



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 60

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FIVE CENTS

Indies Convening Today

ANNUAL REPORT OF CBS TO BE AIRED BY PALEY

William S. Paley, CBS president, will make one of his rare appearances before the microphone on April 5, 10 p.m., when he reads the CBS 1937 stockholders report to the radio audience. Copies of the report will have already been mailed to stockholders.

Paley said he decided to put the report on the air because of the widespread general interest in broadcasting and added that he hoped to stimulate public thinking about broadcasting by discussing industry problems with the audience just as frankly as he does with CBS's own stockholders.

WBAP's New Sustainer Heard From State Prison

Fort Worth—A literal "Prisoner's Song" was broadcast by WBAP from the Texas State Penitentiary. Program will be a regular half hour Wed. sustainer and is produced by inmates whose announcement was "Hello world, welcome to 30 minutes behind the Walls."

The inaugural session was officially opened by Governor Allred and was (Continued on Page 8)

B-S-H Agency to London

Chicago — Blackett-Sample-Hummert agency has formed an English company under the title Blackett-Sample-Hummert, Ltd., with headquarters in London to handle European business. Hill Blackett, president of the firm, now in Europe. A resident manager will be appointed.

Kirby Hawkes, radio director of the agency, has returned from a month's trip to England.

Carnegie's Troubles

Chicago—Dale Carnegie, concluding his broadcast here one evening, walked out into the foyer and smacked into a score of NBC production directors, announcers and salesmen! For an hour he was forced to answer questions on how to win friends and influence people. Salesmen, especially, wanted dope on the influence angle.

Brooder Snatching

Charlotte, N. C.—WBT aired what is believed to be the youngest radio performer. Program, titled "Peeps of Spring" and heard from a local hatchery, brought to the mike the cheep of a baby chick just two seconds old. "Guest spot" was shared by a duckling.

FORTUNE NEWS SURVEY REVEALS ETHER POWER

Although newspapers retain a lead of two to one over radio as "the source of the nation's news," the lead is even smaller than it seems, according to Fortune Magazine's Quarterly Survey of Public Opinion, which points out that the sole function of newspapers is to purvey news whereas radio is primarily devoted to entertainment. Survey as published in the April issue of Fortune, reveals radio as being the favorite news source of 23.5 per cent of a (Continued on Page 2)

FCC Members Decry Lease Of Station to Ad Agency

Washington Bureau, RADIO DAILY
Washington — Federal Communications Commission split four to three in approving the renewal of the operating license of WCAN, municipal station in Camden, N. J. Assailing the arrangement by which Camden leased its station to an advertising agency as a flat violation of (Continued on Page 3)

Non-Network Stations to Decide Action On AFM Demands As Musicians Use Disk Threat; NAB Board Meet

N.Y. RACING STARTS APR. 16 ON BOTH CBS AND WOR

CBS will start off the New York State racing season on Apr. 16 by broadcasting the running of the Baunok Handicap from Jamaica. Bryan Field, New York Times turf expert, will be at the microphone. Network last year bought the ex- (Continued on Page 8)

Facsimile Safeguarded CBC Assures Parliament

Montreal — The Canadian Broadcasting Corporation has "hedged around any possible issue of (facsimile) license for other than experimental purposes and there will be no alienation of the public domain in that field," according to L. W. (Continued on Page 8)

Manhattan Soap Account Expanding With Disks

Los Angeles—Manhattan Soap Co., sponsor of Thomas Conrad, commentator, on KNX locally, have completed plans to increase stations materially in the immediate future. To date 18 stations have been lined up to begin immediately with a possibility of (Continued on Page 8)

Approximately 150 members of the Independent Broadcasters of the NAB will be in attendance today at the special meeting to be held at the Hotel New Yorker where the non-network stations will seek to work out a solution and method of procedure in dealing with the American Federation of Musicians' demand that more musicians be put to work in broadcasting stations. Independent stations have already been advised (Continued on Page 3)

FINANCIAL QUESTIONS ASKED IN FCC PROBE

Washington—Distribution of questionnaires by the FCC to every radio station in the country regardless of size, frequency or ownership requiring an answer by April 25 on its financial status as of Dec. 31, 1937, was started over the weekend. Questionnaire calls for a complete accounting of financing, receipts and expenditures, and is the first step in the FCC radio investigation.

Each licensee operating two or more stations is required to submit a (Continued on Page 8)

General Electric's Net Shows a 45 Percent Rise

Schenectady — General Electric netted \$63,546,762 for 1937, compared with \$43,947,166 in 1936, an up of 45 per cent. This was equivalent to \$2.21 a share of common stock, against (Continued on Page 3)

★ THE WEEK IN RADIO ★

. . . Petrillo Nixes NAPA

By NORMAN WEISER

JAMES C. PETRILLO, head of the Chicago AFM local and a member of the AFM Executive Board, after having given serious thought to local obligations has decided against accepting the reported \$100,000 a year position offered him by NAPA. Although Petrillo as yet has made no public statement, it is believed that he will definitely refuse shortly. It is also understood that Pres. Jos. Weber of AFM frowned upon the deal for various reasons...After a thorough going over by the IRNA Special Advisory Committee, their

accountants and officials of the AFM, a formal exchange of contracts between IRNA and AFM was completed. Contracts with Plan of Settlement attached to each were taken out of escrow and totaled 248 out of a possible 273 network affiliated, but independently owned stations. The few holdout stations are gradually being worked out.... Transcription manufacturers and AFM Board meeting was postponed until tomorrow due to illness of Pres. Weber. Meeting at that time will (Continued on Page 2)

Stimulant

Raleigh, N. C.—To stimulate the scripting and producing of new programs, other than those included in the regular continuity assignments, cash bonuses are now being paid members of WPTF's program department for every new radio show authored, auditioned for a sponsor, and sold for air presentation.



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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, March 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	120 1/2	117 1/2	117 1/2	- 2 3/4
CBS A	15	14	14	- 2
CBS B	14 1/2	14 1/2	14 1/2	- 1/2
Crosley Radio	6 5/8	6	6	- 5/8
Gen. Electric	32 3/8	31 3/8	31 5/8	- 3/8
RCA Common	5 1/8	5	5
RCA First Pfd.	43 3/8	43 1/4	43 1/4	- 3/4
Stewart Warner	7 3/4	7 1/2	7 1/2
Zenith Radio	10 3/4	10	10	- 1/2
NEW YORK CURB MARKET				
Hazeltine Corp.	14 1/2	14 1/4	14 1/4	- 3/4
OVER THE COUNTER				
	Bid	Asked		
Stromberg Carlson	4 1/4	5 1/4		

Edna Wallace Hopper Sues

Chicago — Edna Wallace Hopper has sued Edna Wallace Hopper, Inc. and other associates of Affiliated Products in Federal Court for \$200,000. Her attorney Walter Beebe argued that she had turned in 10 per cent of capital stock to firm and had not been reimbursed therefore nor for radio appearances. "Romance of Helen Trent" is the radio show.

New WHN Taylor Show

Sam Taylor, WHN movie commentator, will inaugurate a new daily series of half-hour participation programs tomorrow noon. Show, known as "Hollywood Soundstage", uses transcriptions interspersed with movie comment and interviews. Feature will be "The Public Reviews", a symposium of listener views on current film offerings.

Bob Burns A Daddy

Washington—Bob Burns, heard on the Kraft Music Hall, became the father of an 8 1/2 pound daughter on Friday.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

★ **THE WEEK IN RADIO** ★

. . . Petrillo Nixes NAPA

(Continued from Page 1)

concern itself with the tentative agreement on a form of license and possibly the ratification of the contract....

The combined February receipts for CBS, Mutual, and NBC totaled \$6,435,320, an increase of 11.2 per cent over Feb., 1937. All three networks reported increases....Officials of the Wimbledon Lawn Tennis Assn. offered to sign each of the three major networks here to carry individual broadcasts of the matches from London with each network paying \$2,750 for five year period. MBS, however, has agreed to take BBC's version, and is now negotiating to record the games and rebroadcast them at a more advantageous hour than the original airing can be heard in this country....

FCC investigation will probably get under way in about six months to a year according to Washington circles....Ascap found its Austrian affiliate taken over by Nazis in Austria when the home office received word from Vienna that "irrevocable instructions" were on the

way to America...While the BBC has placed a ban on exhibiting television in public places, cinema owners in London have devised their own method of reproduction as a protection measure....Kate Smith signed by CBS to a thrice-weekly series a news commentaries to begin on a sustaining basis April 4... National Airmail Week completed recordings and announced further plans in its widespread radio campaign...Educators still seeking more air time for educational and cultural programs on the networks...AFRA files charges with NLRB to reinstate KSD announcer...Frank Mason appointed boss of all NBC short-wave activities....ACA in a continued drive to organize stations throughout the country...CBS plans gala opening for new west coast building and studios April 30...NBC added three more stations to networks in an expansion program which is rumored to be still in the works with further station additions coming up soon.

FORTUNE NEWS SURVEY REVEALS ETHER POWER

(Continued from Page 1)

cross section of the nation's people, which compares to 45.2 per cent obtaining their news from newspapers. Commentator is regarded in Fortune as being one who "blankets the spheres of influence of the most important daily editors." Gist of Fortune's findings follow:

Source of the Public's News

From which source do you get most of your daily news—the newspapers or radio news broadcasts?

	Per Cent
Radio	23.5
Newspapers	45.2
Both	28.2
Neither	2.8
Don't know	.3

Why Radio Is Preferred

(If radio) Why do you prefer the radio?

	Per Cent
Get news more quickly*	28.4
Takes less time to find out what is going on*	19.5
More interesting and entertaining	11.9
Just don't read newspapers	7.6
Radio fairer than newspapers	6.9
Radio more complete than newspapers	6.6
Newspapers more confusing	4.3
No mistakes on radio	3.3
Work and listen at same time	2.8
Easier	1.6
Cheaper	1.2
All other	5.3
Don't know	.6

*These answers are taken to mean, respectively, "get news sooner after it happens" and "takes less time to absorb it." Some people may have said one and meant the other—which would not materially affect the general significance of these reasons.

AFM Convention June 13

AFM will hold its annual convention this year at the Tampa Municipal Auditorium, June 13-19. Headquarters will be at the Floridan Hotel, same city.

KMMJ

Clay Center, Neb.

The favorite family station

COMING and GOING

PHILLIPS H. LORD sails March 30 on the Normandie for London.

PERRY LAFFERTY, WBRY musical director, is off to Davenport, Ia. for a two-week Easter vacation.

ROLAND MARTINI, Gardner Advertising Agency executive, is in Hollywood in connection with the RyKrisp-Marion Talley show.

SAVINGTON CRAMPTON, producer of the new Cantor program for William Esty agency, left Hollywood for New York on Friday.

MURRAY STEVENSON, chief engineer of 2UE of Sydney, Australia, is in New York where he will continue his technical study of American broadcasting.

FREDERICK LEUSCHNER, Coast attorney for RCA and NBC, is visiting New York on legal business.

JOHN F. PATT, WGAR station manager, has rejoined his vacationing family in Florida.

SHEP FIELDS, arrived in New York over the week-end from a theater tour of the mid-west.

DOT HAAS, Fanchon & Marco publicity director, is in Kansas City with the Al Pearce show which opened Friday in the Tower Theater. En route back to New York she will make stopovers in Cincinnati and Pittsburgh, arriving here about Apr. 4.

PAUL MUNI and MRS. MUNI arrived in town Saturday aboard the President Roosevelt.

FRANK LAWTON and his wife, EVELYN LAYE, sailed for England Saturday on the Aquitania.

A. H. FLATEN, commercial manager of KDAL, Duluth, is in town for a week.

DARRELL MARTIN and his bride are in town from Pittsburgh on their honeymoon.

HOWARD SNYDER, writer for Jack Oakie series, en route from Coast to New York, via New Orleans on month's vacation.

RALPH AUSTRIAN, assistant vice-president of RCA, left Hollywood for New York after a three-week inspection trip.

EGMONT SONDERLING, vice-president of United Broadcasting Co., is visiting WEW in St. Louis on a two-week business trip.

Co-Sponsored Ballgames

Milwaukee — Socony-Vacuum and General Mills will again co-sponsor play-by-play descriptions of the Milwaukee Brewer baseball games on WISN. Both home and away games will be aired. Alan Hale will be at the mike.

Sustaining Artists Released

CBS Artists Bureau announced the release of Claire Sherman, Bobby Gibson, Art Gentry and Jeannine. Howard Phillips, another CBS artist, asked for his release as he has other plans. It is understood that they will remain with the network for four weeks.

EXCITING NEW PATENTED PREMIUM

Available to National Radio Sponsor

ROY POST, Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, 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.



Small

Wonder...

THIS young lady hasn't a tooth in her head. Yet she insists on eating five times a day! And this one thing we can be sure of. Whatever else she may ask of life, *food* will be first and most often on her list.

Small wonder, then, the Food Industry is advertising's greatest client — *and greatest challenge*. Here is a market which knows no pause in time or space. A market as varied as *all* the people any advertising medium can reach. A market which goes beyond and *includes* every other market for the goods of man.

How brilliantly radio has met the challenge of this market for the food advertiser can best be told, perhaps, by the following facts. More "food" dollars are now spent on radio networks than in *all* general magazines. Twice as many "food" dollars are spent in radio as in *all* women's magazines. *And the increase in food advertising on Columbia outstrips every other industry-increase in radio. A 290% increase in the last five years—made by the country's largest food advertisers.*

The explanation for this Columbia record is simple. Everybody eats. *And everybody likes to listen*. This is how the largest network in the world welds the two together:

- ✓ In 1934, the largest manufacturer of canned soups in the world turned to Columbia—took to the air with an hour a week of deft selling and sparkling entertainment. Sales *soared* from coast to coast. Tomato Soup — *up* 30%. Vegetable Soup — *up* 35%. Chicken Soup — *up* 100%! And Chicken Soup was advertised *only* by Columbia. In the client's own words, "Sales took an astounding jump to a *well-over-double* basis, despite the fact that our Chicken Soup business was already large."
- ✓ As of January, 1938, a national baker has signed his *eighth consecutive 52-week contract with Columbia*. In the last seven years, he has not missed a single weekly broadcast—using the Columbia Broadcasting System exclusively on the air.
- ✓ The largest food company in the world has put five different programs on Columbia in the last five months.

The Columbia Broadcasting System



"HOUSE OF MELODY," once sponsored by the Bank of America, returned to the air via the Don Lee net from KFRC, San Francisco, Sunday at 7-7:30 p.m., and again under B. of A. auspices. Cy Trobbe's concert orchestra will be a feature, with Mel Venter as commentator. Charles R. Stuart agency placed.

Frederick Wagner, who provided script for last week's NBC "Grand Hotel," has joined the writing staff at Frank Purkett's Associated Cinema Studio. Contract provides, however, that Wagner may continue to accept free lance assignments.

Titan Productions, San Francisco, has sold its library service to American Radio Transcription Agencies, Sydney, for Australia and New Zealand.

Henry, better known as "Hank" Flynn, head usher at the CBS Hollywood theaters, is a candidate for President of the student body at U.S.C., and will know his fate Friday.

Lawrence Tibbett is due in this week, en route to Australia for a six months concert tour. Will be heard on the Lux Radio Theater Monday, and sails for Honolulu March 30.

KHJ presented two additional hours of symphony music on Saturday, March 26, with Carnegie Tech's symphony orchestra on the air from 10:30 to 11 a.m., and the New Haven Children's Symphony for an hour and a half program at 11:30 a.m. to 1 p.m.

Marshall Grant, KNX staff organist, has drawn a new assignment for a series of organ recitals over CBS Pacific Coast each Monday at 4:30-4:45 p.m., starting March 28; and "Judy and the Jesters" will be heard on a new Monday series on KNX at 4:45 to 5, following Grant.

Edward Sartz, manager of Phillips Broadcasting Co., operating stations PCJ and PHI in Holland, arrived recently for two weeks of survey and study of NBC network and station operation.

Olsen and Johnson have completed waxing sample platters of "Fun Marches On" for Don Lee-Mutual, with sponsorship in prospect under the KHJ-originated regional plan, similar to the George Jessel show.

The NBC dramatic strip, "Talent for Sale," is reported under consideration by Wrigley to replace one of the two recently dropped Chicago shows. Barton Yarborough writes and produces, and Jeanette Boyer, of the Jack Bachmann agency, has audition waxed en route to Chicago for approval of Wrigley execs.

DeLima Joins Agency

Los Angeles—Peter DeLima, has joined the Dolan and Doane, talent agency. He was formerly with the Ed Small Co., and before that with the CBS artists bureau.

PETTY CASH VOUCHER

Week ending March 25th

● ● ● Saturday... Learn that the fellow occupying the stateroom next to Dick Fishell, WMCAnnouncer, on his honeymoon to Havana—is Donald Flamm—his boss!... Also, that because Zeke Manners and his hillbillies wear rube-clothes, etc., during broadcasting, there's a move on to bar him from airing from WMCA's new studios. Zeke, therefore, plans to rent the soon-to-be vacant studios and call it "Zeke Manners' Radio City".

● ● ● Sunday... After encountering Mark Warnow and Herb Rosenthal at dinner in Dave's we drop in to view the opening of the Paradise's new show. Outside of a few weak spots (which may have been tightened up by now!) we thrill at what's offered in the last of the Broadway cafes. Bunny Berigan's music is a little too blasting, of course... Instead of the Casa Manana, we attend Ramona's party at Leon & Eddie's and enjoy Ella Logan's singing and graciousness to comply to requests.

● ● ● Monday... Joe Bernard, salesman with WKY, Oklahoma City, took Allan Clark, production manager on a crow-hunt and got one crow. They also got Joe O'Neil, ass't. director and arranger of the band to come along and Doc "Soggy Jones" Davis... We attend the Piccadilly Bar and view a few familiar faces... Then to Phil Lord's party for the press where our solo dance of the shag with Gwen (CBS) Jones breaks up the newspapermen present... To the Stork Club where the Jack Pearls, a few hours in town, initiate us into eating caviar... Winchell and Lyons leave to go chasing burglars and we chase ourselves out with Joe Russell.

● ● ● Tuesday... Learn that Roy Post, who has that entertaining show on NBC Tues. nites, "You, The Unseen Jury" had to give 60,000 give-aways after his first show and is now (his 4th airing) giving 300,000 per week!... At the Belmont-Plaza's "Glass Hat" we listen to Ilomay Bailey and Lee Sims. Belle Baker is here amongst others.

● ● ● Wednesday... To Orrin Tucker's opening at the Roosevelt. Carman Lombardo relates a story which pleases Doris Rhodes and Barry Wood—the only two who weren't invited to sing... The Phantom Troubadour, we discover, carries two brands of cigars—one for his friends (?) and separate ones for himself... Warner music firms and Paramount have the largest parties—they recently cut their payrolls... Jack Robbins is conspicuous by his absence!... At CBS in the forenoon we bring the 10-month-old baby of Myrt or Marge (we don't know which!) into the "We, The People" rehearsal—and they want to air him!... Harry Von Zell stops an interview to hear the kid bang on the piano—and Gabriel Heatter stops writing to watch.

● ● ● Thursday... To the opening of Willie and Eugene Howard at the Versailles after first listening to Louis Prima. Here we again order caviar... Hear that Marx Loeb, ass't. program director of WIP, Philly, who just started a swing show there, received a "pan" letter from his mother in N.Y. who heard the show for the first time. Seems she prefers symphonic music and detests swing!

● ● ● Friday... We go hi-brow and attend Ferde Grofe's concert at Carnegie Hall and listen to Lucille Manners and Jane Pickens warble... Then over to La Conga to congratulate Patricia Gilmore on her engagement to Eric Madriguera and instead of doing the rumba we order some caviar again!

TOTAL EXPENSE \$64.23 for caviar at the Stork, Versailles & La Conga!

AUDITOR'S REMARKS: Request denied! If we wanted a "café society" reporter—we'd have hired one!

MARK LOVE, WGN basso, to be busy with concerts next month. On April 5th, he goes to Green Bay, Wis., with Chicago Apollo Club; on April 27 he will be soloist with the Swedish Choral Society when it appears with the Chicago Symphony orchestra.

Blackhawk restaurant, getting ready for Bob Crosby opening next Wed., has entirely sound conditioned the room. Ceilings and walls have been treated with regular studio wall material to make for better broadcasting condition. Blackhawk is one of few spots paying \$100 week service charge for broadcasting privilege.

While Maxine Grey, Hal Kemp soloist, has been discharged from Passavant hospital, she has been unable to return to work and is confined to her suite at Drake hotel. Miss Grey had several vertebra fractured in wreck on fast train returning from St. Louis recently. Then she caught the measles. Rosalind Marquis continues to pinch hit for her at the Drake with the Kemp crew.

A program for government financed installation of radio receiving sets for Iranian (Persian) people is being planned, Julia Oraham, Iranian woman, studying radio here, has revealed. As educational director of Iran Mrs. Oraham has been discussing this venture here with Zenith Radio Corporation officials. While Iran has no important radio stations to date the government is planning on constructing several stations.

WJJD Studio artists journeyed to Edward Hines Jr. Veterans hospital to put on a program of entertainment. Featured were Art Linnick as master of ceremonies, Cumberland Ridge Runners, Russ Hodges, Jimmy Dudley, Gilbert Merschon and Lester Paul.

Actress Anne Seymour has produced and supervised several dramatic productions at Eli Bates Settlement house. And is now readying a production of "The Valiant" at same place.

Al Hollender, press chief for WJJD and WIND, gave a transfusion for a friend at Michael Reese hospital. Bess Flynn, author of "We Are Four," and "Bachelor's Children" has gone to New York on business.

The Morin Sisters, Lillian, Evelyn and Pauline, long at NBC but gone from there for a year, will bob up on Harold Stokes on "A Sunday Afternoon" on Mutual next Sunday.

Chicago night spots using their variety acts to work free at benefit performances in hotels have been notified by Alan Corelli, Theater Authority head, to desist.

John Schiff has started a series of Saturday broadcasts from outstanding points of interest in the city park system on WBBM Saturdays.

AGENCIES

NORMAN D. VAUGHN, has been appointed assistant to Karl M. Frost, president of Harry M. Frost Co., Inc., New England advertising agency. Vaughn was formerly associated with N. W. Ayer & Son.

JOSEPH SCHLITZ Brewing Co., Milwaukee, has appointed Needham, Louis & Brorby, Chicago, to service its account.

NORMAN D. VAUGHN, former account executive of N. W. Ayer & Son, has been appointed assistant to Karl M. Frost, prez of Harry M. Frost Company, Inc., Boston agency. Vaughn was sales manager of the W. F. Whitney Company, manufacturers of colonial furniture, before he joined N. W. Ayer & Son.

FRED G. RUSSEL, of the Hicks Advertising Agency, is receiving congratulations from his friends upon the completion of 50 years of service with the firm. The agency, itself, is also celebrating its 70th year in the field of advertising.

TRANSMEDIA INC., merchandising consultants, has moved its office to 1270 Sixth Ave.

ANN WINSTON, formerly space buyer for Alvin Austin Co., has joined the staff of Pettingell & Fenton.

Poppele to Study Facsimile And Television in Europe

J. R. Poppele, WOR chief engineer, will sail on the Manhattan, April 6, for a seven-week tour of the important European television, facsimile and radio broadcasting centers. Trip will cover England, Germany, Holland, Switzerland, Italy, Norway, Sweden, France and Russia. Mrs. Poppele will accompany him.

Belgians Buy More Sets

Brussels—There were 1,018,108 radios registered on the first of the year in Belgium. Increase over the 1936 figure of 888,168 is attributed to the growth of interest in Belgium and foreign radio programs.

Heads KSFO Announcer Staff

San Francisco—Keith Kerby, KSFO announcer-producer, has been appointed to the position of supervisor of announcers at KSFO by Philip G. Lasky, KSFO manager.

Swedish Guesting

Isabel Lagergren, CBS publicity department, is now guesting on WNYC and CBS in a Swedish dialect act similar to the Tommy Riggs routine.

FIVE years OLD and still GOING STRONG!

Walt Framer's

Hollywood Showshopper

with Nan Grayson

5:45 P.M. daily over WWSW, Pittsburgh

ORCHESTRAS - MUSIC

By **TED LLOYD**

LOCAL 802 OF THE AFM, has been lining up professional music men to become part and parcel of their organization!... For the past few weeks, contact men have been approached by executives of the local to join up. Many have shown their willingness to comply with the request and within the next ten days the group will have their first meeting... Jack Rosenberg, president of the local, feels that the organizing of songpluggers in the music industry, is just as important as the music arrangers and piano-players who are now unionized... Banding together of the music men will enforce the union's stronghold in the publishing business, it is believed. Till now, the contact men have had a benevolent organization, Professional Music Men's Assn., which takes care of them in time of want. However, there's nothing to guarantee them employment as "skilled" laborers now... Tied up with the AFM, music men are told that their affiliation would make them a powerful group... It is also understood that those who have expressed a willingness to become members are not those in the higher income brackets!

Starting last Saturday at 8 a.m. song performances on WOR, WABC, WJZ and WEAJ have been calculated as "major plugs" by flicker music publishers... Question regarding recordings came up at the reported meeting and it was decided not to count records—but transcribed commercial shows using music... Reason for this drastic change by firms with picture company ties, is explained by one executive thusly: "Since the west coast is financing our existence they want to know what happens here. Until now they'd look at our report sheet which listed songs from 5 p.m. to 1 a.m. and see possibly five or six

performances per nite on a song. Sometimes less! Not knowing the music industry, picture people would complain that there was no reason for them to spend money financing us—if this was all their invested money brought back... Therefore, in view of the pressure of making a good showing, we decided to add the totals of all networks from the time they go on till they sign off. Because WOR-MBS remains on the air till 2 a.m. we may take in that extra hour of broadcasting also!"

Hal Kemp has been signed to follow Rudy Vallee into the Astor Roof, which opens early in May... Stuff Smith returns to the Onyx Club April 14... Louis Prima's sensational crew, will entertain the nation shortly via WOR-MBS three times weekly... Buddy Arnold, senior member of WMCA's Kay and Buddy Arnold, has collaborated on this year's C.C.N.Y. Varsity Show score. There are four outstanding tunes in the score. Show debuts April 21.

Program Reviews and Comments

"WHAT'S MY NAME?"

Philip Morris & Co.
WOR-Mutual, Fri. 8-8:30 p.m.
The Biow Co.

NEWEST FORM OF QUIZ SHOW TO GO COMMERCIAL IS AN ENTERTAINING TEASER WITH CASH PRIZES.

Third network show for Philip Morris is the novelty type of program much in the limelight and bound to be successful, all things considered. Patrons from the audiences get the usual little personal quiz, then start with a "\$10 Question," work down to the lesser prizes unless winning one sooner. Failing on the \$6 one he is out. One minute is allotted to each contestant and a five-second warning chime is also on tap. Questions for each contestant are alternately asked by Budd Hulick (formerly of Stoop & Budd) and Arlene Francis who has an unusually pleasing voice. Little Johnny acts as emcee, while Ray Block's music supplies a few interludes. Questions in the first person may give several leads on the juggler-comedian career of a comedian like Fred Allen and the windup is "What's My Name?"

Production is a smooth one and the atmosphere is cheerful without being forced. Frequent Philip Morris credits are worked in through the

winner also being offered a "humidor pack," of the product. Listeners are also offered \$5 for any suitable question sent in with a statement and five leads to the answer. Perhaps the only feature that was not up to Philip Morris standard was the first-show stiffness of the commercial as read by Charles O'Connor, or, it may have been copy. Delivery for some reason or other was stilted to an unusual degree.

Wife Saver

Allan Prescott has the rare knack of injecting humor into what would ordinarily be dry-as-dust household chatter. He puts the kitchen news over with greater zest and personality than most of the lady advisors who adorn the kilocycles. Advice such as "keep the flour near the pepper and salt", because it will come in handy not only for cooking but to throw at the hubby, delivered with a tongue-in-the-cheek attitude is probably a relief to many housewives who otherwise might have to depend on the routine type of spiels for household tips. Mention of the names of those who send in ideas may be corny, but it adds informality and homeyness to this routine that carries a good quota of sparkle. Spiels for Camay are plenty long, but again, the zest of the show carries them.

GUEST-ING

VIVIENNE DIXON, soprano, on Happy Lewis variety program, today (WINS, 5:05 p.m.).

LUPE VELEZ, **CLIFTON WEBB**, **LIBBY HOLMAN**, **REX O'MALLEY** and **TOBY WING**, on "You Never Know" musical revue preview, tonight (WIP, 11:45 p.m.).

DOROTHEA LAWRENCE, soprano, interviewed by Glenna Strickland on Kitchen Kapers program, March 30 (WNEW, 11:00 a.m.).

JAMES HEPBRON, Managing Director of the Baltimore Criminal Justice Commission and Director of the Community Fund, on Baltimore Radio Forum, March 30 (WBAL, 4:45 p.m.).

CHARLIE RUGGLES on the Al Jolson program April 5 (CBS, 8:30 p.m.)

CLYDE BURKE, tenor, on the Instrumentalists program March 31 (CBS, 11 a.m.)

ROCHELLE HUDSON on the Kate Smith program March 31 (CBS, 8 p.m.)

JANE FROMAN on the Al Pearce show, from Kansas City April 5 (CBS, 9 p.m.)

MARY JANE WALSH on "Schaefer Revue," on April 7 (WEAF only, 7 p.m.)

MRS. CLARK MINOR, co-editor and publisher of Woman's Almanac, on Anice Ives's Shopping Secrets, March 31 (WMCA, 11:15 a.m.).

DOROTHY GORDON, on Martha Deane program, tomorrow (WOR, 3:00 p.m.).

UNA MERKEL, **LIONEL BARRY-MORE** and **MAUREEN O'SULLIVAN**, on Good News program, March 31 (NBC-Red, 9:00 p.m.).

ROY SMECK, on Pat Barnes' show, April 2 (WOR, 8:30 p.m.).

MARY JANE WALSH, on the Schaefer Revue, April 7 (WEAF only, 7:30 p.m.).

RUDOLPH GANZ, pianist, on Kraft Music Hall program, April 7 (NBC-Red, 10:00 p.m.).

**AVAILABLE
13 Years Radio Experience!**

ANYWHERE IN THE U. S.

LOCAL STATION—MAJOR NETWORK—MUSIC—PRODUCTION—PROGRAMMING—COPYRIGHT—SELLING—CONTINUITY—CONDUCTING—ANNOUNCING.

Write or Wire Box A-160, RADIO DAILY
1501 Broadway New York City

N. Y. Racing Starts Apr. 16 On Both CBS and WOR

(Continued from Page 1)

clusive studio rights to all state tracks. WOR, however, is allowed to carry the broadcasts in New York, but must provide their own pick-up and announcer. Broadcasts will run through Oct. 1. Paul White, director of public affairs, will supervise the CBS broadcasts with "Johnny" Johnstone handling for WOR.

Station Financial Setup Is Sought in FCC Probe

(Continued from Page 1)

separate accounting for each individual station plus a report that will include the combined results of operation of all stations operated by such licensee.

AKRON

Local feature, Main Street Opinions has resumed over WADC Tuesdays and Thursdays at 12:30 p.m.

"Red" Hageman, of WADC staff and his two-year-old daughter, Marilyn, celebrated their double birthday anniversary recently.

WJW is dolling up its studios. Work to be completed within the next two weeks.

Bob Hanson, WADC announcer, will leave the station at the end of the month to join the staff of WHK-WCLE, Cleveland. He came to WADC last June from Otterbein College.

The A. W. McGraths, who produce the "Uncle Jim" programs locally have been asked to broadcast five sketches in behalf of the Youngstown Community Chest Drive. The Ohio State Medical Association also is planning an educational series supervised by the McGraths.

Workmen are partitioning off another small studio at WADC.

Guyer Joins Korn Agency

Phila.—Sandy Guyer, WPEN announcer, formerly associated with WIP, Phila., has been appointed head of the newly organized Radio Department of the J. M. Korn Co., Inc. of Philadelphia.

Guyer assumes his new post immediately and will confine his activities to the new three-hour program of the Nevin Drug Company, to be heard daily excepting Sunday from WPEN at 9:00-12:00 mid. beginning April 11.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
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

Bertram Lebharr Jr.
Frank Parker
Virginia Rea
E. C. Stodel
Robert Strauss
Paul Whiteman

☆ Coast-to-Coast ☆

CHARLES J. LILLEY, editor and business manager of the "Sacramento Union," is now conducting "Mister Editor," a 15-minute commentary on current news over KROY once weekly. Leading citizens interviewed on each show.

KSFO, San Francisco, held a Yodeler-singer contest on its Wild West Revue, an early morning program sponsored by the Star Outfitting Co. Contestants, who were auditioned before the airing, received votes at the sponsor's stores. Winner was given a contract as permanent member of the cast.

Thomas Conrad Sawyer, author, traveler, commentator and observer, becomes a new feature over WBAL with his first program tomorrow at 12:05 p.m. Following his initial broadcast, Sawyer will be heard every Tues. and Thurs. at 12:05 p.m. Also featured on the program is Miss Ruth Jordan, beauty expert.

John L. Carpenter, who left KOIN, Portland, Ore., last Fall to take over

Canadian Voltage Up CBC Informs Commons

(Continued from Page 1)

Brockington, chairman of the board of governors. Brockington, in his report to the House of Commons Committee on Broadcasting, also took a slap at private broadcasters in declaring that they would never cover isolated districts and areas thinly populated. He declared that a 1937 survey had disclosed that three-quarters of the American population had no primary coverage.

Report also said that since the present corporation took office, Nov. 1, 1936, the total voltage of Canadian stations had been upped from 79,000 to 182,000 and that when plans were completed CBC programs would be available for all Canadian listeners. Brockington further stated that "unless calamity overtakes us" high power stations would be erected in the Maritime Provinces and Western Canada.

WJR Mummies on Stage

Detroit — WJR's Charles Penman will take his Mummies to the Fox Theater in Detroit, starting the week of April 8, for a stage version of "The Hermit's Cave." Hermit has been on air for several years, this Winter under sponsorship of Carter Coal Co. A recent mail "bait" drew more than 36,000 requests for picture of cast, resulting in offer from theater.

Kraft Adds 3 Stations

Kraft-Phenix Cheese Corp. on May 5 will add KGIR, KGHL and KPFA to its NBC-Red Bing Crosby program. J. Walter Thompson Co. has the account.

football and baseball broadcasting for the Tide Water Associated Oil Co. at Portland, has been promoted by the concern to advertising assistant in the sales department. From Portland headquarters, Carpenter will continue his popular sportscasting, but will have charge of all forms of advertising of the company in Washington, Oregon and Northern Idaho.

Large chunks of fun were in the two-and-a-half-hour show which WBT carried from Charlotte's Armory Auditorium. Bill Schudt's station aired the convention of the North American Shrine Directors Association, whose business it is to have fun.

Norman E. Whittaker, formerly of the sales staff of WBZ and WBZA, has been appointed advertising and sales manager of New England's newest station, WHAI, Greenfield, Mass., owned by John W. Haigis, who was a candidate for Governor of Massachusetts in 1936. He assumes his new duties on April 1.

Celebrations Planned By Twin City Stations

St. Paul—A series of technical developments, a number of special programs, salutes from "alumni" and notables of the area, and the importation of Uncle Ezra, the Hoosier Hot Shots and the "Rosedale" troupe will mark the 10th anniversary celebration of KSTP, Twin City station, this week-end (April 2-3).

Included among developments on the technical side will be the inauguration of the station's new 1,000-watt high frequency transmitter, now being rushed to completion in the station's shops and laboratories. The station intends to use it for special programs and for the daytime broadcasts of facsimile, recently inaugurated by the station on its regular wave-length.

Minneapolis—To mark the April 7 opening of its elaborate new studios WCCO has planned a day of festivities, climaxed by a CBS coast-to-coast broadcast.

Civic, cultural and business leaders throughout Minnesota have been invited to attend a preview of the new studios and executive offices and to witness a broadcast. Among the personalities to be introduced by Earl H. Gammons, general manager of WCCO, will be Mefford R. Runyon, CBS vice president; D. D. Davis, president of General Mills; Governor Elmer A. Benson of Minnesota; Mayor George E. Leach of Minneapolis, and Mayor Mark Gehan of St. Paul.

WBAP's New Sustainer Heard From State Prison

(Continued from Page 1)

attended by state and radio officials. General Manager Harold Hough, who spoke at the opening program, declared that the program's expenses were borne by the station and the Star-Telegram. George Cranston, WBAP manager, supervised the show, and Nelson Olmsted and Woody Woodford handled details.

Manhattan Soap Account Expanding With Disks

(Continued from Page 1)

more in the future. Conrad's daily KNX airings will be transcribed and sent to stations immediately following the live show. Milton Weinberg Advertising Co. has the account.

BOSTON

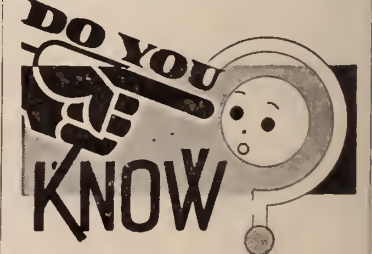
Edith Lord Annin, from the Choate School in Boston, was awarded the \$25 prize in the Radio Prize Essay Contest over WORL. This contest, under the auspices of the Massachusetts Branch of the League of Nations Association, has been conducted over WORL for some weeks and the final decision of the judges was made from more than 150 essays which have been read over the air. The contestants were all members of the student bodies of private schools in Massachusetts. Miss Annin, who is fifteen years old was one of the youngest entrants.

The first "Wing" of the newly organized Yankee network "Air Force" is about ready to try its newly found wings in its first solo flight. Five of the WNAC-WAAB announcers and operators, Johnny Moakley, Dana Fitzgerald, Henry Morgan, Tris Coffin and Andy Holtz, are taking weekly lessons in the hope of soon getting their pilot's wings.

Spilker New WHBC Boss

Canton, O.—Under a reorganized setup S. A. Spilker has been named general manager of WHBC succeeding Clarence W. Hayes, who was in charge of the station for several years. Ralph Bruce is commercial manager, Wade Barnes chief spieler and Kenneth Sliker, chief engineer. Tom McClowry is in charge of the station's exploitation.

DO YOU KNOW



KNOW

The invention making broadcasting possible and providing the foundation on which practically all forms of communication rest today was the three-element vacuum tube invented by Dr. Lee De Forest in 1906.