



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 62

NEW YORK, N. Y., WEDNESDAY, MARCH 30, 1938

FIVE CENTS

Indies Win AFM Respite

SOUTHERN GROUP MEETS TO DISCUSS PROGRAMS

Louisville—Many of the nation's leading educators, radio specialists, and sociologists will converge upon the little Kentucky mountain hamlet of Gander, the last week-end in April, to hear mountaineers discuss radio programs, and participate in forums relating to education by radio. The occasion will be the first annual conference of the 27 directors of the Radio Listening Centers that the University of Kentucky has established in the eastern Kentucky hills. The purpose of the conference is to

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Action Against Gibbons Is Settled Out of Court

Three suits filed by Charles O. Locke, script writer, against Benton & Bowles Inc., Colgate-Palmolive-Peet Co., and Floyd Gibbons, asking \$250,000 damages against each defendant, have been discontinued. Litigation was settled out of court and no money was paid.

Locke instituted the suits in Jan. 1937, charging Gibbons had damaged his reputation as a careful workman by over-dramatizing a script written by Locke describing the Ohio river

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KGGM Signed by CBS

KGGM, Albuquerque, owned by the New Mexico Broadcasting Co. has signed up with CBS. Rate will be \$125 per hour and station will join the network before fall.

A. R. Hebenstreit, owner of the station, negotiated the deal. KGGM is a 1,000 watt operating on 1230 kcs. It is the 114th CBS outlet and is the only station web has in New Mexico.

Fem Operator

Chicago—Helen Pardini, deputy sheriff and secretary to Sheriff Lawrence Doolittle of Lake county (Waukegan) has been granted license as radio operator by FCC. Miss Pardini is first woman in country to be licensed as a police radio operator. She'll send messages to sheriff's squad cars.

AFRA DROPS CHARGES IN KSD LABOR DISPUTE

American Federation of Radio Artistes yesterday announced that charges filed with the NLRB against station KSD in behalf of Richard Pavey have been dropped due to the reinstatement of Pavey with all rights and privileges to take place as of May 4 with full back pay. The Pulitzer Publishing Co., owners of KSD, have been notified of AFRA's action by special communication from Henry Jaffe, general counsel.

Court's Decision Voids Songwriter's Contract

Exclusive-writer contracts between publishers and songwriters of the average type which virtually guarantees the writer nothing were declared inequitable by N. Y. Supreme Court Justice William Miller who dismissed the action brought by Joe Davis, Inc., publisher, against Brunswick Records, Inc., Master Records,

(Continued on Page 2)

Gene Furgason To Move Main Offices To New York

Gene Furgason will headquarter in New York in place of Chicago after May 1. The station rep. exec. is now contacting stations he represents on the west coast and Cliff Sleininger will leave the Chicago office to work with Jim Wade until Furgason returns.

NBC Supp. Groups Lose Identity In Network's Interchange Plan

Ford Sun. Concert Hour Starts Final 13 Weeks

The Ford Sunday Evening Hour will enter its final 13-week session of the current season Sunday, and will feature Jose Iturbi as conductor in place of Sir Ernest MacMillan. Nelson Eddy will appear as soloist for the one broadcast only. Program, which fades from the air annually, is usually replaced by another Ford airing, but as yet no plans have been made to retain the Sunday night spot for the fall.

Non-Network Outlets Get Until Apr. 20 To Gather Data For Negotiations; Committee Seeks NAB Aid

LEVY REJOINING NAB PRAISES ASCAP PACT

Phila.—Return of station WCAU to membership in NAB signified last week by both Dr. Leon Levy, Pres. of WCAU and Isaac Levy. The former issued a statement yesterday in which he criticized the paragraph in the NAB circular asking stations "not to join if they are satisfied with the present ASCAP contract". The statement read in part: "My brother and I believe that the author of that paragraph has not been fair with the broadcasters inasmuch as they fail to fully explain the meaning of 'satisfied with the present ASCAP contract'. Perhaps its author is the one who urged the broadcasters to

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Paramount May Sponsor Air Show to Plug Flicker

West Coast Bureau, RADIO DAILY Hollywood—Paramount studios is considering sponsoring a 13-week air production to tie in with its flicker, "Men With Wings". If plans go through Bob Redd will produce the show, which will bow out about the time the film is released nationally.

Committee representing the Independent Broadcasters of the NAB paid a visit to the AFM Executive Board yesterday and came away with a definite truce until April 20, after which negotiations will get under way for the purpose of establishing a yardstick upon which to gauge methods of putting back additional musicians to work in the non-network outlets. Headed by Lloyd C. Thomas of WROK, the committee put their cards on the table and explained the problems as they confronted the non-network stations and expressed a willingness to work together with the AFM and make a deal as soon as time

(Continued on Page 3)

EDUCATIONAL PROGRAMS UNDER NEW WBBM DEPT

Chicago—H. Leslie Atlass, vice-president of CBS, has announced creation of a local department of education for WBBM with Mrs. Lavinia S. Schwartz, prominent in Chicago civic, social and educational activities, as director. Mrs. Schwartz will supervise such programs as "Your Neighbor and Mine" sponsored by Chicago Council of Social

(Continued on Page 2)

Grobe With De Clerque

Chicago—Albert J. Grobe who recently resigned as space buyer for Reincke, Ellis Younggreen and Finn agency, has joined Henry De Clerque, Chicago rep firm.

Fast Thinking

Resorting to originality when suddenly confronted with 15-minutes to fill and no program at the World's Fair grounds, Richard Brooks, WNEW commentator, filled the time with a complete description of the site from a miniature exposition model on the desk of Commissioner Grover Whelan.

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FINANCIAL

(Tuesday, Mar. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	112	112 1/8	- 3/8
CBS A	14 1/2	13 1/2	13 1/2	- 1/2
CBS B	13	13	13	- 1 1/2
Crosley Radio	6	6 1/2	5 1/2	- 1
Gen. Electric	31	29	29	- 2 1/4
RCA Common	5 1/8	5	5	- 1/8
RCA First Pfd.	44	40	40	- 4 1/4
Stewart Warner	7 1/8	6 1/4	6 1/4	- 7/8
Westinghouse	69	65 1/2	65 3/4	- 5 1/4
Zenith Radio	10 3/8	9 3/4	9 7/8	- 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	13 3/8	13 1/2	- 1/2
Nat. Union Radio	3 3/8	3 3/8	3 3/8	- 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	3 3/8	4 5/8

Agency-Sponsor-Artist Suit By Locke Settled

(Continued from Page 1)

flood conditions. Broadcast was aired from WLW over NBC.

C-P-P was the sponsor of the show and Benton & Bowles was the agency, hence they were also named as defendants. Locke has executed general release which frees the defendants from any possible future claims. Gibbons and Benton & Bowles suits were pending in New York Supreme court; C-P-P case was in New Jersey Federal court.

Pedlar & Ryan Undecided

Successor to Sheldon Milliken, who resigned as Pedlar & Ryan's time buyer has not been selected as yet. Agency is still interviewing applicants, but a decision is expected this week. Milliken resigned because of ill health.

Spend yours Where the Money is!
WABY
COVERS THE CAPITAL DISTRICT
ALBANY, N.Y.

Levy Rejoining NAB Praises Ascrap Pact

(Continued from Page 1)

pay both Ascrap and the Warner Bros. for the same music. However, we have taken exception to that paragraph and feel the main reason for our joining the NAB is the desire for the renewal of that contract with Ascrap."

Dr. Levy further said that most of those now directing the activities of the NAB were sincerely trying to do some house cleaning necessary before the NAB will be able to function efficiently. He paid a tribute to men of the Mark Ethridge type. In conclusion, Dr. Levy said, "If the NAB proves worthy, it will have no stronger or more loyal boosters than my brother and myself. In its application to the NAB, WCAU promised to remain a member with the understanding that the organization will prove itself of value to its members."

Southern Group Meets To Discuss Programs

(Continued from Page 1)

better acquainted the Listening Center directors with existing programs of value, so that they may operate their centers to the greatest possible benefit for the people of their communities. There will be discussions relative to the merits of programs now on the air, from the standpoint of a large group of Southern Appalachian listeners and radio executives. The University of Kentucky has maintained a regular broadcast schedule over WHAS, Louisville, since 1929, but the listening center system, by which radio receivers were placed with responsible persons in remote portions of the mountains, was not established until 1933. The 27 existing "Listening Posts", where mountain families can come and enjoy cultural, educational, and recreational programs, are located in community centers, general stores, post offices, schools, and private residences.

Special Sports Studio

NBC is building a special studio in the new department for use by Paul Douglas when he starts his Chesterfield sports series on Apr. 18. Studio is close to the news teletype machines, so that latest news reports may be handled quickly.

THE SONGBIRD OF THE SOUTH
* * * * *
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

New Educational Dep't Is Inaugurated by WBBM

(Continued from Page 1)

Agencies, "Let's Hear Your Side," "Northwestern University Bookshelf", "Modern Medicine", "Occupational Research" and all women's programs. Mrs. Schwartz is a graduate of Vassar and has been president of the Chicago Woman's Aid. Her activities will be co-ordinated with those of Hal Burnett, director of public affairs for WBBM.

Court's Decision Voids Songwriter's Contract

(Continued from Page 1)

Inc., and Bert Shefter, songwriter and radio pianist. Davis charged that Shefter et al broke the exclusive writer contract with him and sought to enjoin the composer from playing his own songs on the air, making records or otherwise disposing of such compositions whether records or transcription use. The record companies were automatically released from the suit when the court decided they had no knowledge of the contract in question, between Davis and Shefter.

Davis' contract with Shefter was also an exclusive management pact, but Justice Miller in his decision said there was no equity or mutuality because Davis did not guarantee Shefter enough to live on, excepting \$300 annually provided he saw fit to accept a certain number of compositions, any of which submitted, he had the right to reject. Davis it is alleged placed restrictions on the Shefter numbers so that they could not be played on the air, although the composer himself, is not an Ascrap member. With few exceptions, the Shefter type of contract is in effect, excepting with some of those dealing with large publishers with motion picture affiliations. Reuben Caidin, was attorney for Shefter.

"Lone Ranger" in Boston

Health Air Inc. has signed to sponsor the MBS "Lone Ranger" in Boston. WAAB is airing the show.

THE LEAN IS TO WBNX
1936 over 1935 **44 1/2%**
1937 over 1936 **31%**
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

COMING and GOING

HOWARD S. FRAZIER, president of WSNJ, CHARLES CALEY, WMBD sales manager; J. THOMAS LYONS, commercial manager of WCAO, and FATHER WAGNER, manager of WTAQ, Green Bay, are in town.

W. W. ZAHNRDT, vice-president of Kelly, Stuhlman & Zahndt Inc., is visiting here.

VERNON H. PRIBBLE, WTAM's manager, MRS. PRIBBLE and BOB OATLEY, station librarian, are back from a Florida vacation.

LLOYD THOMAS, HENRY McNAUGHTON and C. ALDEN BAKER leave N. Y. for Washington this morning to confer with the NAB board.

GEORGE VAN EPPS, guitarist on the Gulf program, leaves Hollywood Monday for New York on an extended vacation.

JOHN G. GUDE, CBS manager of station relations, left yesterday for a visit to KFH, Wichita, Kan.

ART VAN HARVEY, "Vic" of Vic and Sade, has returned to Chicago.

MARY PICKFORD sails tomorrow on the Normandie for England.

Buys 18 Hours In Philly For Nevins Drug Account

A total of 18 hours weekly has been signed by the Nevins Drug Co. of Philadelphia on WPEN. J. M. Korn Company, agency, and Hyla Kiczales, WPEN's general manager, signed the contract this week. Campaign, one of the most extensive in Philadelphia, gets under way April 11. Will run from 9 p.m. to midnight, Monday through Saturday.

All 65 Nevins outlets will aid in merchandising the program, and newspaper ads, store and window displays, throw-outs and hand-bills will be used. Broadcasts will be from the WPEN auditorium which seats 750 persons. Admission will be by carton or wrapper of any products sold by the participating sponsors.

The RIGHT SPOT
..... for Sales is Oklahoma!
● Babson and other economic authorities point to Oklahoma where business men, in all lines, report good volume... and WKY is the right spot for your advertising to cover the nation's brightest sales-spot.
WKY
OKLAHOMA CITY
Representative—The Katz Agency, Inc.



KFI initials a new remote from the Ambassador Mon. night at 9, with the advent of "Reminiscing at the Coconut Grove," an idea of Walter Johnson of MCA which employs Stanley Smith as emcee and a peripatetic mike through which diners may request old old favorites from Herbie Kay and the orchestra. Contest angle attached awards free meals at the Grove to letter-writers requesting oldies and giving most interesting sentimental reasons for the number lingering in their memory.

The Los Angeles Adult Evening College now has a Friday night program on KFAC at 9:30, with students offering tabloid radio dramatizations of old time stage successes. Current week's presentation was "Coquette."

Eddie Lyon returns to the announcing staff of KMPC after having been three months or so with KHJ-Don Lee.

Fruit Growers Campaign

California Fruit Grower's Exchange will sponsor a \$2,000,000 advertising campaign during the coming season in behalf of Sunkist Oranges and Lemons it was learned yesterday with radio set for a major slice of the money. Although plans are still in the formative stage, it is believed that campaign will be run nationally via spot announcements. Continuity will give reasons why sponsor's products are best, and will receive major plugging throughout the season from all media.

Percy Winner on WQXR

Percy Winner, journalist and commentator, will go on the air for WQXR on Tue. and Fri. from 6:45 to 7 p.m. as a "news analyst" to answer the questions of listeners based upon events in the news.

Winner, a former foreign correspondent, was until recently director of the International Division of the National Broadcasting Company in charge of short wave services. He was also a national political commentator for CBS during the last presidential campaign.

Wax "Veteran Pilot"

Chicago — Blackett-Sample-Hummert agency has waxed a new dramatic serial, "Veteran Pilot," an aviation story. Show uses a cast of 18 persons. Production was handled by Fritz Blocki.

LISTEN TONITE TO DORIS RHODES

6:05 P. M. WABC-CBS Network

MANAGEMENT
COLUMBIA ARTISTS, INC.



● ● ● **PERSONAL Postcards To:** Donald Flamm, prexy of WMCA: Understand that you are lining up the alumni to be guests on the initial show from your new studios. Hope you won't forget to invite A. L. Alexander, who was part and parcel of your outlet during the earlier days... Edgar Bergen: Mae West will receive \$12,500 per week when she appears on the stage of the Loew's State... Toots (Tavern) Shorr: Lennie Kleckner, son of the proprietor of Dave's Blue Room, became a press agent yesterday... Abe Lyman: Your manager, Harry (Whipperwhill) Weinstein, must defend himself in Jersey for smacking a guy's car last summer... Harry Von Zell: "You'll return to the Gulf series with Baker who'll have Ed Smalle's Seven G's on the show also... Vincent Travers: Robert Golden, musical director for WCAU, Philly—the spot you had, will do six shots on the Penn State "On Parade" commercial... Phil Harris: Leah Ray, who vocalized with your band until the Big Chance—and the other day married Sonny Werblin of MCA—didn't have a honeymoon. Her husband was at the office yesterday... Walter Winchell: Gabriel Heatter's daughter Maida, joins our humble racket this week—doing a column about the fashions worn by celebrities in hot spots—with her own illustrations!

● ● ● *Stan Shaw: Recently in another part of this paper you were referred to as having the most entertaining show on the air today. Well, we just got word from KVOO, Tulsa, stating that their "The Oil Night Club" (which has Glenn Condon, who was founder and editor of the Vaudeville News, as conductor) was just as entertaining and received mail from all parts of the world. Glenn is assisted by Dr. Henri Clayton and the show's on weekly, using records the first half hour and bands the balance of the time. Seems they have loads of fun entertaining all night workers in those thar' parts... We just received a "fully paid up" life membership in the club and now awaiting "our change" for the "dues"!*

● ● ● **Janet Gaynor:** Charles Farrell, who appeared in "Seventh Heaven" and other flickers with you, has been offered the lead role in a dramatization of a series of romantic playlets under the sponsorship of a NY cosmetic concern... **Harry Cohn:** Without material the greatest comics can lay eggs—the same as the greatest writers must be comics. Best example is the combo of Benny and Fred Allen Sun.—sans material... **Fannie Brice:** Writer Sam Moore and Announcer Ted Pearson have been renewed for the balance of the "Good News" series... **Doris Rhodes:** You should be dubbed "CBSiren"... **Lawrence Lowman:** Understand that your CBS staff is raving about a script musical show called "Manhattan Symphony" but budget matters may prevent it from going sustaining... **Gene Krupa:** The other a.m. Jackie Cooper, the kid star, jammed with Louis Prima's band at the Famous Door and Ramona said he was sensational!... **Goodman Ace:** Understand that you've been taking elocution lessons—in the hope that you'll be called upon to make a speech for the newsreels—as a sweepstakes winner.

● ● ● **Ely Culbertson:** Ellis Atterberry, general manager for KCKN, Kansas City, and his wife have introduced the new Royal bridge played with 65 cards out in their city... **Guy Lombardo:** Ralph Slade, genial maestro of "the sweetest band in Iowaland," took a trip to Chicago the other day and came back with a new Celeste tucked away in the back seat. Don Wilson, pianist with the band featured over WMT of the Iowa Network, was given the task of tinkling the bells... As a result Slade is flooded with requests from dancers to examine the instrument whenever and wherever he plays... Band found it necessary to move Celeste playing Wilson up to the front of the platform in order not to interrupt the band while rubber-necks gazed on the bell-ringer!



FANS IN CHICAGO stadium attending Joe Louis-Harry Thomas fight Friday, April 1, will hear a broadcast over NBC of the Apostoli-Glenn Lee fight from New York from 9 to 10 before the Chicago affair starts. The Louis-Thomas fight then will be piped east for New York audience at Madison Square Garden fight.

"Empires of the Moon," new dramatic series, will be introduced on April 10. William Hodapp, former instructor in acting, drama writing, poetry and scenario writing, and now member of NBC continuity division, is the author.

Charlie Lyon, NBC announcer, and wife leave April 5 for ocean trip to Bahamas, Venezuela, Porto Rico and Panama. They will be gone three weeks.

A young lady purred up to Boris Karloff the other evening and inquired, "What is the theme song of "Lights Out"? "Gong With the Wind Machine," Karloff answered unsmilingly.

Martha Perry is gal singer with Lou Breese outfit which breezes into Chez Parea along with Harry Richmond next Thursday evening. Spot has an NBC wire.

More than 2,000 "Breakfast Club" fans wrote in following Don McNeill's recent handling of show from his bed at home suggesting that he always do it that way. Don is for the idea but execs have vetoed suggesting since it involves wire charges from studios a considerable stretch to his home.

Evelyn Eby and Reginald Bedford, two-piano team of Saskatoon, Sask., making guest appearance on NBC Jamboree here. They made their American bow in concert hall here week ago to plaudits of local music critics.

Charles Hotchkiss of NBC local sales staff and Carol Jaquith of Los Angeles to be married Saturday, April 2.

"True or False" Adds CFCF

"True or False", Monday night Mutual show sponsored by J. B. Williams, has added CFCF, Montreal, to its list of stations. Makes the first Mutual commercial on the CBC.

AVAILABLE 13 Years Radio Experience!

ANYWHERE IN THE U. S.

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

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

ORCHESTRAS MUSIC

By TED LLOYD

BECAUSE TWO PICTURE music firms decided to take it upon themselves to alter the system of tabulating song performances without consulting the smaller fellows in the industry, Lou Diamond, head of Paramount Pictures' music firms, Famous and Paramount, did an about-face on Jack Robbins and Buddy Morris, who heads the Warner music interests... Originally one of the instigators of the revampment reported here last week, Diamond learned that there was opposition to the proposed plan and wanted to give the squawkers a chance to voice their opinions before railroading a measure so important... After a series of off-again, on-again discussions, it was decided to wait a few days. However, Robbins and Morris, feeling that Diamond was with them, decided to go into the proposed change over the week-end... Reading here Monday morning that the plan went through, Diamond notified the two other publishers that he wouldn't enter into any such agreement now, because he wasn't consulted... As it stands now, music firms tied up with flicker companies (except Paramount) use one system for tabulation of performances, while others use the 5 p.m. till 1 a.m. on WABC, WEA and WJZ count!

Eddie Holly, vocalist with Barney Rapp's band, has been signed for a year by Abe Lyman... With Jimmy Dorsey's crew at the New Yorker, old time movies will be shown at the supper shows on Sunday nites... Joe Rines will be the featured musical attraction at the St. Regis roof when it opens to the public May 5th and will be billed as "Mr. Joseph Rines" and his Music.

Frank Parrish is leaving Abe Lyman to go with Ramona's new band... Orrin Tucker is being screen-tested by Warner Brothers this week... Kay Kyser opens at the Pennsylvania Roof June 1st with a Mutual wire... Ozzie Nelson has been renewed for another 13 weeks on the Feg Murray show... Mark Warnow will revive his famous Blue Velvet orchestra this summer.

Smith on Atlantic Sports

Pittsburgh—Chet Smith, sports editor of the Pittsburgh Press has been signed by the Atlantic Refining Co. to handle the sportscasting over WJAS during the spring and summer. N. W. Ayer & Son has the account.

PROGRAMS—REVIEWS

"SPY AT LARGE"

Sustaining on

WJZ-NBC network, Sun. 8-8:30 p.m.

UNUSUALLY ENROSSING DRAMATIC SERIAL MAKING THE LISTENER PLAN TO TUNE IN FOR MORE NEXT WEEK.

"Spy at Large" is one of those international yarns that have every stamp of authenticity and gives the listener the impression that it is true and everything is official. The very daring material is in itself surprising inasmuch as the delicate situation now existing between nations would seem to make it a touchy proposition. For this reason alone it appears to the average dial twister that Washington itself is backing the series. First program started the story of the stolen plans exchanged between Great Britain and the United States. The former turning over the Singapore harbor defense plan such as location of mines, while the latter handed over that of Pearl Harbor, to be used in case of emergency and in the event of a war with an Eastern power, Japan.

At any rate both the American and British safes holding the exchanged plans are rifled and a famed but erratic "scientist" is induced to pick up the chase. His specialty is counter-spying if anything. Opening of the program mentions the absolute and unexplained disappearance from the world of an ocean-going ship from the harbor of San Francisco and then seeks to work out the possible solution. Next installment, however will continue the intrigue of foreign powers, which it seems is like propaganda, but supposedly necessary. The production and continuity is second to none, on "Spy at Large."

Zenith Foundation

Farewell performance of the Zenith Foundation program on CBS Sun. 10-10:30 p.m., further revealed excellent showmanship in presenting items that are not at all new, but safe in that well-known authors and other authorities are used from the records. Six definite conclusions have been drawn, it was said and these were: People receive telepathic impulses in moments of danger; vary in individuals; distant or space no factor; occur frequently in matters concerning blood relations or loved ones; time is no factor, and age is no material factor. Listeners were asked to continue to write to the Zenith Foundation despite the program being off the air since it would return in the fall and the Foundation would continue its findings. Complete further research would be necessary before final reports could be made. Answers to the chime impulses were mostly correct notwithstanding the fact that the chances for the correct answers were "1 to 10 plus 18 ciphers". Commander Eugene MacDonald offered a few words himself as well as Dr. Harlan P. Stetson being switched in from New York.

"PHIL COOK'S ALMANAC"

Sustaining on

WABC-CBS network, Sun. 6:30-7 p.m.

SOMEWHAT HOKEY BUT CHEERFUL, NONSENSICAL ENTERTAINMENT WELL SPOTTED.

Adding a Sunday night spot, but with a production suitable for the occasion, Phil Cook's Almanac busted out in all its glory and revealed itself a contender for the evening's comedy inclined audience. Little of everything Cook has done in the past is included as well as some newer ideas, with all of the ingredients well balanced and mixed to make a half-hour pass very quickly. The main theme seems to be the selection of an item as might appear in an almanac and give a modern version or present day translation in dramatized form. The cast is fully adequate and nothing is handled too seriously nor too long. Ray Block's orchestra is a valuable addition to the show, also John Reed King on the announcing or straight man end. Excellent voices are also used to advantage. In fact it looks like a cinch for a sponsor who wants Sunday night fare.

Goodman's Swing School

Benny Goodman and his orchestra moved down a half-hour last night, Tues., into the spot formerly occupied by Jack Oakie for the same sponsor. The absence of the Hollywood portion of the show was welcome after having presented a series of second-rate performances in the past, and the fast moving Goodman more than filled the bill in taking over the Tues. night portion. Orchestra, aided by the Goodman trio and quartet, presented its usual quota of swing tunes, and was unhampered by any interferences other than an occasional commercial. Eddie Cantor, who holds down the Camel fort on Mondays, was not present as advertised, but will appear at a future date. Goodman is tops in his particular form of renditions, and the show should accomplish its purpose of reaching the college students and younger element. Entire program, while it may prove boresome to older folks, is one of the best for the listeners it is aimed at, and lack of lengthy commercials does much to speed along the performance. Program is heard Tuesdays, 9:30-10 p.m. over the CBS network.

JOSEF CHERNIAVSKY

WLW

THE NATION'S
STATION
CINCINNATI

"The Musical
Cameraman"

Every Sunday 6 P.M. EST.
NBC Blue Network



GUEST-ING

FELIX KNIGHT, tenor, on Schaefer Beer program, tomorrow (WEAF, only 7:30 p.m.).

JOAN BLONDELL will appear opposite Tyrone Power in "Calling Dr. Kildare" on Hollywood Playhouse April 3 (NBC, Blue, 9 p.m.)

CHARLES YALE HARRISON, author, interviewed by Johannes Steel, April 1 (WMCA, 8:45 p.m.)

GEORGES ENESCO, violinist-conductor, on Ford Sunday Evening Hour, April 10 (CBS, 9:00 p.m.)

DOROTHY HOLDEN, interviewed by Doris Smith on "Encores and Epitaphs," April 1 (WNEW, 4:30 p.m.)

J. BERNARD WELLS, attorney, interviewed by Samuel G. Kling on the "Crime Clinic" program, today (WBAL, 7:45 p.m.)

JOSEPH B. BOYLE, general manager of the Southern Maryland Agricultural Association (Bowie Race Track), on Baltimore Radio Forum program, April 1 (WBAL, 4:45 p.m.)

LOUIS B. MAYER, movie exec, JACK CONWAY, film director, and GILBERT RUSSELL, vocalist, on "Good News of 1938" program, tomorrow (NBC-Red, 9:00 p.m.)

BOB HOPE, comedian, on Elza Sshallert's program, March 31 (NBC-Blue, 8:15 p.m. PST)

OLGA IRWIN, soprano, on Studio Strings program, today and April 1, (CKY, 11:30 a.m.)

ANDRIAN ROLLINI, vibraphonist, on Kate Smith program, March 31 (CBS, 8:00 p.m.)



"Here Y'Are, Tony! — The Mail Orders from Your WHB Program"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—DDN DAVIS, President, KANSAS CITY, MISSOURI

UNIVERSAL RIBBON MICROPHONES

An all-purpose microphone. Plug in and use. Unconditionally guaranteed. MICROPHONE DIVISION UNIVERSAL MICROPHONE CO., LTD.

424 Warren Lane
Inglewood, Calif.



AGENCIES

H. B. LeQUATTE INC. has been appointed to the entire food line of Medomak Canning Co., Rockland, Me. Tests are now being run in radio, newspapers and magazines.

NORMAN MARKWELL, formerly with Kirkland & Grisman, has joined L. H. Hartman Inc., as an account executive. He will handle radio and publicity work.

JACK LOUIS, vice-president of Needham, Louis & Brorby agency, Chicago, has returned from Phoenix, Ariz., where he visited wife and family, who have been wintering there.

RADIO FEATURE Service's Chicago branch, recently organized, has been incorporated as Ferris & Livingstone, Inc. George Livingstone heads the local end.

SEARS-ROEBUCK & CO., California division, has named Mayers Co., Inc. of Los Angeles advertising counsel. Radio to be used. Henry Mayers is account executive.

ROSS GAMBLE of Leo Burnett agency, Chicago, and John Platt, advertising manager of the Kraft-Phoenix Corp., back from sojourn in Florida.

DAN RYAN, radio director of the W. E. Long agency, Chicago, flew to Salt Lake City, to set up man in street broadcast, built around interviews with United Air Lines arrivals, sponsored by Holsum Bakeries over KSL.

SHEPARD ADVERTISING agency, now at 360 North Michigan Avenue, Chicago, has leased entire 28th floor of Tribune Tower, 435 North Michigan Avenue and moves in today.

ARTHUR C. PERRY & Associates, advertising agency, has taken 7th floor of Pelouze building, 230 East Ohio Street, Chicago.

EDWARD GLEAVES, former merchandising manager of WLAC, Nashville, Tenn., has joined Bert S. Gittins Advertising agency, Milwaukee, to handle radio activities. Gittins agency has Allis-Chalmers (farm implement) account which lately launched Saturday night "Family Party" series over NBC-Blue net.

ALBERT KIRCHER agency, Chicago, has been named agency for Good & Reese, nursery outfit, Springfield, Ohio. A radio campaign is in prospect.

SALESVERTISING Associates, Inc., Chicago, has expanded to larger quarters in the Board of Trade building on La Salle Street.

"Cheer Up America" Pulls

The Wednesday night show "Cheer Up America" on the NBC-Red network has a rating of 6.6, according to an independent study made by Crosley, Inc. This is the highest rating any weekday show heard once-a-week. Program has been on the air nine weeks.

A special offer of a Mennen skin tester kit for a dime brought in 57 per cent more requests than the optimistic figure set by the agency, H. M. Kiesewetter.

NEW PROGRAMS—IDEAS

Listener Nominations

"Footlight Echoes," a new program of melody from musical comedies, light operas and operettas of the past few decades, will make its debut on WQXR Sat. April 2 from 10 to 11 p.m.

Music of the masters and light opera composers will be featured on "Footlight Echoes," which is arranged and produced by William Strauss and presented through recordings and transcriptions. Each week, one musical production of the past will be nominated by listeners for revival on the program, and the music for the hour will be woven around the melodies of that revival.

Station Lowdown

WICC "Views and Reviews," title of a new series, will feature station history, descriptions of the studios and engineering facilities, interviews with station personnel, personality broadcasters, and brief program resumes. Produced in either the Bridgeport or New Haven studios of the

station, the initial program will retell the history of the station in general and interview WICC's supervisor, Joseph Lopez.

School Round Table

Closely patterned after the University of Chicago Round Table on NBC the Chicago Public Schools Radio council is introducing new forum program titled "Student Opinion" on WGN Saturday afternoon. Three students to be the regular nucleus of the discussion group are Rubi Marovich of Bowen High; Lawrence Bogorad of Tuley and Harry Kamesar of Farragut. Each week there will be a guest also, first one being Virginia Gough of Hyde Park. Program was arranged by Harold Kent, director of the council and Myrtle Stahl, educational director of WGN.

Other productions of the Radio Council are the "Hour of Magic Boots" on WAAF; "Occupational Research" program on WBBM; High School Hour on WAAF, and "Yesterday and Today" in the Chicago Public Schools on WBBM.

KYW Buys Space In Trains For Car Card Campaign

Philadelphia—An advertising campaign gets under way shortly by KYW, using street cars, and car card advertising in the suburban trains of the Penn-Reading Railroads. A more detailed campaign has also been plotted calling for the use of direct mail to advertising agencies. The car card campaign will run for a two-week period, with a follow-up later on. From 350 to 400 cards will be used on the dash board of the trolleys, and 235 in the cars of the Penn. R. R. with 60 in the Reading.

All advertising used in outside media's will be paid for by the station, as the management objects to the exchange of time for space.

Lace Paper On 12 Outlets

Royal Lace Paper Works, through Lawrence Gumbinner Advertising Agency, is placing participations on 12 stations for a test series plugging shelf paper. Five-minute disk, plugging doilies, are being continued on 18 stations, but list has been changed.

Hookup for American Airlines

Chicago—C. R. Smith, president of American Airlines, has announced that the latest developments in radio ground equipment, permitting transcontinental communication on either radiotelegraph, will soon be installed by his system. The new transmitters will enable flight superintendents in Newark, Chicago, Nashville, Fort Worth and Los Angeles to talk directly with any airplane pilot at the most distant point in the five divisions. Mr. Smith appeared on the Edgar Guest program, "It Can Be Done," here.

Educator Says Large Groups Not Efficient

Chicago—Big gatherings of youngsters do not make a good radio audience for educational purposes, David Heffernan, assistant county supt. of schools, told a teachers gathering here. Heffernan made his report to the audience of 1,100 children after reception of two broadcasts. He said that in an audience of this size the children were too much interested in the gathering and in each other to pay much attention to radio.

"From 30 to 40 children seems to be about the right sized audience," he said. He found that 40,000 of the 103,000 children in Cook county outside Chicago listen regularly to broadcasts in schools.

WTAM Sustaining on NBC

Cleveland—Beginning Sun. April 17, Walter Logan's "Symphonic Variations" program over WTAM switches to the NBC-Red network in the 10 to 10:30 p.m. spot. Regarded as one of the best sustaining time periods on the network, the 10 p.m. broadcast will feature Logan's symphony orchestra and the leading instrumental and vocal soloists of the Ohio area.

Frigidaire Dodging Radio

Chicago—Delco-Frigidaire, which this week is introducing new type air conditioning unit embodying the meter-miser principle of refrigerators has no plans for radio in its present campaign, although magazines are being used. Earlier plans for radio for the refrigerator division apparently have been held in abeyance. Lord & Thomas is agency.

Coming Events

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

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

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

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

June 13-19: AFM annual convention at Tampa Municipal Auditorium. Headquarters at Floridan Hotel, Tampa, Fla.

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

Weed Advises on Disks Made for Canada Market

Need for knowledge of Canadian's preferences as well as their national consciousness were stressed by Joseph J. Weed, Canadian rep who has made a study of Canadian programs. Canadians enjoy many American shows, but resent over-emphasis of "Americanisms," particularly on transcriptions, according to Weed. Because many wax jobs are so Americanized, Weed reports that Canadian stations have much difficulty in peddling them to Canadian sponsors.

Giving Lambs a Lift

A mike will be set up in the Lambs Club March 31 for the Voice of Experience's sustaining stint at 1:45-2 p.m. Program will ballyhoo the forthcoming Gambols and a string of Lambs will be aired. George M. Cohan, James Montgomery, Flagg, John Golden, James J. Walker, Gene Buck, Ex-Gov. Harold G. Hoffman and Robert Hague, president of New Jersey Standard Oil are listed as guests and there is a possibility that David Warfield will also broadcast.

Pickens Extends Tour

Jane Pickens will go on an extended theater tour beginning April 7 when she opens at the RKO theater, Boston. Following week will appear at the Palace theater, Chicago. Singer has been appearing on the Ben Bernie series and will probably drop from the show from time to time when it is impossible to get to New York in time for the broadcasts.

NBC Sales Counsel Returns

Victor vander Linde, general sales counsel of NBC, yesterday returned to his desk after a one-month absence recuperating from a broken leg.

More "Lamplighter" Spots

Jacob Tarshish, the "Lamplighter," has been signed for local sponsorship on WHKC, Columbus, and WSAI, Cincinnati, by the Sterling Agency which also handles the WOR-Tarshish spto for Grossman shoes, program is heard on Mutual, Sundays, 2-2:15 p.m.

SEATTLE

KOL has put on a new serial entitled "Of Human Lives," which is scheduled for indefinite run. Written by Janes Estes, staged by the Campus Radio Players, and directed by Ted Bell. Dramatizations are of actual cases on file, the first "Of Human Lives" being from records of the Travelers Aid Society.

KIRO has launched "Feminine Forum" with Helen Malloy, as a daily 2 p.m. feature,—the comprehensive forum program bringing to "Every Woman" food fashions, home planning and a mass of interesting personalities.

KAST of Astoria, Ore. sponsored the recent Spring Show and Merchandise Prevue for the merchants of Astoria, presenting "Kast Stars of Rime and Rhythm" in a program of unusual entertainment. All leading merchants of the Oregon seaside city cooperated with the KAST event which was under direction of Miss Violet Bakkensen.

With the Spring gardening season in the air, the Fisher Flouring Mills, a leading flour mill of Seattle, has launched a new advertising campaign by means of which garden seeds are furnished those sending tops of packages of products with nominal fee.

New Carlin Aide

Austen Croom-Johnson of the NBC production department has been promoted to assistant to Phil Carlin.

F. C. C. ACTIVITIES

EXAMINERS' RECOMMENDATIONS

KTSM, El Paso, Tex. CP to change frequency and hours of operation and increase power to 1350 kc., 500 watts, unlimited, be denied.

KSRO, Santa Rosa, Calif. CP to change power and hours of operation to 100 watts, 250 watts LS., unlimited, be granted. 1310 kc.

Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

WDNC, Durham, N. C. CP to change frequency and increase power to 600 kc., 1 KW., be denied, unlimited.

W. H. Kindig, Hollywood, Cal. CP for new station. 710 kc., 500 watts, limited, be denied.

Warren B. Worchester, San Diego, Cal. CP for new station to be operated on a regional assignment be denied.

J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime, be dismissed.

APPLICATIONS RECEIVED
WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts LS., unlimited.

James F. Hopkins, Inc., Ann Arbor, Mich. CP for new station. 1400 kc., 250 watts, unlimited.

WDAS, Philadelphia, Pa. Mod. of license to change power to 250 watts, unlimited.

Orville W. Lyerla, Herrin, Ill. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

United Theaters, Inc., San Juan, P. R. CP for new station. 580 kc., 1 KW., unlimited.

Sumter Radio Broadcasting Co., Sumter, S. C. CP for new station. 1420 kc., 250 watts, daytime.

KPAC, Port Arthur, Tex. CP to change frequency and hours of operation to 1220 kc., unlimited, 500 watts.

WLAK, Lakeland, Fla. Authority to transfer control of corp. from J. P. Marchant, D. J. Carey, D. B. Ralls to David E. Smiley, 35 shares common stock, and L. S. Mitchell, 5 shares.

CALL LETTERS ASSIGNED
Port Huron Broadcasting Co., Port Huron, Mich. New broadcast station. WHLS.

HEARINGS SCHEDULED
March 31: Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RETURNED
Navajo-Apache Broadcasting Co., Holbrook, Ariz. CP for new station. 200 watts, daytime.

OKLAHOMA

First broadcasts over KTOK's of NBC-Blue has been set definitely for May 1st, according to Joseph W. Lee, general manager. NBC network splits on that date with WKY retaining the Red only.

Mickey Reynolds new organist on KOMA's new Hammond Electric Organ.

B. M. Grotkop, KOMA salesman, doubling as Ben Rich on "Two Minutes Is Yours" program.

John Schaffer from Lincoln due in at WKY to take over special events work.

Willis Sisters being sponsored on fifteen minute spot weekly over KFXR (Oklahoma City).

Charley Maloney in new fifteen minute spot on KFXR.

Streamlining "Martha"

Chicago—WGN singing chorus and concert orchestra under Henry Weber to present streamlined radio version of Von Flotow's opera "Martha" on Mutual on May 2. Special dialog being written under direction of Lou Jacobson which will be presented by dramatic cast. Attilio Baggiore, Kathryn Witwer and Mark Love to be soloists.

Theresa Wilson Back

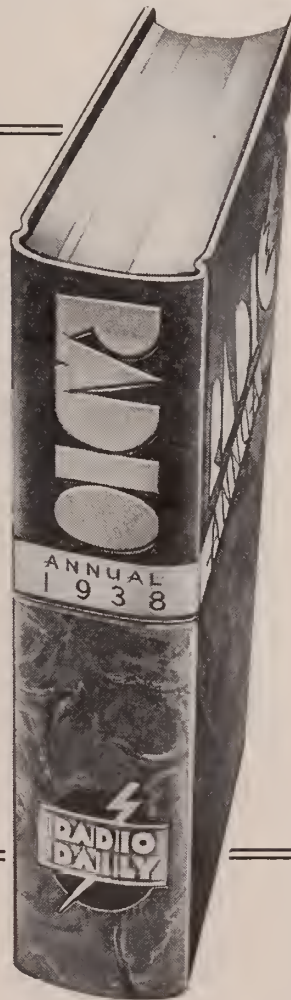
Theresa Wilson of the CBS publicity department returned to her desk yesterday after a two-week illness.

Wilson Leaves Hearst

Chicago—Kurt Wilson, formerly of Hearst Radio, New York City, has resigned from International Radio Sales staff here, Naylor Rogers, manager, announced. Wilson, who returned to New York is replaced by R. F. Kopf, associated with Barron Collier office here. Kopf is a brother of Harry Kopf, NBC salesman.

Okla. Election Cash

Oklahoma City—Advance time purchases by politicians indicate radio stations will reap considerable sales. Local stations and those in Tulsa are particularly heavily booked, though the campaign has not as yet really started. A particularly hot Governor's race will call for large time purchases by all candidates.



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PHILADELPHIA

Busy man Don Withycomb, WFIL's g.m. is a member of the United Campaign Committee, and member of the Penna. Committee for the Celebration of the Ratification of the Constitution and also on the committee for the observance of the 300th anniversary of the birth of the commonwealth.

C. Warwick Ogelsby, is now airing a new program over WHAT, called "Sports Parade."

The Three Marshalls, a new vocal trio, are now being featured weekly over WCAU with Bob Golden's band.

"In the Music Room" featuring the tenor solos of Rodger Williams and a string and piano ensemble goes over the NBC network via KYW.

Edward Wallis has now taken on the job of dramatic supervisor at WIP, in conjunction with his other jobs.

Frank Unterberger, WDAS chief engineer is now readying the station's new gain control for the master control room.

Gladys Norman will now be heard on WFIL's dramatization "Hall of Fame" program.

Milton Laughlin, program director of WHAT, brings a new band to the airlines in presenting Donn Darpino and his orchestra.

Charles P. Shoffner, who broadcasts "Topics in Season" over WCAU, will celebrate his 15th anniversary on the air.

Dan Munster, the newest addition to KYW announcing staff, rose from the ranks of page boy within three months.

Marx Loeb, WIP assistant program director, has just started a new series of programs called "Swing It".

Buddy DeFranko, winner of the Tommy Dorsey amateur contest, is a member of WCAU's Bandbusters.

"The Happy Clarks" are heard again in the early morning hours over KYW.

Mutual's Transatlantic

Mutual will air a transatlantic broadcast from Rome today at 1:30-1:45 p.m. Program will consist of an English summary of Mussolini's address.

ONE MINUTE INTERVIEW

FR. PAUL SCHULTE, O.M.I.

"If used for humanity, the two greatest forces for good in our world of today are the radio and the airplane. This I know well because the radio itself and its listening audiences have helped me and the 'Squadron of the Flying Priest' to carry on our work by airplane, enabling us to reach in a few hours, those corners of the earth formerly almost unreachable... separated from us by weeks of hard journeying. And I know, too, that we have only begun to dream of the real future of air communication and air travel."

★ Coast-to-Coast ★

RICHARD BROOKS, WNEW commentator, will make a tour of 1939 New York's World Fair grounds tomorrow, in one of the airings from the site of the Fair. Brooks, who will interview executives and visiting celebrities during the progress of the fair for WNEW, will be conducted on the tour by W. Earle Andrews, general manager.

"Your Answer Please" a new program of the quiz type is now heard on WSAL, Salisbury, Maryland. Freshmen compete with seniors from the local State Teachers College.

Charlotte Lansing, lyric soprano, and Glenn Darwin, Metropolitan baritone, will be presented in a new series of half-hour programs with Josef Honti and the NBC Concert Orchestra beginning Sun. April 3, from 3:00 to 3:30 p.m., EST, over the NBC-Blue Network.

KSFO, CBS outlet in San Francisco, will originate a coast-to-coast Church of the Air which will present Rever-

end Clarence Reed, pastor of the First Unitarian Church of Oakland.

Kay and Buddy Arnold, WMCA duo, will substitute for the Novelaires Trio on the Wheaties "Grandstand and Bandstand" program for one week. Program is heard daily from 2:30-5:30 p.m. on WMCA.

American Tobacco Co. (Roi-Tan cigars) on Apr. 7, 10-10:15 p.m., will start "Man to Man Sports" on five CBS Pacific coast stations. Program is signed for 13 weeks and will originate from KNX. Lawrence Gumbinner Adv. Agency has the account, which is resuming the campaign left off early last winter.

Consolidated Cigar Co. (44 Cigar), through Erwin, Wasey & Co., has started 35-word chain break announcements on four New York state stations (WIBX, WBEN, WSYR, WHCC). Campaign will run for 10 weeks with 10 plugs being aired weekly.

NEW BUSINESS

KSFO, San Francisco: United States Products Corp. (fruit juice), Friendly Homemaker participating program, through Long Advertising Service; Golden State Co., Friendly Homemaker participating program, through N. W. Ayer & Son; Goodrich Tire & Rubber Co., announcements, through Ruthrauff & Ryan; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Elmer Bros. Nursery (flowers), 5-minute program, through Allied Advertising Agencies.

WGY, Schenectady: Canada Dry Ginger Ale, announcements, through J. M. Mathes, Inc.; Fred A. Danker (florist), garden talk program, through DeRouville Agency; Fowler's Department Store, Market Basket participating programs, through DeRouville Agency; Industrial Engineering Corp. (correspondence school), announcements; McManus & Riley, Style Reporter program, through Leighton & Nelson; Myers Children Shop, announcements, through Leighton & Nelson; Ballston Spa, announcements; West Disinfectant, household chat program, through Moser & Cottins; Socony-Vacuum Oil Co., musical program.

WEW, St. Louis: Old Vienna Products, Clarke Harris, commentator, renewal.

WFIL, Philadelphia: Richmond Bros. Co., announcements, through McCann-Erickson; Gardner Nursery Co. (seeds), announcements, through Northwest Advertising Co.; Gulf

Oil Co., announcements, through Young & Rubicam; Alexander Co., announcements, through John Faulkner Co.

WSPR, Springfield, Mass.; Hampden Savings Bank, announcements; Goodrest Trading Co. (mattresses), announcements; Bond Bakers (bread), announcements; A. V. Rivest Oil Co., announcements; Foot Health Headquarters (Health Spot shoes), announcements; Hampden Lumber Co., ETs; Hotel Stonehaven, announcements; Old Gold Shop (jewelry), announcements.

WMAQ, Chicago: Williamson Candy Co. (O'Henry), announcements, through John H. Dunham Co.; Chicago & Northwestern Railroad, "Suburban Hour" renewal, through Caples Co.

WGN, Chicago: General Mills Inc., "Get Thin to Music" program, through Blackett-Sample-Hummert; Mangel's of the East, Inc., time signals, through MacDonald Potter agency.

CKWX, Vancouver, National Biscuit & Confection Co. (Zip), announcements.

WAAB, Boston: RKO Theaters, announcements, through David Malkiel; Portable Typewriter Co., announcements.

WFAA, Dallas and WBAP, Fort Worth: General Cigar Co., announcements.

SAN ANTONIO

Sid and Jim, comics, are doing a tour on KABC's "Swing-Co-Pation" program sponsored by Todds Toggery.

Patrick Baxter is now in the commercial department at Alamo Broadcasting Co. Secretary Louise Shankling is the only fem red-head here, the other gent is station manager Howard Davis of KMAC.

KTSA Program Director Paul Girard has returned from a trade trip tour of the Rio Grande Valley. Miss Mary Schmick, secretary, and Billy Bartz, office boy, back after winning a battle with old man flu.

Vernon Geyer, KMAC staff organist and recording artist, will make a new group of records for Victor here April 4-5.

Herman Waldman's combo follows Johnnie Fielder's ork into the Olmos Night Club this month. They will get a wire.

Johnny Alderman of KABC is doing the color between the wrestling matches at the Walkathon arena, Wednesday evenings, while Charley Belfi is handling the hold-by-hold account.

Orson Welles Auditions
Mercury Theater Troupe

Orson Welles, young radio actor, has organized the first Radio Group theater in the industry, and has built a program around the group which is to be known as the Mercury Players of the Air. Original stories and adaptations are to be used in the series. Cast, headed by Welles, will include Arline Francis and Paul Stewart, Will Orborne's orchestra, Joan Edwards, soloist, and others. Program was auditioned by NBC yesterday for possible sponsors.

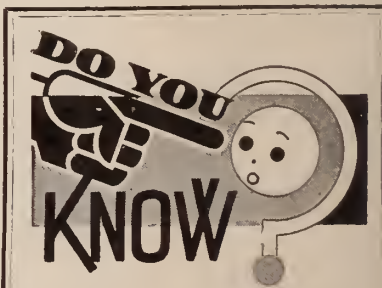
Scripps-Howard Appeal

Hearing for Scripps-Howard application for a Washington outlet is set for May 4. The Toledo request which was turned down is to be appealed. No date has been set as yet, but it is not believed that the case will be heard before fall.

RCA Stock Changes

Washington Bureau, RADIO DAILY

Washington — RCA's \$5 cumulative preferred no par value stock has been changed to \$5 cumulative B preferred no par value, the SEC reported Tuesday in its monthly supplement.



The value of United States radio apparatus exports for 1937 showed an increase of 24 per cent over 1936.