of WLS.

George Biggar, promotional director of WLS, has gone to St. Louis on business.

Bernie Milligan of Earle Ferris west coast office who was here consulting with Kay Kyser on Lucky Strike show publicity planned to New York after being grounded here several days because of bad weather.

Gannon Kearins trying to interest agencies in a show which would feature pickups from famous and unusual American homes—Mount Vernon, Death Valley Scotty's Desert retreat, Commander E. F. McDonald's Yacht Mizpah, et cet.

Prof. T. V. Smith of the University of Chicago who appears regularly on the University of Chicago Round Table over NBC and who is a State senator, is a candidate on the democratic ticket for Congressmen-at-Large from Illinois.

S. K. Ratcliffe, commentator for BBC and correspondent for the London Spectator will be on the air over NBC from Chicago tonight.

Wrigley promotion department releasing a blurb which states that Double Everything, which folds this weekend, had "what the sponsor considers a very successful run" and that "audience response and size was much higher than for numerous shows which have been on the air for years."

Mrs. Byrd Arnold Smith has launched a Dale Carnegie type of broadcast on WAAF at 5:30 on Sunday afternoons.

Dr. Morris Fishbein, editor of the Journal of Medical Society, guest speaker on Montparnasse show Saturday discussing "Quacks, Fads and Fakers."

LISTEN TONITE TO
DORIS RHODES

6:05 P.M. WABC-CBS Network

MANAGEMENT
COLUMBIA ARTISTS, INC.

Catch the ★ ★ ★
ANDREWS SISTERS

on the Wrigley Program

"Bei" Gum

They're Terrific!

Mon.-Fri., 7-7:15 p.m., EST., CBS

NEW BUSINESS

Signed by Stations

WBZ-WBZA, Boston: Hathaway Bakeries, Cambridge, Mass., daytime announcements, through W. E. Long Co., Chicago.
 Carter Medicine Co., New York, weather reports, through Street & Finney, N. Y.
 Doyle Packing Co., New York, 78 15-minute periods on Musical Clock, direct.
 Webster Thomas Co., Boston, "Mac and Moore" daily except Sunday for 52 weeks, through Chambers & Wiswell, Boston.
 Joseph Breck & Sons Corp., Boston, announcements, through Peel, Denton, Palmer, Inc., Boston.
 Rival Packing Co., Chicago, 13 15-minute periods, through Charles Silver & Co., Chicago.
 Ford Motor Co., Detroit, 21 announcements, through McCann-Erickson, Inc., N. Y.
 Boston Flower Show, Boston, eight 15-minute spots, through John W. Queen, Boston.
 Gordon Manufacturing Co., Framingham, Mass., announcements, through Franklin Advertising Service, Boston.
 Boston Molasses Co., Boston, 24 15-minute periods, through Franklin P. Shumway, Boston.
 Gruen Watch Co., Cinn., 13 half-hour periods, through McCann-Erickson, Inc.
 Bayuk Cigars, Inc., announcements, through McKee, Albright & Ivey, Inc.
 Air Conditioning Training Corp., Youngstown, O., nine 15-minute periods, through National Classified Advertising Agency.
 Mutual Savings Bank Association of Massachusetts, Boston, 156 announcements, through B. B. D. & O., Boston.

KNX, Los Angeles: Manhattan Soap Sales Corp., 15-minute program renewal, through Milton Weinberg Advertising Co.; Lewis and Aylesbury (canned foods), Sunrise Salute and Housewives' Protective League participation programs; Olson Rug Co., Sunrise Salute and Housewives' participation programs; Vernon Nussbaum Co. (Venus dried fruits), Sunrise Salute participation program, through Glasser Advertising Agency.

WHN, New York: Madison Personal Loan Co., 15-minute program, through Klinger Advertising Agency.

WOKO, Albany: Breslaw Brothers (furniture), swing music programs.

WABY, Albany: Orange Motor Co. Musical Clock program renewal.

KCMO, Kansas City: McKesson-Robbins (Pursang Tonic), announcements.

KXBY, Kansas City: Bordens' Gobbles Pop Corn Co., announcements.

WGN, Chicago: Richman Brothers (clothing stores), time signals, through McCann-Erickson; Maurice Rothschild (clothing), time signals, through Dade B. Epstein Advertising Agency.

WMAQ, Chicago: Axton Fisher Tobacco Co., ETs, through McCann-Erickson; Central Democratic Committee of Cook County (political), 15-minute program, through M. M. Fisher Associates.

WENR, Chicago: Central Democratic Committee of Cook County (political), 15-minute program, through M. M. Fisher Associates.

Dr. Pepper to Norfolk

Dallas—Dr. Pepper beverage concern which has Sunday afternoon session on Dixie network, is launching 15 minute Dr. Pepper Pep session on WTAR, Norfolk, Va., a transcription program, April 3. Tracy-Locke-Dawson has the account.

ALAN COURTNEY
WINS PLAUDITS
 FOR HIS
"GLOOMCHASERS"
WINS

Sun. to Fri. 11:30 a.m. to 12:30 p.m.

ORCHESTRAS - MUSIC

By TED LLOYD

STATIONS AIRING RECORDINGS in Philadelphia who thought that all their troubles were over when RCA-Victor gave them written permission to play their recordings—and also signed with NAPA—find things are not as rosy as it appeared!... Trouble now seems to center about the purchase of records, which they find almost impossible from Victor's exclusive distributor in that area... Purchases, of course, can be made from retailers and other sources but the wholesale market is closed to them—necessitating buying them at retail—if they are to continue playing disks at all!... On this basis Victor's permission to play recordings can only be interpreted as permission to use those records which they already have—and freezing them out of the idea of recorded music!... Herbert Speiser, counsel for the NAPA associated with Maurice Speiser, NAPA's general counsel, believes that the recording companies are only hurting themselves in this stand but thinks that they are probably awaiting results of various litigations before going further!

Because of the havoc which broke loose in the music industry the past week-end, what with so many discharges and so forth, this reporter assumed the duty of questioning various big publishing firms to learn if any of them planned cutting down their staffs in the immediate future. ... Also, motivated by the fear that has grown into the hearts of various employees, who don't know when the ax will fall on their heads, this, we hope will serve the employers who will be able to get the best out of their men due to clear minds:

Circle Music, publishers of Raymond Scott's compositions, have added to their staff and no one will be discharged... Harry Link, speaking for Irving Berlin, Inc., one of the largest publishing houses, stated that everything is in fine condition and cuts will not be made... Jonie Taps, general manager for Shapiro, Bernstein & Co., stated though business wasn't up to snuff at the moment, things would eventually pick up and he wouldn't add to the unemployment situation. Pennies will be sliced from

expenses—but not from men's salaries!... Chappell, Crawford and Marlo Music companies, both of them Max Dreyfuss firms, may make a few switches in personnel—but no let outs, it was disclosed.

Johnny Green, victim of the economy wave at Select Music last week, and his brother Mac, a like victim at Warners, decided to go into the publishing business themselves and see if things are really tough.... Within two hours of their respective discharges, Johnny and Mac formed the Green Music Co., with offices to be located at 1619 Broadway—and got themselves a writer, Buddy Green—another brother. Buddy wrote "Once in a While", "More Than Ever", etc., the last year. With Sammy Stept, Buddy turned off a tune called "Ten Little Miles From Town" to his blood-relations as their initial tune. Russ Morgan introduces the song on his CBS Phillip Morris show Sat. nite.

Abe Lyman leaves the Casa Manana within two weeks... Is Red Norvo leaving the Commodore?... Teddy Lang, who originated the Alabama Five in the days of Dixieland music, is making a bid for major music consideration again with his Club Cavalier orchestra which auditions next week for a summer substitute show on the networks. Lang is an ace drummer.

It's Fitzpatrick's Story

Detroit—Leo Fitzpatrick, vice-president and general manager of WJR, yesterday reported that 85 per cent of the mail and telegrams he had received as a result of the CBS "Swing vs. Sentiment" program objected to swing music and were in favor of the "songs our mothers used to sing."

Enlarges Capital News Staff

Washington Bureau, RADIO DAILY
 Washington, D. C.—Transradio Press Service has enlarged its local staff following its recent move to larger quarters. Additional teletype facilities have also been added to take care of the national news. Frederick M. Harmon, who was an editor in Transradio's New York office till recently, is now bureau manager of the Washington branch. He has also taken over the post of southern news manager and supervises news coverage in Virginia, West Virginia, North Carolina, Georgia and Florida.

WHK Covers \$700,000 Fire

Cleveland—WHK-WCLE broadcast the \$700,000 City of Buffalo steamship fire and despite bulletins requesting Clevelanders to stay away, the city experienced its greatest lake-front traffic jam. Carl Mark described the fire from the adjoining steamship Seandbee shortly after the blaze got under way.

EXCITING NEW PATENTED PREMIUM

Available to National Radio Sponsor
ROY POST, Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEA, 7:30 P.M.; author of game "Jury Box" . . . now offers for premium use

UNIQUE NEW PATENTED Picture Mystery Card Game

A fascinating new \$1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N. Y. C.

GUEST-ING

EUGENE LIST, pianist, on American Banks program, Monday. (NBC-Blue, 9 p.m.)

DR. E. M. GREEN, Pennsylvania state botanist, on Farm and Home hour, March 30 (WIBG, 11:30 a.m.)

FELIX KNIGHT, vocalist, on Schaefer Beer program, March 24 (NBC-Red, 7:30 p.m.)

STEPHEN T. GOERL, manager of Hungarian State Tourist Department, on Travel Talk, March 26 (WNEW, 5:00 p.m.)

ELLEN ROSE DICKEY, on Hobby Lobby program, today (CBS, 7:15 p.m.)

LOUIS PRIMA and His Orchestra and ADRIAN ROLLINI and His Vocal Trio, on Martin Block's Sunday Swing Concert, March 27 (WNEW, 11:00 a.m.)

ROBERT MONTGOMERY, LEWIS STONE, MICKEY ROONEY, CECILIA and ANN RUTHERFORD on Good News of 1938 tomorrow (NBC, Red, 9 p.m.)

ANNE SHIRLEY, opposite Tyrone Power on Hollywood Playhouse March 27 (NBC, Blue, 9 p.m.)

MODERNAIRES QUARTET, ADRIAN ROLLINI TRIO and WALTER GROSS on the Saturday Night Swing Club, Mar. 26 (CBS, 7:30 p.m.)

MILDRED BAILEY and BUNNY BERIGAN on the Paul Whiteman program April 1 (CBS, 8:30 p.m.)

ROBERT CARRON soloist on the "Hit Parade" April 2 (CBS, 10 p.m.)

FOSTER BAILEY, co-editor of World Observer and co-ordinator of the Units of Service, interviewed by the Observer of Good Will, March 24 (WNYC, 5:45 p.m.)

NED SPARKS, on Al Jolson show, March 29 (CBS, 8:30 p.m.)

MORTON BOWE, tenor, on Al Pearce and his Gang program, March 29 (CBS, 9:00 p.m.)

HELEN FERRIS, editor, on American School of the Air, March 29 (CBS, 2:30 p.m.)

DR. CONDIT W. CUTLER, JR., on Highways to Health program, March 29 (CBS, 4:00 p.m.)

WHAT IS YOUR PLEASURE MONSIEUR

AMERICAN or EUROPEAN PLAN

Yours for the asking!

WBNX NEW YORK
 1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language



PROGRAM REVIEWS

MAGIC MELODIES

Harvey Whipple, Inc.
WJZ, Tues., 7:45-8 p.m.
Willard G. Myers, Inc.

INITIAL PROGRAM PLEASURES EXCEPT FOR LONG COMMERCIAL ANNOUNCEMENTS.

The first of a new series made its debut last night with Dorothy Dreslin, excellent coloratura soprano and George Griffen doing a fine job of vocalizing to the accompaniment of an organ, harp and vibraphone. Miss Dreslin, in her solo, "Lover", was in good voice while Griffen selected as his number, "One Song". Both singers offered "Ten Pretty Girls" and "Here In My Arms" as duets.

While the musical end of the program was very satisfying to listeners, an extra long commercial plug injected at the half-way mark plus an added spiel at the finish, proved to be boring insofar as the program is only a quarter-hour. However, that complaint may be placed in the fact this was the first airing.

Their Greatest Story

One of the most interesting dramatic series on the air, this WPA feature also has originality insofar as its main theme is concerned. Taking well-known authors as a base, series presents a dramatization of their best writings. Sunday's offering was a dramatization of a story in Esquire, "Christ in Concrete," written by Pietro di Donato and concerned an Italian workman who finally met his doom in the collapse of the building he was working on. Play was well produced and acted, and had all the elements of realism needed to make it convincing. Lawrence Bearson handled the radio adaptation while the cast numbered 22. Program moves into the 5:30-6 p.m. spot on Mutual beginning next Sunday.

Line Forms on the Right

Oakland—Upon his return from Wash., D. C., William Gleeson, ex-KYA manager, envisioned a fourth national web of 200 secondary stations in operation by Sept. 1. Unwilling to reveal name or sponsors, Gleeson said "money was in the bank" and that the "go ahead" sign had been given him. Said "many independent stations have gladly assented to coalition" and that "high government officials as well as FCC members have indicated they were amenable to idea."

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

Greetings from Radio Daily

March 23rd
Arnold Johnson

RADIO PERSONALITIES

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

G. W. JOHNSTONE

COMPLETING 15 years in radio broadcasting today, G. W. (Johnny) Johnstone is currently one of the important "back-stage" executives at WOR-Mutual aiding in the development which has marked that station's and network's progress in the past three years. His title—director of public relations—covers a multitude of chores. His responsibilities include the supervision of all regular and "spot" news broadcasts, special features, timely talks, publicity and press contact.



15 Years in Radio

Born in Plainfield, N. J. in 1900, Johnstone's early education, training and hobbies moulded a perfect combination for radio broadcasting. He was "brought up" on the Perth Amboy Evening News, a daily.

As a youth, he had two hobbies—radio telegraphy and music. He held his first amateur wireless operator's license while in his teens. In the World War, Johnstone was among the first batch of instructors assigned to the Harvard-U. S. Naval Radio School. At the end of the war he was on the U.S.S. Washington

as one of President Wilson's radio operators.

In the early part of 1923 he was following the experimental broadcasts of WEAJ, then under AT&T at 24 Walker Street. Upon formal application, he learned that the station had already engaged a one-man publicity department, that musicians were aplenty (for practically nothing in those days, he says) and that the only opening was in the station's engineering department as a control man. On March 23, 1923 he took this job—with the understanding that he was to have the first opportunity to join the publicity department when it expanded. He waited a year for that opportunity. His first publicity assignment was to publicize and assist Graham McNamee in that famous "24 Votes for Underwood!" convention of the Democrats in New York's old Madison Square Garden in July of 1924. In the latter part of that year, Edgar H. Felix, then head of the WEAJ publicity department, resigned and Johnstone was given his post.

In 1926, when the National Broadcasting Company was organized, the late George F. McClelland, then its newly appointed vice-president and general manager, assigned Johnstone to the post of director of press relations. One of his first duties was to start the mimeographs rolling and advise press contacts of the newly appointed president of NBC, M. H. Aylesworth. As the company grew Johnstone's press activities and public relations contacts grew and in 1931 he was rewarded with the choice assignment of assistant to Aylesworth.

Shortly before Mutual was organized Johnstone was invited to come to WOR. With a five-man department he has, in the past three years, coordinated news broadcasts, special features, timely talks and publicity in a way that has focused the attention of the industry and the listening public to WOR and the Mutual Broadcasting System.

Johnstone is married, has two children, Suzanne, 10, and George W, Jr., 6, and has a home in Great Neck, L. I.

Frank Parker Is Signed for Campbell Soup Show

Frank Parker has been signed by Campbell Soup Co. for the Hollywood Hotel programs effective April 1. Parker, who signed his contract yesterday with Ward Wheelock Co., agency handling the show, has been set for a three-year period. He will succeed Jerry Cooper who fades from the program following the March 25 broadcast. Program is heard over CBS network weekly.

Righter Joins WOR Sales

Volney S. Righter, formerly contact man for Young & Rubicam agency, has joined the sales staff of WOR. He was also formerly vice-president of Outdoor Service, Inc., and with Erwin, Wasey.

NBC Assigns New Director of Its Children's Programs

Paul Wing has been relieved of his duties as NBC director of children's programs to devote full time to the spelling bees. Margaret Cuthbert, director of women's programs for the net will take over Wing's former contact work among Parent-Teacher societies and Lewis Titterton, director of the script division, will assume the editorial duties.

CBS Promotes Page Boy

Jerry Foley, CBS page on the executive floor, has been promoted to the press department. He succeeds Dick Schroder who has resigned because of ill health. Promotion is in line with the established policy of moving pages up as soon as openings occur.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,110,852—Radio Direction Finder. Edward D. Blodgett, Haddonfield, N. J., assignor to RCA.

2,110,911—Electron Tube. Max Knoll and Ernst Sommerfeld, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,002—Electric Discharge Tube or the Like. George D. O'Neill, Beverly, Mass., assignor to Hygrade Sylvania Corp.

2,111,013—Resistance Welding Current Control. Edwin H. Vedder, Swisssdale, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,111,066—Photoelectric Tube. Paul Gorlich and Rolf Gorisch, Dresden, and Werner Pistor, Dresden-Loschwitz, Germany, assignors to Zeiss Ikon Aktiengesellschaft.

2,111,086—Oscillation Generator. Donald Basim, Washington, D. C., assignor, by mesne assignments, to Bendix Radio Corp.

2,111,090—Automobile Radio Aerial. Lester M. Davis, Tacoma, Wash.

2,111,142—Rectifier Seal. Arthur Gaudenzi, Baden, Switzerland, assignor to Aktiengesellschaft Brown Boveri & Cie.

2,111,231—Recording Device. Manfred von Ardenne, Berlin-Lichtenfelde-Ost, Germany, assignor to Radio Patents Corp.

2,111,256—Electron Discharge Tube. Robert Warnecke, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,111,263—Magnetron. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,373—Permeability Tuned Device. William A. Schaper, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,111,381—Radio Receiver Apparatus. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,111,386—Electrical Circuit Control Device. Ewald Buchmann and Ernst Hobbie, Berlin, Germany, assignors to Siemens-Halske Aktiengesellschaft.

2,111,396—Ultrasort Wave Circuit. Hans E. Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,397—High Frequency Amplifier. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.

2,111,398—Antenna Device. Hermann Kippenberg, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,483—Electric Coupling System. Carl E. Trube, Maplewood, N. J., assignor to Hazeltine Corp.

2,111,490—Intermediate-Frequency Coupling Unit. Frederick N. Jacob, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,111,506—Cathode Structure. Donald V. Edwards, Montclair, and Earl K. Smith, East Orange, N. J., assignors to Electrons, Inc.

Zenith Profit \$1,418,978

Chicago—Zenith Radio Corp. reported an operating profit for first nine months of its fiscal year (Jan. 31) of \$1,418,978 after depreciation, excise taxes and reserves, but before provision for Federal income, excess profits or undistributed profits' taxes.

Because of recession last fall production was greatly curtailed as were operating expenses. Because of steady volume of business, distributors stocks as well as Zenith Corp.'s are expected to be reduced to minimum by the time the new line is announced in May.

Introduction of the new Radio Nurse, home communication device, which is creating unusual public interest, and new line of automatic tuning auto radios expected to keep spring and summer business up and provide means of levelling out the peaks and valleys of employment which plague the radio manufacturing business.

Hugh Robertson, vice-president and treasurer, made the statement in the absence of E. F. McDonald Jr., who is still in Caribbean waters on his yacht, Mizpah.

PHILADELPHIA

Joe Franzosa and band take on another assignment on WPEN, and are now being heard in the "Little Symphony" program.

Two stars have been added to the staff at WCAU, Kitty Kallen, vocalist and the Three Knickerbockers, a vocal trio.

The KYW Camera Club, under the direction of Jim Harvey, has passed its membership mark of 300 and is putting into effect a new policy, that of guest speakers.

Jack Steck, WFIL's genial mike man is back at the entertainment harness, as emcee at the newly opened Hollywood Cafe.

Molly Packer recently heard on WDAS foreign program shifts to the WDAS ensemble.

George Hogan is back before the WCAU mike after being out ill for some time.

Carlotta Dale and Gulliver go network over NBC-Red via KYW with the "Music for Moderns" show.

Tommy Smith, WPEN program director and Clay Boland are working on the music for the U of P's Mask and Wig show.

Joe Fransetto, maestro of the band at the Hotel Adelphia, is cutting a series of records of the band at WDAS.

Ben Greenblatt and his Piano Ramblings have shifted to a new time on KYW, after being off the air for some time.

Norman Benson is now being heard over WFIL and the Mutual network in the program "Thursday at Three".

Cyrus Beck has written the script for the latest dramatic series heard over WIP called "The Trailer Family".

Stanley Templeton is now being heard on the "Twilight Melodies" program over WPEN.

James Tisdale of the WIP engineering staff, is enjoying a Florida vacation and is due back in April.

Marie and Burton Piersol formerly of the Phil. Grand Opera are now being heard with the WDAS ensemble.

Barbara Thorne will be featured in two of the WCAU Golden Music programs as soloist and will take over the Jean Shaw spot on Fridays.

Edythe Rodaye and Jane King are now being heard in their show over WHAT and KYW.

Clare Alosi is now being aired over WFIL and WPEN.

B. S. Mass who as "Doctor Socrates" conducts the "Ad-Lib" program over WIP weekly is a local high school history prof.

Dorothy Smith of the WFIL secretarial staff is winter vacationing in her native Alabama.

Flo Donato celebrates his first anniversary as director of Italian programs for WDAS.

LOUISVILLE

Bill Bond, WAVE announcer, sang leading tenor part in an oratorio performance at a local church.

Louisville's junior and senior high schools are presenting weekly radio programs in the interests of health, under auspices of the City Health Department each Saturday until June over WAVE.

NEW PROGRAMS—IDEAS

"Inquiring Reporter" Slant

A new slant on the "inquiring reporter" idea takes John Rainbolt, KLZ special events man, to Denver's large indoor public market every week-day morning for a series of interviews with merchants and shoppers.

Listener interest is supplied during the interviews with shoppers, with the commercials slipped in unobtrusively as Rainbolt buttonholes the various shopkeepers.

The show, remoted from the market is sponsored on a cooperative basis by the many merchants housed in the large market building.

Young Reporters' Club

WIP, Philadelphia has started a new series of programs, known as the "Young News Reporters Club," under the direction of news-commentator Charles Benford. Show, which is designed to meet the juvenile audience between the ages of eight and sixteen, requires listeners to send in news stories of about 100 to 500 words on any topic and in any style in order to obtain membership. The best stories receive a cash prize and are aired by their respective authors under the guidance of Benford.

School Stuff

New to the WIP list of shows is the "High School Reporter," program, heard Mon., Wed. and Fri. from 4:45 to 5:00 p.m. This program, a resume of extra-curricular activities at Philadelphia and suburban high schools, includes such phases of school activities as sports, dramatics, socials and journalistic doings. Announced by Bud Sparks, teacher, it presents students who are outstanding in their respective activities.

Chevy Dropping Policy Of Using Guest Artists

New Chevrolet series, which begins April 15, over 365 station via disks, will drop the guest star policy which has been a steady feature and will use James Melton as permanent vocalist. Station list has been increased by five stations over previous series. Victor Arden's orchestra, Graham McNamee and Songsmiths quartet remain on shows. Campbell-Ewald, Detroit, is the agency.

Edythe Dixon Joins P.A.

Chicago—Edythe Dixon, publicity director for WLS and editor of Stand By, radio publication of the station, has resigned to join staff of Tom Fizdale, Inc., immediately. Miss Dixon, one time reporter on the Herald & Examiner, and later society editor of the Daily News, has done considerable free lance work in radio. Successor at WLS not yet named.

Child Safety Programs

KDKA is sponsoring a new sustaining series of weekly programs under the direction of announcer Bill Sutherland which brings attention to the work done in the city's child safety campaign. The first in the series, which is called the Junior Patrol, will be heard on Friday, March 25, at 5:15 p.m. and will bring to the mike Dr. Ben Graham, Superintendent of Pittsburgh Public Schools and Father Paul E. Campbell, Superintendent of Parish Schools. Programs aim at giving additional incentive to safety patrols operating in the schools. Sutherland is well known to thousands of youngsters as "Cousin Bill" of the Kiddies Club and Junior Broadcaster shows heard during other days of the week at the same hour.

Swing vs. Swing

A local swing band shares the spot light with recorded swing tunes on "Swinging the Blues," a new half-hour show heard from WESG on Friday evenings. Appropriate patter is supplied by Announcer Woody Ott.

Revive "Eyeopeners"

"Eyeopeners" is the title of a new early morning musical program heard daily, except Sun., over KXYZ, Houston, at 7:15. Aired for the express purpose of lightening cares of the day with fun, frivolity and musical interpretations, it features a group of seasoned entertainers who have been heard many times on their own programs over the station. Show gives frequent time service and is a revival of a program heard over KXYZ several years ago at which time over 8,000 people enrolled in the series in less than six weeks.

Live Talent for Yeast Account on Special Webs

WLW's airing of Ironized Yeast's "Good Will Hour," will be a live show starting April 24. Because of difficulties in clearing time, show had been heard on a broken schedule on various stations. WLW has been using disks of the second half of each preceding Sunday's program for Saturday evening broadcasts, but after April 24, the live show will be heard Sundays 10:30-11 p.m. Show is also heard on nine Intercity outlets Sundays, 10-11 p.m. and on Mutual 10-10:30 p.m. Ruthrauff & Ryan is the agency.

Cutting I. J. Fox Disks

I. J. Fox, through the Schillin Advertising Agency, has signed for a series of 12 five-minute transcribed sport talks over WHN, WAAT, WHOM, WINS and WMCA. Sid Walton will handle the commentary. Disks cut by Louis Tappe Productions at WOR.

SAN FRANCISCO

Due to uncertainty of Hearst's radio plans, KYA is unwilling to enter long-term contract with General Mills for daily baseball games for "Wheaties" so possibly KGO may get the plum. Herb Allen, KFRC announcer, will work the KROW mike for the Oakland ball club which will probably cause him to fade from KFRC's "Listen" show for Shasta Water because of time conflict.

Local DX-ers planning to hold first International Convention on "Treasure Island," exposition site, July of 1939. George C. Sholin, prez of "Treasure Island DX Council," reports letters from all over world. Sholin also gen. mgr. in Northern California for International DX-ers Alliance. Working with him is Charles Norton, prez of Universal DX club of S. F.

Jack Benny, Edgar Bergen and entire Chase and Sanborn show, Burns and Allen and several CBS shows will do shows in the radio hall on "Treasure Island" during the 1939 exposition, the board has been assured by agency men and web officials. Auditorium will seat several thousands and when any big show is aired, all fair ground speakers will blare it, nets have been promised.

Bank of America planning to return to air early in April with "House of Melody" which folded when Meredith Willson went to Hollywood. Cyrus Trobbe, ex-KYA musical director, set to lead 20-piece light concert ork. Bank has bought Willson's original theme and will use same format. Sunday night skeds on NBC and CBS are tight so sponsor may take Mutual, in which event Mel Ventor will get the coveted commentator spot.

Henry King's band leaves Fairmont Hotel April 2, for the east to be replaced by Nat Brandwynne. King will return in September for another six months.

Joe Sudy's Rio Del Mar Country Club band angling for N. Y. job. Auditioned by special telephone wire.

John B. Hughes, KFRC commentator, besides doing nightly news commentary on Mutual-Don Lee net, also broadcasts 10-minute news periods over KFRC six days a week at 8:30 a.m., 12 noon and 4:30 p.m. Three daily shows now also released over KFBK, Sacramento, and KMJ, Fresno, member stations of the McClatchy chain.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

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

EXCL. MANAGEMENT TED COLLINS

Chi. AFRA Frowns Upon Central Casting Agency

(Continued from Page 1)

established central casting agency prior to the next membership meeting on March 27."

Central Radio Casting Agency was organized recently along lines similar to the Hollywood Central Casting agencies with headquarters in Mather Tower, Chicago.

Board's real objection is the collection of 10 per cent for a service which it feels AFRA in conjunction with directors, agencies and the stations can do just as well without cutting into the earnings of its members.

Ascap Postpones Meet; Also Annual Get-Together

Due to the serious illness of his son, Gene Buck, president of Ascap, the music publishers postponed their meeting which was slated for last nite. Meeting was due to the planned revival of the classification idea and abolishing the present "performance point system." Annual dinner of Ascap, set for tomorrow nite at the Ritz-Carlton, has also been postponed indefinitely.

WCFL's Model Kitchen

Chicago—WCFL has moved its Peekers in the Pantry (participating sponsorship program) to the Model Kitchen of the Peoples' Gas Company in the loop and increased the broadcasts to six half-hour periods a week from 10:30 to 11 a.m. daily. Phil Libby and Jane Mal'o'm handle the Peeker show which has an audience. Every Wednesday a cooking school is held in connection with broadcast. Bob Purcell conducts a Man in the Street broadcast in conjunction with the other program. Deane Milk Company has renewed participation in show. Other patrons are Doyle Packing Company (Strongheart Dog Food) and Ma Brown.

"True or False" Growing

"True or False" goes into the Mutual Playhouse on April 4. Response for studio tickets is so great, studio has become too small.

ONE MINUTE INTERVIEW

RUSSELL E. PIERCE

"The steady increase in broadcast advertising during the last ten years is due in no small measure to the greater skill on the part of advertisers in the technique of merchandising radio programs. Advertisers are constantly giving this subject more study and creative thought and find that its application has a practical result in increased sales. Yet, even the advanced methods are constantly being developed further and opportunities for greater improvement still remain."



Coast-to-Coast



HARRY GLICK, WHN's morning exercise man, celebrates his tenth year of continuous broadcasting this week. Glick first broke into radio via WGBS.

Stan Shaw, conductor of WNEW's Milkmen's Matinee, is currently doubling between his all-night radio show, the Flatbush Theater, and every Saturday night appears at the Acon-dra Country Club, New Jersey.

Paul Dargis, who has been commenting over WWSW on foreign news, has been named head of the station's foreign staff. His duties will consist mainly of translating and checking all continuity on foreign broadcasts.

Glenn Parker, former WIP announcer, has joined WHO, Des Moines in the same capacity.

Syd Leipzig, head of the recently organized WOV Artists Bureau announces that the registration of artists who are interested in appearing at clubs, theater and private functions will begin tomorrow at the WOV Building, 132 West 43rd Street in New York. The new bureau also handles the talent for WBIL.

Safety Flashes, which have been on WTAR's sustaining schedules for several years have been sold to Security Storage and Van Corp. Sponsor figures it is an ideal tie-in as the program plugs safety on the highway.

J. Roy McLennan, WSAL manager, took advantage of the theatrical appearance of Jolly Coburn's Orchestra and Joan Brooks at the Arcade Theater in Salisbury by airing two remotes from the theater. . . McLennan reports that the half-hour Sun-

World's Fair Radio Plans Remain to Be Worked Out

Radio plans for the World's Fair are still in an indefinite stage it has been learned, however, the officials of both the exposition and the major radio chains and local New York stations are negotiating now to close deals whereby the previously announced plans to broadcast commercial programs from the Fair, can be put in the works. With RCA already set, it is believed that the next major deal will be closed with CBS. Only local station at present to commit itself is WNEW, who has already begun a weekly series direct from the grounds with Richard Brooks handling the broadcasts. Station has signed an agreement with the exposition to broadcast from the grounds until the termination of the exposition.

day Amateur Show which is also heard from the Arcade is pulling 1000 votes a week. Winners of this program sponsored by Philadelphia Dairy Products Co. are given a 15-minute spot to themselves on Wednesday afternoons.

George A. Bolas, formerly of the Swift Co., has joined the NBC sales promotion department.

United Press service has been started by WLBC and replaces Transradio and International News Services formerly handled by the station. E. Pierre deMiller, news editor, has added several new local features to the department as well.

Ed Cunniff, newly assigned the job as Lincoln manager of the Central States Broadcasting Co., including KOIL, KFAB, and KFOR, has been started on his tour of duty by General Manager Don Searle. Under Cunniff will be Ray Schwartz, as head of the service department, and Paul Dodd, as office manager.

Dorothy Chaquette has joined the WHIP program department. She comes from the J. Walter Thompson Agency in Chicago and was formerly connected with KXBY in Kansas City, as program director.

KONO, San Antonio, has installed lines into the Municipal Auditorium of San Antonio to pick up the large pipe organ there, one of the largest instruments in the south. Ted Brown, Brunswick and Columbia recording artist, and staff organist of KONO is playing the broadcasts from the auditorium each afternoon. Visitors are allowed to watch the broadcast in the auditorium.

Two Additional Accounts Are Signed by CBS Sales

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through Fridays, 9:30-9:45 a.m., will start Joyce Jordan in "Girl Interne." Script show was on NBC earlier in the year. Brown & Tarcher, Inc. has the account.

The other four shows Household Finance, the Brewers' Richard Himber show, Loe Lowe Corp. (Popsicle) "Popeye" series and the Griffin All-Wite program with Hal Kemp have already been announced in RADIO DAILY.

MacBride Made Radio Editor

Sacramento—Kirt MacBride, assistant sports editor of the Sacramento Union and sports commentator over Miller station KROY, has been made radio editor of the Union. His successor in sports department, Bill Conlin, will take over weekly sports commentary.

Mobile Cereal Program by Quaker Oats on WBBM

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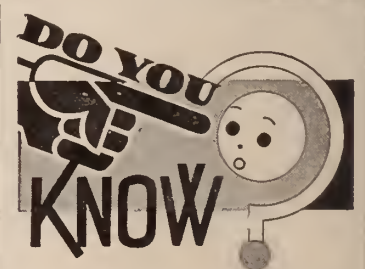
interview women in grocery stores via WBBM's mobile transcription studio. Show will be aired at 6:45 p.m. when most stores are closed. Similar program will be started in several Eastern markets. Benton and Bowles, Chicago, has the account.

Younts Further Reveals "Air Mail Week" Plans

Major Paul R. Younts, and Charles Crutchfield of WBT, National Chairman and Radio Director respectively, are now completing plans for the promotion and exploitation of National Airmail Week in what appears to be the largest single campaign of its kind ever undertaken. With radio set to be the most active medium of promotion, newspapers and motion pictures plus all educational bodies, cultural organizations and youth movements have been included in the widespread campaign.

It appears at present that in addition to the 748 radio stations which will participate, a majority of the leading commercials will be included in special tie-ups to promote the events. Radio stations throughout the U. S. and possessions are now working on promotional and special event hook-ups in an effort to be judged one of the winners of the plaques which will be awarded by FCC Chairman Frank R. McNinch.

Opening shot in the radio campaign is scheduled for March 31, in a special NBC airing with Major Younts and James Farley, postmaster general, scheduled to speak. Stations will be sent disk series and special program ideas within the next two weeks, and a form will also be included which the stations will re-submit to Major Younts. Forms will be turned over to a group of judges who will select winners of the plaques. All stations, regardless of affiliations, power or location, are eligible for the awards.



In order to carry on tests for the new CBS television transmitter a complete "electrical reproduction" of the top floors of the Chrysler Tower in New York City was constructed on a baseball field near the RCA manufacturing plant (located in Camden, N. J.).