



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 26

NEW YORK, WEDNESDAY, MARCH 17, 1937

FIVE CENTS

Would Curb Radio Chains

WOAI AND AGENCIES JOIN TO BOOST BIZ

San Antonio—A campaign designed to promote advertising among business men in Texas will be launched next month by WOAI in cooperation with recognized advertising agencies of this city. WOAI offered each agency a half-hour of evening time to present the agency's conception of a good program promoting radio advertising.

A well organized publicity campaign is being formulated. It will include newspaper stories, a mailing piece and an introductory program which will be presented on a cooperative basis to serve as an introduction to the series. Present at the luncheon and participating in the idea were Hugh A. L. Half, manager; Ken McClure, news editor; Lloyd H. Rosenblum, manager of sales and merchandising; Terrell Sledge of the

(Continued on Page 2)

Tiny Ruffner Joining Ruthrauff-Ryan Agency

Tiny Ruffner is understood to be leaving Benton & Bowles agency the latter part of this month to go to Hollywood for Ruthrauff & Ryan, in charge of the Jolson, Penner and Berle shows. Ruffner will remain west and produce future R. & R. airings with film talent.

CBS Effects Shifts In Coast Sales Setup

West Coast Bureau of THE RADIO DAILY
Los Angeles—Shifting of the CBS Pacific Coast sales headquarters from San Francisco to this city has been effected, with John M. Dolph, coast sales manager in Frisco, appointed

(Continued on Page 2)

Labor on the Air

New Orleans—Organized labor goes on the air here next week with a series of "educational" half-hours over WBNO. Program will be directed by Bill Donnell, veteran editor of The Federationist, labor weekly. Though he doesn't pull his punches in print, the air talks are expected to steer clear of controversies.

More Service

Charlie Stark of WMCA's early morning show, "Early Risers' Club", offers to wake anyone who has to be up at seven.

He asks listeners to leave their radio on over night, tuned to the top of the dial. Cholly begins the day's broadcasting at 7 a.m., by ringing an alarm clock.

He is now reported busy inventing a radio that throws cold water.

PROPOSES BROADCASTS FROM SENATE FLOOR

Washington Bureau of THE RADIO DAILY

Washington—Keen interest is being expressed here in a resolution advanced this week by Senator Pittman (Dem., Nev.), chairman of the Foreign Relations Committee, to erect a powerful radio station within the capitol to carry the Senate debates to all parts of the nation. Pittman said that in offering the resolution he had in mind the need for informing the nation on the Presi-

(Continued on Page 3)

A.A.A.A. Convention Set for April 29-May 1

The 20th Anniversary Convention of the American Association of Advertising Agencies will be held at the Greenbrier, White Sulphur Springs, W. Va., April 29-May 1.

G. Lynn Sumner, president of G. Lynn Sumner Co. Inc., New York,

(Continued on Page 6)

WHN as New York Outlet In WLW's Eastern Hookup

KOL, Seattle, to Have Entire Office Building

Seattle—Plans for one of the most modern radio stations on the Pacific Coast are being completed by KOL, Seattle's Columbia station, in conjunction with the purchase of a two-story office building recently by the station.

With the acquisition of a former theater site, KOL will have facilities

(Continued on Page 3)

Proposed Congressional Probe Seeking Full Light on Expansion by Networks and Newspapers

GULF REFINING SETS NEW SPRING SERIES

Gulf Refining Co., Pittsburgh (Gulf Spray insecticide), will begin a spring and summer campaign on about 22 southern stations by the middle of next month. Sponsor will use live talent in quarter-hour daytime programs airing from two to six times weekly.

Jack Latham, radio time buyer of Young & Rubicam, Gulf's advertising agents, returned to town yesterday after a five-week trip through the South lining up the talent and stations. Latham leaves for Pittsburgh Thursday to confer with Gulf officials over the final schedule to be used.

In a few spots it is understood

(Continued on Page 3)

Ford's Friday Show Switched to Saturday

The Friday night Ford Motor Company program, heard over the NBC-Blue network from 9-9:30 p.m. and featuring Rex Chandler and his Universal Rhythm, will switch to a 7-7:30 p.m. spot over the NBC-red network on Saturday night, April 10. New set-up calls for a repeat broadcast to the west coast, but no

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By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent
Washington—Momentum for a House investigation of radio gained more ground yesterday, following a pledge of "complete cooperation" by Senator King of Utah and other Senators in the anticipated probe sponsored by Congressman Connery. Among points which the probe would consider, King said, would be the increasing acquisition of stations by big chains and by newspapers. He added that some channels should be kept free for further experimentation.

"What we most earnestly want," said King, "is less heat and more light on the radio situation in Amer-

(Continued on Page 4)

HAVANA CONFERENCE NAMES COMMITTEES

Havana (By Cable)—Appointment of Senator Wilfredo Albanes, head of the Cuban delegation, as chairman of the conference, and the naming of various committees marked the opening of the North American Radio Conference here on Monday.

Delegates immediately began de-

(Continued on Page 4)

WSM, Nashville, Signs VanCronkhite Service

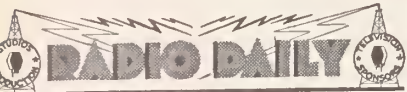
Nashville, Tenn.—WSM, 50,000-watt, has signed for the news counselor service being inaugurated by VanCronkhite Associates, Inc., Chicago. John VanCronkhite flew down

(Continued on Page 4)

1 a.m. News Broadcast

A late news broadcast has been added to WMCA's schedule, the International and Universal news now being broadcast for 15 minutes nightly, Monday to Friday, at 1:00 a.m. to 1:15 a.m.

This is believed to be the latest news broadcast on the air in the East. It is being put on as an experimental feature.



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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Mar. 16)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	174 3/4	173 5/8	174	- 1 1/4
Crosley Radio	24 1/2	24	24 3/8	+ 3/8
Gen. Electric	59 3/8	58 3/8	59	+ 1/4
North American	28 1/8	27 1/2	27 5/8	+ 1/8
RCA Common	12 1/8	11 3/4	11 3/4	+ 1/8
RCA First Pfd.	78 1/2	77 3/8	78	+ 3/4
RCA \$5 Pfd. B	(100 Bid)			
Stewart Warner	20 1/4	19 1/2	20 1/4	+ 5/8
Zenith Radio	37	37	37	+ 3/8

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	4 1/2	4 1/2	4 1/2
Majestic	4 1/2	4 1/2	4 1/2
Nat. Union Radio	2 7/8	2 3/4	2 3/4	- 1/8

OVER THE COUNTER		
	Bid	Asked
CBS A	57 7/8	59 7/8
CBS B	57 1/2	59 1/2
Stromberg Carlson	16 3/8	17 1/2

CBS Effects Shifts In Coast Sales Setups

(Continued from Page 1)
assistant to Donald W. Thornburg, CBS vice-president in charge on the coast and headquartering here.

Status of Paul Rickenbacher, general handyman to Thornburg, is not affected. Henry Jackson, assistant to Dolph in Frisco, takes charge in the north, as chief of CBS sales in Frisco, and Harry Witt assumes title of CBS sales manager for the south.

Brinckerhoff & Co. Expand

A new recording studio, capable of accommodating a 40-piece orchestra, has been built by E. V. Brinckerhoff & Co. Inc., transcription and recording firm. Under previous facilities, the company's engineers had to work on a 15-hour schedule.

REEVES STUDIO
RADIO TRANSCRIPTIONS
Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MEd. 3-1270 New York

Servel Series Adds 11 Southern Stations

Servel Inc., New York (Electrolux), has signed 11 southern CBS stations for its "March of Time" program which it will sponsor beginning April 15, Thursdays, 10:30-11 p.m. Time Inc., the present sponsor of the program, is using 35 stations which will be retained under the new setup, making 46 CBS stations in all for Electrolux. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Jack Norworth M. C. In New NBC Series

Jack Norworth will be m. c. in a new variety program making its debut March 30 over the NBC-Blue network, 8-8:30 p.m.

Each week the birthday of a famous personality will be marked in an appropriate manner. Lives of adventurers and novels of writers will be dramatized. Music of composers will be played. Light-hearted fortune-telling will be a feature of the program.

Krueger Series Ending

Krueger Brewing Co., Newark, will end its present series of "Krueger Musical Toast" programs on the NBC-Red network, Mondays, 10:30-11 p.m., after the March 22 broadcast. Sponsor will use outdoor posters supplemented by car cards for the summer with spot radio being used in the states of Virginia, Vermont and New Hampshire where outdoor posters are outlawed. Next September brewer will be back on a network for a fall and winter campaign. Biow Co. Inc., New York, has the account.

Posing as Connie Boswell

Rockwell-O'Keefe offices are seeking to trace an alleged impostor posing as Connie Boswell of the Boswell sisters, and now said to be stopping at Hot Springs, Ark. Real Connie Boswell has been on the coast for about three months and appeared last night as guest on the Ben Bernie program.

A few years ago a trio of gals traveling through the middle west also posed as the Boswell Sisters.

Star Radio Adds Writers

Increased business has resulted in Star Radio Programs Inc. adding three new script writers. Bill Gartland, sales manager for the firm, reports that "happy days" are really here again, as indicated by his sales map, which has so many buttons on it that he can't find Rhode Island.

Alice Frost With Stoop-Budd

Alice Frost will be the new feminine stooge with the Stoopnagle and Budd show starting Sunday, joining the cast which includes Gogo De Lys, Harry Von Zell and the Don Voorhees ork, aired 5:30-6 p.m. over the NBC-Blue network. Miss Frost, who replaces Joan Banks, has done considerable radio and stage work.

Winston Handling Shandor

Shandor, known as the NBC "Midnight Violinist," is now under the exclusive direction of Leonard F. Winston.

Czech Language Joining WBNX Foreign Sponsors

A Czechoslovakian sponsored program is the latest foreign language to join the babel of tongues on WBNX. On March 22 it begins a half-hour musical program on Monday nights, 7:30-8. Entitled "The Bohemian Hour," it will feature James Voite, Bohemian singer, recently of WHK and WGAR, Cleveland, augmented by a Czech Orchestra.

Other foreign languages heard regularly on station WBNX are German, Jewish, Italian, Spanish, Greek, Hungarian, Ukrainian, Polish and Portuguese. All foreign language programs are sponsored.

New Biz at WBNX

Bi-monthly report of new business for the first two weeks of March at WBNX includes a series of foreign language announcements in German, Jewish, Polish and Italian during the first week of March announcing the increase in production at Chevrolet plants. The business was placed by Lusk, Inc., for Campbell-Ewald.

Borden Sales Co. contract, placed through Young and Rubicam, has been renewed for a year ending Feb. 28, 1938. The contract provides for announcements in Jewish and English on a merchandising program for Hanford's Kosher Butter.

Other business reported, all placed direct, includes Bakers Fuel Co., for eight months; Emil's Pork Store, for one year; Hildebrand Shops, for one year; Elizabeth Bohlken, for one year, and the Vogue Institute, for six months.

Loria Brothers for Berle Pix

The Seven Loria Brothers, Mexican child-musicians who broke into show business at the top when they were recently the guest artists of the Joe Cook and Lanny Ross programs, leave for Hollywood on Friday to appear with Milton Berle in Radio Pictures' "New Faces." The Lorias range in age from four years to twelve.

Okay WISN Improvements

Milwaukee—WISN, the Hearst radio station here, received the approval of the FCC yesterday for the installation of modern transmitter and vertical antenna in a new location.

Leo Says
TONIGHT'S BEST BET:
6:30 to 7 P.M.
AL SHAYNE
with Don Albert and Orchestra

WHN DIAL 1010.
AFFILIATED with M-G-M & LOEW'S

COMING and GOING

JACK FRASER, NBC announcer, who was ordered away for a rest, returns today from a southern cruise.

KENNY BAKER arrives in New York from Hollywood for Sunday's Jell-O program.

JACK BENNY, DON WILSON, MARY LIVINGSTONE and other members of the Jell-O show return to Hollywood after the 21st.

FRANK BLACK, NBC musical director goes to Pittsburgh Saturday for a lecture on modern music via a local station.

EDWIN H. MORRIS returned to New York Monday after a cruise.

DON SHAW, assistant to H. K. McCann of McCann-Erickson Inc., New York, left town yesterday for a business trip. Expected back early next week.

VINCENT CALLAHAN of WRC-WMAL, Washington, is in town for a visit.

WILLIAM S. HEDGES, general manager WSAI-WLW, is in New York.

WOAI and Agencies Join to Boost Business

(Continued from Page 1)
sales staff, all of WOAI, and Charles Shea, Shea Advertising Co.; Bernard M. Brooks, Bernard M. Brooks Advertising Co.; Ben Lee, Pitluk Advertising Co.; John Lewis and W. Werner, Lewis Advertising Co.; Claude Aniol, Wyatt, Aniol and Auld; Marion Johnson, Marion Johnson Advertising Co.; and Joe Payne, Payne Advertising Co.

Standard Oil of Indiana Organizing Program

Chicago—McCann-Erickson agency yesterday held auditions for a new 30-minute show to be sponsored over CBS by Standard Oil of Indiana. Carl Hoff and his ork, the King's Jesters, Pat O'Malley and John Tucker Battles were among the talent under consideration. The show will be the first to originate in the new unused studios of Columbia here. Ted McMurray will be in charge of the CBS end of the producing. Series begins next month.

Cantor's Gag Contest

The contest which Eddie Cantor will announce next Sunday on his Texaco CBS program will be a gag-contest launched by Cantor himself. Prize will be a free trip to Hollywood for two.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-9:30 P. M. E.S.T.—Mondays
NBC Network

Dir.: A. & S. LYONS, Inc.

AGENCIES

LARRY BRADLEY, radio director for the Seattle branch of MacWilkins & Cole, Inc., who present five orchestral broadcasts weekly, has received great acclaim by designating one night a week as "Song of the Past." This program features selections of not more than ten nor less than five years' vintage. After only two presentations this program has become so popular that already requests have piled up for such ex-favorites as "I Surrender Dear," "All of Me," "I'm Though with Love," "Say It Isn't So," and many others.

J. P. MULLER Advertising agency has been named by Colabeer Co. of America to handle its coming campaign. Spot announcements will be used, but none has been set as yet. Joseph T. Sullivan is the account executive.

WARD WHEELOCK of the Armstrong agency and **H. J. Jones** of Campbell's Soup have returned to New York after several weeks on the west coast.

STREET & FINNEY, New York advertising agency, celebrates its 35th anniversary this week.

BETSY ANNE SHELLHASE, formerly of H. B. Humphrey Co., Boston, has joined the Blaine Thompson advertising agency.

KOL, Seattle, to Have Entire Office Building

(Continued from Page 1)
formerly known only in the larger Metropolitan stations. According to Archie Taft, owner and manager of the station, the building will be completely renovated at a cost of \$30,000, with new decorations, furnishings, and the most modern equipment.

KOL will be one of the few major radio stations in the West to own and occupy an entire office building, Taft stated. Plans for the new station include an auditorium with a seating capacity of 700, a large organ console, a full stage—and two show-rooms in the lobby for advertising displays. A full basement will be devoted to cooking schools and other special features. On the second floor will be the studios—one for audition purposes. Control rooms, business offices and general staff quarters will also be on this floor.

The tentative date set for **KOL's** occupancy of its new studio is July 1. The building, a re-inforced concrete structure, was built in 1928 at an approximate cost of \$60,000.

Proposes Broadcasts From Senate Floor

(Continued from Page 1)
dent's Supreme Court enlargement plan.

"By broadcasting direct from the Senate we could be certain the people of the nation would be getting an accurate view of what is transpiring," he said.



● ● ● Report along the airia too is that one of the oldest shows on the air will bow out and be replaced with a variety show headed by a bandleader who is the "chosen one" of the bill-payer!...Thelma White, singing and dancing star of stage and screen, will direct "The Melody Men", a male aggregation...Kenny Baker is back on the Benny "thing" Sunday (this spot had every singer in town "hoping")...Reginald Thomas and Oscar Turner of the NBC electrical transcription dept. had their song, "I'm On A Sit-Down Strike for Love", published by Popular...Ralph Kirbery is set for the Rubinoff transcriptions...Ken MacGregar will continue on the Palmolive airing...Cracker-jack candid cameraman Gene Lester returns to WHN as a singer tonite...Gabriel Heatter is bedded with a cold. He did three different shows Sunday...NBC's teletype flashed this morning with the following plea: "My name is Phoebe Mink. What's yours? This is a fine time of the morning for a guy to make a gal do a bit of unnecessary work!"

● ● ● Lawyer-man Irving Paul Lazarre goes with Henny Youngman to the coast because the latter can't do up his bow-tie!... This prompted Henny's father to chime in with: "And he had to go to college to learn that", referring to Irving's aptness at this work...There's no person who has tramped the boards of the Loew's State with the ability to hold an audience while singing as Belle Baker...Her presence on the stage is marked with reverence by the public...Why is this grand singer of songs, possessor of such power, without a radio show of her own?

● ● ● Kreuger Beer bows off Monday...Chicago wired Al Shayne asking for price on an NBC coaster after hearing his recorded audition... Doris Rhodes is doing an NBC audition...Doc Rockwell has abandoned the "rocking chair" and will hereafter work with stooges...Gene Goldkette, one-time millionaire ork leader, is doing a comeback and an audition for General Motors in the mid-west...Bunny Berigan goes with RCA-Victor the 8th...Rockwell-O'Keefe has a colored band dept. now with Harry Squires in charge...Mal Hallet goes into the Meadowbrook...MCA's Hal Hackett's brother is seriously ill at the Polyclinic.

● ● ● The cause for the four bar pause on the Rubinoff solo Sunday is that Dave got his bow caught in the violin...Mix-up the other day on the "Vox Pop" show with the engineers going to the RCA building for an airing when the program was scheduled to come from the New Yorker...Art Shaw is breaking up his band and reorganizing the same as Frank Dailey...Phil Lord, though announcing that he was going west for his three-week vacation, really went to Florida and then on to Nassau...Even his office didn't know where to reach him!...Rumors of a shake-up in one of the largest band booking offices are around again...Hal Nagle gets the Pierre job.

● ● ● Texaco has taken a 30-day option on Bingo and has paid out \$1000 for this consideration...Joan Abbott, just back from Miami, would rather have radio than the picture deal announced here yesterday...Don Bestor goes to the Adolphus Hotel in Dallas the 21st...Lee Bennett, former Jan Garber vocalist, has formed a band of his own and comes East...The time switch of Winchell-Shep Fields shows is permanent.

ANNOUNCERS

DOB ARMSTRONG has been added to the announcing staff of WBT, Charlotte. Armstrong comes from Augusta and stepped up to WBT from several Southern stations.

J. HERB ANGEL, winner of the Pittsburgh announcers' popularity poll, will be honored at testimonial dance in Grotto Ballroom on March 31. Angel will get \$75 wrist watch while crowd dances to Joe Sims' music.

BILL O'TOOLE, popular announcer at WCAO, Baltimore, who conducts the early A. M. program with his pal Snowball, is back on the job after several weeks illness.

GENE SHUMATE, Iowa network sports announcer, covered the Iowa high school girls basketball tournament from the Drake University field house in Des Moines last week. The broadcast was heard exclusively over KRNT and KMA. Some 385 teams participated. A total of 856 boys teams are entered in the Iowa high school boys tourney taking place March 18-20. The broadcasts are sponsored by Huskies over KSO-WMT and WOI. Shumate will team with Andy Wolfries of WOI, ace basketball authority of the midwest, in covering the event.

DON DUNPHY will handle the descriptions of the St. Patrick's Day Parade to be aired today, 1:30-4 p.m., over WINS and the New York State Broadcasting System. A variety of Irish programs will be offered throughout the afternoon.

Ford's Friday Show Switched to Saturday

(Continued from Page 1)
time has as yet been cleared. An official announcement concerning station line-up and repeat time is expected within the next few days when Edsel Ford is due to announce the renewal of both the Chandler and the CBS Al Pearce shows. At present the program is heard over a network of 59 stations on the first broadcast at 9, with 15 west coast stations picking up the show at 12 midnight. Agency states that numerically, stations will remain about the same. N. W. Ayer & Son has the account.

Gulf Refining Sets New Spring Series

(Continued from Page 1)
transcriptions will be used because of the lack of good talent in the areas. Gulf Spray has general distribution through retail outlets and the campaign will cover from Florida to Texas. Southwestern stations will begin the campaign on April 15 with remainder to be added in May. Series will supplement the Phil Baker CBS program which continues on the air throughout the summer.



THE AVE MARIA RADIO LEAGUE broadcasts of the dramatized lives of Saints heard on WMCA each Sunday are now being produced in Italian. The Italian players broadcast from the League home at Graymoore, N. Y., each Friday afternoon, the program being piped by WMCA to WOV in New York for airing.

With Sportcaster Ray Schmidt at the mike and Chief Engineer Jimmy Burke at the controls, KWK, St. Louis, will open the 1937 season of baseball broadcasts March 22 from Daytona Beach, Fla., where the St. Louis Cardinals are training. After covering the Florida situation, Schmidt and Burke will go to the St. Louis Browns' camp in San Antonio. Hyde Park Brewery is sponsoring the broadcasts.

"Chandu the Magician" is back on KYA, San Francisco, as a feature of the Uncle Harry KYA Matinee.

George Tolin, singer, is featured in a six-a-week series over KYA, San Francisco, sponsored by the O'Connor-Moffat store.

A new Sunday afternoon religious program, 4-4:30 p.m., has been inaugurated by WBAL, Baltimore. Speaker is Rev. T. Roland Philips, prominent Bible teacher and dean of the Baltimore School of the Bible and instructor in Bible analysis.

Hecht's Reliable Stores, Baltimore, have started a new advertising program featuring a Polish orchestra over WCBM, 8:15-8:45 Thursday nights.

"The Family Man," the program written and broadcast by WTMV's program director, Woody Klose, has lately achieved some sort of audience reaction record at the East St. Louis station. Portraying himself as a Doctor with three motherless children,

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Isadore Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime, be granted.
 Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited, be denied.
 State Capitol Broadcasting Association, Austin, Tex. CP for new station. 1120 kc., 100 watts, specified, be denied. Lincoln Memorial University, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts night, 250 watts LS, unlimited, be granted.
 Harold M. Finlay & Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts night, 250 watts LS, unlimited, be granted.

HEARINGS SCHEDULED

Today: KRLH, Midland, Tex. Mod. of License. 1210 kc., 100 watts, daytime.
 March 31: Wm. W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, unlimited.
 Frazier Reams, Mansfield, O. CP for new station. 1370 kc., 100 watts, daytime.
 April 9: Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 570 kc., 1 Kw., unlimited.
 Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.
 Edgar L. Bill, Peoria, Ill. CP for new station. 1040 kc., 250 watts, daytime.

WHN as N. Y. Outlet For WLW in Hookup

(Continued from Page 1)
 arrangement with WLW. Trans-American Broadcasting & Television Corp., will act as sales representative for the hookup.

Meeting held late yesterday afternoon at WHN offices was attended by John L. Clark, president of Trans-American; William S. Hedges; Herbert Petley, manager of WHN, and Louis K. Sidney, managing director.

Arrangement also allows WLW to more readily utilize New York talent.

WSM, Nashville, Signs VanCronkhite Service

(Continued from Page 1)
 from Chicago to negotiate the contract with Edwin Craig and Harry Stone of WSM. News counsellor firm started service this week, setting up WSM news department in cooperation with Jack Harris, news editor. Understood VanCronkhite will personally supervise the WSM job, centering activities on the sale of news programs.

Driscoll Play for Ethel

"The Man Across the Hall," a radio drama written especially by David Driscoll for Ethel Barrymore, will be presented over the NBC-Blue network at 8:30-9 p.m. today. Driscoll has prepared many of the star's plays for broadcasting in her Famous Actors Guild series.

ren, "The Family Man" has received three offers to adopt his mythical seven-year-old daughter, Mary. But—nobody wants his 15 year old son, Phillip, who is portrayed as "a little wild!"

Juan Ricardo, sensational baritone, WHO's latest vocal discovery, has started a series of broadcasts each Tuesday and Thursday, 5:45-6 p.m., accompanied by Charles Pray at the piano and Don Hovey with his singing violin. Cownie Tanning Co. is sponsor. WHO musical programs are produced under personal direction of Harold Fair.

Curbs Are Proposed On Chain Expansion

(Continued from Page 1)
 ica. We certainly need a full-fledged investigation which will be fact-finding and which will determine what means we are going to use to protect radio from monopolistic conditions."

He stated that he did not favor going to the limit advocated by Senator Wheeler in banning newspaper-owned stations.

Senator White of Maine, keenly interested in radio in the past, also entered the picture again in connection with the proposed probe.

Havana Conference Names Committees

(Continued from Page 1)
 vising plans for cooperative arrangements between the U. S., Mexico, Canada and Cuba.

Elimination of friction in regard to broadcasting frequencies involving both short wave and long channels is one of the principal subjects of the meeting.

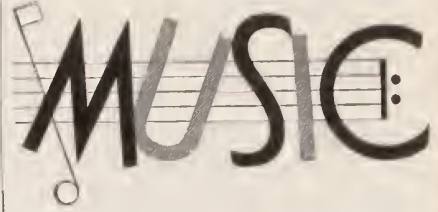
T. A. M. Craven and E. K. Jett, FCC commissioners from Washington, and Harvey Otterman of the U. S. Department of State expressed confidence in the success of the confab.

Glason Hour Changed

Billy Glason's Fun Fest, heard Sundays over WMCA, will go on the air at 2 p.m. hereafter, instead of 6 p.m.

Norman Twigger's News Parade sponsor has renewed his contract on WCAE, Pittsburgh.

Three of the 12 live talent shows weekly sponsored by the Cownie Fur Company on KSO and KRNT, Des Moines, are being fed to WMT, and more will be added to the IBS schedule when time has been cleared. Dick Teela, tenor, is featured on 9 of the weekly quarter-hour sessions. "Grandma and Grandpa Eppy" is a new rural life script show on KSO 5 mornings a week. May-Floyd Sinex and Fred Howard are the leads, while script is handled by Gene Shumate.



PHIL HARRIS and his band will make merry at the Coconut Grove from April 13 on.

Leo Reisman and Xavier Cugat will alternate, musically speaking, at the Waldorf Sert Room, beginning March 27.

Red Nichols and his Ork take over at the College Inn in Chi on Friday, dispossessing Roger Pryor who goes touring the theaters.

Horace Heidt and his "Brigadiers" arrive at Loew's State on April 15 after a series of one-night dancehall appearances in the early part of April.

Red Norvo and Mildred Bailey said good-bye to the Black Hawk in Chi in order to play a lot of college dates.

Carmen Lombardo's ditty "Dreamy Eyes," follow-up on his popular "Boo Hoo," was introduced by baton-waving brother Guy on last Sunday's program.

Maestro Tommy Dorsey, now in musical command at the Commodore, has an interesting new schedule with a Monday broadcast via Mutual, Tuesday and Wednesday CBS commitments, and his Friday commercial with zany Jack Pearl.

Dorsey will do a special Columbia broadcast on Thursday, 4-5 p.m., to British Broadcasting, which will in turn feed the program to Italian Broadcasting.

L. Wolfe Gilbert, back from the Coast today, has a new ditty, "Part of Me," to offer the world. The song has been heard on "Hollywood Hotel," and the Rubinoff and Penner programs.

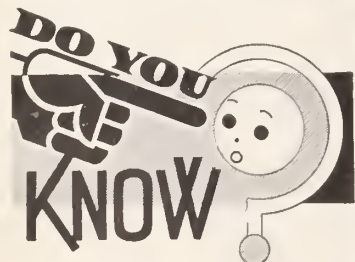
"Let's Get Together and Sing" is the moniker of Milton Berle's latest musical effort, written in collaboration with Louis Prima, swing ork leader. He'll present it on his Sunday night WABC program.

George Hall and his orchestra, Dolly Dawn and her Dawn Patrol and Red McKenzie have signed contracts with Master Records. They will record under the Variety label. Irving Mills has signed Adrian Rollini for his Master label.

Mitchell Ayres and his ork open at the Hollywood today, with Honey Sinclair vocalizing.

E. P. H. James to Speak

E. P. H. James, NBC sales promotion manager, will give a talk on broadcast merchandising before the Advertising and Marketing Forum of the Advertising Club of New York, this Friday.



Radio sets in use in Europe total approximately 30,000,000, or less than 8 per cent of the population of 400,000,000 in the countries involved.

WITH THE
★ WOMEN ★

By ADELE ALLERHAND

SUCCESS STORY...Margaret Lenhart, KOL's "Lovely Lady of Song", wanted to study music....She raised the wherewithal by singing other people's children to sleep....Don Isham, Musical Director of KOL heard her lullabying his offspring....auditioned her....and she got the job....The Axis Business and Professional Women's Club of Lincoln think Jettabee Ann Hopkins, femme scribe of two KFAB shows, is one of the city's ten outstanding business women....Pat Rourke, 18-year-old Seattle blues warbling colleen, is the only fairsex member of "The Stag Party", a program for the sterner sex over KOL, Seattle, on Thursdays....Gay Lee of Daytime Programs, one-time director of Farm Programs at KMOX, once broadcast the actual rattle of a rattlesnake....Her most prized possession is a letter from Mrs. Roosevelt, complimenting her on program inaugurated by her as Director of Women's Programs over WINS....



Lucille Manners, City Service diva, was flicker-tested by Warners.... They say the gal's good....On matinee days Betty Wragge is written out of the "Pepper Young's Family" script....she leaves the family circle for "Dead End" whose cast she adorns....Chantress Benay Venuta to work on recordings with Rubinoff on Friday when she deserts Chi.... Grace Moore is irrevocably anti-"Frankie and Johnnie"....Thursday's "Talk About Books" program deals with Maxine Davis' "They Shall Not Want"....Grace Campbell, Ann Jackson, and soprano Milla Dominguez, who's married to the Mexican consul in Dallas, all to appear on "Courteous Colonels" over a WBBM-Columbia network, March 20....



Yoichi Hiraoka to "I Do" Shizuko Yamaguchi on Sunday at the Japanese Methodist Episcopal Church....He's NBC's Japanese xylophonist who not-too-long-ago concertized at Town Hall....Jerry Belcher of "Our Neighbors" has a new gal-child....Studio addenda.... Amelia Umnitz is the moniker of NBC's Betty Goodwin's new assistant....WQXR has taken unto itself a lass in charge of Public Relations....She's Dorothea Beckman, once of the Herald-Tribune's Promotion Department.

RADIO PERSONALITIES

No. 15 in the Series of Who's Who in the Industry

ROY C. WITMER, NBC vice-president in charge of sales. Joined the network as an advertising salesman in 1927. For 16 years prior to that time he served as general manager of machine manufacturing



Sits Tight, Keeps Cool, and Sells Biz

plants in the East. He was made an assistant sales manager in 1929 and a few years later became vice-president. Business career began in California following his study of mechanical engineering at Leland Stanford University, starting as an accountant for the First National Bank of Los Angeles and the Southern California Edison Co. Later hopped to Fitchburg, Mass., to become general manager of a pumping engine factory and from there to a similar post with Norwalk (Conn.) Iron Works. Born in Lockport, N. Y., and turned the sod as a plough boy on the farm. Kindly disposition and does not get unduly ruffled. Just sits tight.

KSTP Program Finds Backers for Inventors

St. Paul—KSTP's new "I've Got An Idea" program, aired for 30 minutes each week and during which embryo inventors explain their newest brainstorm, is proving a real boon to the inventors themselves. On the air only three weeks now, the program has brought at least three inventors to the attention of possible backers.

One of the inventions is a device for shaving in bed, particularly adaptable to convalescents; the second concerns a furnace-door incinerator, and the third is a rope-jumping doll. The program is going over big, bringing in about eight inventors at each broadcast.

Give in to Radio

Cedar Rapids, Ia.—The Amana colonies, religious group of Iowa, and one of the few spots in the civilized portions of the earth which have never had radios, will now get them. An electric power line into the colonies has been arranged.

New Disk Series on WMCA

Jonas Schainuck & Son, clothing manufacturers, started new series of hillbilly music, via disks, over WMCA yesterday. Programs are heard over the station Monday through Saturday, 8-8:15 a.m.

Joins NBC Press Dep't

Amelia Umnitz has joined the NBC press department as assistant to Betty Goodwin, NBC fashion editor. Miss Umnitz was formerly with Pathe News, Erie, Pa., Dispatch-Herald, and Macfadden Publications.

Bristol-Myers Adding Spots

Bristol-Myers Co., New York, (Minit-Rub) through Young & Rubicam, Inc., is planning to add at least two more stations to its spot radio schedule.

Feldman Handling Events

Boston — Arthur S. Feldman has been appointed manager of special event programs originating at WBZ and WBZA, according to John A. Holman, general manager of NBC in Boston and Springfield.

KSTP Is Broadcasting From Legislative Arena

St. Paul—With Minnesota's legislature nearing the last-minute rush of important developments, KSTP, Twin Cities station, has moved in for a series of on-the-scene broadcasts right from the capitol.

One program took listeners directly into a committee room to hear legislation being processed. Another, "The Capitol Speaks," goes on five days a week, immediately after the morning sessions at 12:20 p.m. Mondays through Fridays, bringing to the microphone each day various senators, representatives and committee heads, to explain the work that has been accomplished for a day. A special broadcast room has been set up at the capitol, where Val Bjornson, the stations editorial commentator, interviews the solons on their work.

Harlem Symposium on WQXR

"Harlem, A Symbol of Race Conflict" is the subject of the symposium to be held by the Institute on Human Relations of the New York Society for Ethical Culture at the Hotel Astor on Saturday and broadcast from 2 to 3 p.m. over WQXR. Speakers will be E. Franklin Frazier, professor of sociology at Howard University, Walter White, executive secretary of the National Association for the Advancement of Colored People, and Otto Klineberg, professor of psychology at Columbia University. Algernon D. Black will be chairman.

Revive "Story of Songs"

"Story of Songs," a CBS sustaining feature, will return to the air April 6 over the same network. Program will be aired weekly 3:30-4 p.m. First program will feature Collette D'Arville and Benjamin De Loache. On the following program Fritz Lechner will be heard. April 20 Edith Varley and Eugene Loewenthal will be featured. Lillian Knowles and Hubert Hendry have been booked for April 27.

★ STATION FLASHES ★

C. A. ROWLEY, publisher of the Star-Beacon, Ashtabula, O., announces that WICA will be the call letters of the station he is establishing here.

KFYR, Bismarck, N. D., added new remote equipment and it was inaugurated by Governor William Langer as he talked from statehouse gubernatorial office. Later the new equipment visited the Elks Winter Circus, where Dick Burris and his inquiring microphone interviewed the customers.

WJBW, New Orleans, is operating over its own transmitter again. The station had been using other facilities during the interlude of silence caused by a fire.

WSGN, Birmingham, has contracted for the features of the World Broadcasting System, according to Henry Johnson, director.

New Biz for WHO

Des Moines—Murphy Products Inc. of Burlington, Wis., has bought the 8-8:30 p.m. period on WHO's Iowa Barn Dance Frolic, three-hour Saturday night show aired from the 4,500-seat Shrine Auditorium.

Earl E. May Seed Co., Shenandoah, Ia., owner of KMA, is supplementing its own station with five-a-week quarter hours by remote over WHO.

Coronation Lead-Off

First of the CBS international broadcasts on the Coronation will be heard Sunday, 1:30-1:45 p.m., when Lawrence Tanner, keeper of the archives and vestments at Westminster Abbey, discusses the symbols and ceremonies of the event.

NBC Washington Promotions

Washington Bureau of THE RADIO DAILY
Washington — Coincident with the transfer of Philip I. Merryman to the NBC station relations department in New York and the promotion of Donald Cooper, NBC control supervisor, to succeed him as operations chief here, Robert L. Terrell becomes senior control supervisor and Dawson A. Ullman is made junior control supervisor.

ONE MINUTE INTERVIEW

HARRY BLUESTONE

"A good orchestra should be run like a good bank. It should have stability of assets (a thoroughly equipped musical library), integrity of character (its musicians should be competent to do their job well), and a keen knowledge of finance (to know how to dicker to give the public what it wants)."



CLIFF HOWELL, with KFVB for the past six years as chief announcer, and more recently as writer of the Gus Edwards show, has resigned to go in the freelance field. For this week, Maurice Ostroff will write and be co-producer on the Edward show, and for the week of the 24th Dave Becker will take the post, waxing the show as trial feeler for Transamerica, as well as putting it on KFVB here.

Result of the union's protest over KFVB's airing the Inglewood cemetery program over its own Southern California network and piping it to another Los Angeles outlet, KFAC, has been to make two programs for the same sponsor until the difficulties are ironed out. KFVB will continue to use Southern Calif. network for the regular program, and KFAC will do a Friday night half hour's symphonic music with Gino Severi conducting an augmented orchestra.

Raymond R. Morgan Co. reports sale of 33 record series of half hour Drums programs to Hogan Advertising Co. of Kansas City, to be aired over KDAF, starting March 21.

WPA music project is holding auditions for announcers for new series to be waxed and released to feature Los Angeles Mexican orchestra.

Roberta Semple, daughter of Aimee Semple McPherson, has gone radio, signed with KGFJ to write continuity for a new series on auto trailer camps, which KGFJ will offer for sponsorship if its sustaining period attracts nibbles.

Bert Gordon, the "Mischa Moody" of the Gillette Community Sing show, has been signed for the movies, to play with Milton Berle, Parkyakarkus and Joe Penner in "New Faces of 1937."

A.A.A.A. Convention Set for April 29-May 1

(Continued from Page 1)

has been named chairman of the committee on convention program.

Sessions on the first day will be for A.A.A.A. members only. On the second and third days, guests of the Association will be invited to join with the members in business sessions, sports and at the annual dinner to be held Friday evening. A form of entertainment entirely new to the four A's Convention will be on tap after the dinner.

Il Duce on NBC

Premier Benito Mussolini will be heard over the NBC-Blue network tomorrow, 11-11:15 a.m., speaking from Tripoli via 2RO, Rome.

Mussolini's talk will be broadcast over the entire length of Italy, his first since November, and will be followed immediately by an English translation.

Chatter

PAULA SMITH of the Billy Glason Fun-Fest, heard Sundays at 2 p.m. over WMCA, lived up to the creed show business when she made her appearance on the program despite the death of her father, who was buried only a few hours before broadcast time.

Ethel Shepard, who appeared with Ed Sullivan's Dawn Patrol this past season as well as doing quite a bit of radio work, will be on the Professional Parade Program for the third time tonight over WJZ-NBC at 9 p.m. Miss Shepard was on the Tasty-cast show over NBC for a year until three months ago.

W. F. Salothe, formerly advertising manager for Braniff Airways, is the new salesman for KOMA, Oklahoma City, succeeding L. A. Hill, resigned.

Lloyd H. Rosenblum, manager of sales and merchandising at WOAI, San Antonio, is on a Rio Grande Valley goodwill trade trip sponsored by S. A. Chamber of Commerce and local firms.

Ken Houseman, formerly at WWJ, Detroit, and now news and promotional director at WJIM, Lansing, has been doing such a good job in his new post that he's been tagged "Dog" Houseman—a Hound for News. Ken also is known as "High Pockets"—he's 6 ft. 6 in. tall.

Irving H. Grossman, manager of the Artists Bureau at WHO, Des Moines, writes from Hollywood, where he accompanied the Oklahoma Outlaws, that Republic Pictures has taken an option on the Outlaws for a second picture to be made within a year. While in Hollywood, the Outlaws also will do some phonograph recording and probably some transcriptions.

Harry E. Marshall has taken over the news broadcasts for WMAZ, Macon, Ga., replacing Basil Hall, who resigned to join the new Gulf Coast Air Lines operating out of Savannah. WMAZ maintains microphone by Associated Press machines in Macon Telegraph and News and airs six newscasts a day from that point. No other connection between paper and station.

B. H. Long, WBT, Charlotte, spent the week-end in Macon, Ga., golfing with E. K. Cargill, WMAZ prexy, and visiting with "Red" Cross, sales manager.

Lee Kirby, WBT, Charlotte, announcer, is confined to a hospital with a serious ailment, but is doing nicely after receiving two pints of blood from Charles Crutchfield, WBT program director.

William A. Schudt, Jr., general

manager of WBT, and Dewey Long, WBT sales department manager, are in Atlanta and Augusta on a business trip.

Donald Thompson, WHO (Des Moines) production manager, had been elected an associate member of the newly formed radio branch of the Iowa Authors' Club.

Win Williams, singer who brought the first local commercial program to WDAF, Kansas City, in 1927, has been elected Secretary of the Paxton Lumber Co. of Kansas City. Since his debut ten years ago with a program known as Sunny Jim and His Dandies, Williams has appeared weekly over WDAF in various shows. At present he is on a quarter-hour sustaining program and will carry on his radio work in addition to his other business interests.

Harry W. Mitchell, who for the past six months has done the scripts for the Sendol programs, is Hollywood-bound to complete arrangements for the filming of a play he has written.

William H. West, WTMV (East St. Louis) general manager, is due to return with his family from a Florida jaunt at the end of the week. He's promised to bring his staff a box of grapefruit, while his son, Billy junior, has collected a group of sea shells for the station's display table.

Alex Buchan, news announcer, and **Les Crow**, news editor of WTMV, East St. Louis, returned from the execution of two negroes at the Southern Illinois penitentiary at Chester considerably the worse for wear.

Henry P. Schroeder, candidate for Democratic nominee in the mayoralty election in St. Louis, crossed the river to East St. Louis to buy time for his campaign on WTMV. He won one of the nominations, present mayor Bernard F. Dickman carrying the other.

John L. (Strongboy) Sullivan, WTMV time salesman, is back in East St. Louis from a jaunt to Rochester, Minn., where he was poked, prodded, and looked at by the famous Mayo Clinic.

Harold Fair, program director of WHO, Des Moines, was appointed to the talent committee of the Civic Music Association. The committee selects attractions for a series of concerts sponsored by the association.

Lolita Cawser, pianist, recently joined KABC, San Antonio. The station also is airing a new play, "The Return of Ivan Greer."

Ken McClure, news editor of WOAI, San Antonio, had a request last week to give away free, over the air, an artificial leg.



BOB HAWK, whose "Red, Hot and Lowdown" program has been one of the most popular local programs over a period of years, now on WAAF, is doing several personal appearance dates every week. Playing Kenosha, Fon du Lac, Green Bay and Milwaukee this week, each for one night, and returning in time for next afternoon's broadcast.

Dick Wells, who was in auto smashup week ago Sunday, is improving. Did some 33 shows a week. Place being taken by Tom Shirley, formerly CBS announcer and now free lance. Wells is also a free lance announcer.

Ma Perkins show (Blackett-Sample-Hummert Agency), sponsored by Oxydol, has put its players under contract, lopping off several who could not double.

Radio Club, opened last fall, having a membership of those actually in the radio business and with a constitution which barred outsiders even though they were remotely connected with the air business, has let down the bars.

After lukewarm reception given Wrigley's new "Scattergood Baines" show on coast, it will probably fold at the end of 13 weeks and not go coast-to-coast as originally planned. Mortimer Gooch is now in shape where it has begun to click, with Walter Preston brought in to doctor show and doing plenty with it in very short time.

Verne Hassel and **Lavelle Carter** of the National Barn Dance will tie the marital knot here today.

Skylark Scotty and **Lulu Belle** have composed a new tune, "I'm in the Doghouse Now," which will be the theme of the Knights of the Doghouse Club here.

Bob Taplinger in and out of town.

WWJ Anti-Crime Series

Detroit—Calling the radio into service in its war against crime, the Delinquency Prevention Committee of Michigan is presenting a series of educational broadcasts every Monday night at 10:30 p.m., over WWJ, Detroit. The purpose of these broadcasts is to focus civic attention on a basic essential of crime prevention, namely, the reduction of juvenile delinquency.

Each program presents a dramatized version of a typical delinquency case, written by Myron Golden and directed by Wynn Wright.

Pope on CBS

CBS has completed plans to broadcast the Easter morning services conducted by Pope Pius direct from the Cathedral in Rome. The program, sent to America via short wave, will be heard 5-6:30 a.m., March 28.

Out of the West-

From WHBF

ROCK ISLAND, ILL.

"We desire to subscribe to two copies of Radio Daily, and please have them addressed to the writer and Mr. Ivan Streed, production manager. I have been following your publication with a great deal of interest, and I am sure it will prove very valuable to the industry."

J. W. POTTER.

From WHB

KANSAS CITY, MO.

"Thanks for entering my subscription for Radio Daily. Copies are beginning to arrive and I look forward eagerly to their daily receipt.

Your organization is publishing a very newsy sheet!"

DONALD DWIGHT DAVIS.

From KOL

SEATTLE, WASHINGTON.

"You have taken your information, presented it in an extremely interesting and readable manner and have published it in just the right size for convenience. In brief, and from one who has to read every source of radio information,—congratulations!"

CONSTANCE STEVENSON.

From Mertens & Price, Inc.

LOS ANGELES, CALIF.

"Your daily is a real asset to the industry, and we get the full value of a year's subscription from every issue."

GEORGE LOGAN PRICE

● The foregoing are just a few of the many unsolicited expressions that are pouring in to Radio Daily.

**Sign and mail
this coupon
Today**



Charter Subscription Price \$5.00 (Foreign \$10.00)

RADIO DAILY
1501 Broadway, N. Y. C.

Gentlemen:—

Please enter my subscription to RADIO DAILY for one year.

Name Title

Company

Address

BILL ME

Check Enclosed.

GUEST-ING

MARGARET SULLAVAN has been signed to appear on the Hit Parade broadcast over CBS March 27. Mark Warnow will take over the show on that date.

BETTE DAVIS and HUMPHREY BOGART will do scenes from "Marked Woman" on the Hollywood Hotel CBS broadcast March 26.

FATS WALLER, ART SHAW and the RAYMOND SCOTT quintet will perform on the Saturday Night Swing Session over CBS next Saturday.

IRENE DELROY, musical comedy star, will guest star on the Major Bowes Capitol Family broadcast March 21.

FRANK BRENNAN, in charge of the K. of C. track meet to be held this evening at Madison Square Garden, will be guest of Larry Robertson, sports columnist of the N. Y. World-Telegram, who is one of the guest commentators for vacationing Dick Fishell, over WMCA at 6:30 p.m. today.

WALTER ABEL of "Wingless Victory," Broadway play, will be guest of George K. Arthur this evening, 6:45-7, over WQXR. Arthur does a weekly program giving a first night-er's impressions of Broadway Fair.

STUART ERWIN and JUNE COLLYER (Mrs. Erwin) will appear with Jimmy Melton and Tom Howard in Saturday's Sealtest show over the NBC-Red network at 8 p.m.

FIBBER MCGEE and MOLLY, along with ALBERT PAYSON TERHUNE, MAJOR JAMES H. DOOLITTLE and others, are listed for Joe Cook's Shell Show over the NBC-Red network at 9:30 p.m. on Saturday.

STEVE KENNEDY, lyric baritone, appears with Louis Katzman and his ork at 11:45 a.m. today over WINS.

COL. THEODORE ROOSEVELT makes his first radio appearance since his return to America when he speaks over WHN on "Books Made to Measure" and "Authors I Have Known" as guest of Ida Bailey Allen on the Homemakers program at 10:30 a.m. tomorrow.

CANTOR DAVID PUTTERMAN of the Park Ave. Synagogue will be on the Hammerstein Music Hall Program over CBS at 8 p.m. on March 30.

FREDRIC MARCH and FLORENCE ELDRIDGE (Mrs. March) will appear in a radio version of "Death Takes A Holiday" on the Lux Radio Theater program March 22 over CBS, 9-10 p.m.



"THE ANSWER MAN"

Provident Loan Society of N. Y.
W O R, Tuesday and Thursday,
7:30-7:45 p.m.
McCann-Erickson, Inc.

ENCYCLOPEDIA TYPE OF SHOW, WITH COMMERCIAL INDIRECTLY WOVEN IN, MAKES GOOD LISTENING.

Anything the listener wishes to know is answered either through the medium of the program or the mail, the various questions and answers injecting the quality of both "Things I Never Knew 'Til Now" and "Believe-it-or-not-Ripley." For the most part, however, the questions and answers are seemingly ordinary items which everyone should know, yet doesn't. Albert Mitchell, who started this program on an out-of-town station as a sustaining, makes his debut in New York with the same program as a commercial, sponsor going on the air for the first time. Edward Longstreth, author, acts as assistant to Mitchell, reading the questions and otherwise drawing additional info out of Mitchell.

First question touched on the timely subject of income tax returns. Going into metal alloys, diamonds and such, Mitchell wove a short commercial plug into the talk by answering why people have diamonds although they don't always wear them. Answer was that the jewels were held as assets and could be borrowed upon, for instance at the Provident Loan's low rates, etc. Only other credit was at the close. On occasion source of information is given by Mitchell who has a good matter of fact style of delivery. Other items included Supreme Court, sterling and traffic.

Foreign Music Society
After Licenses in Texas

Longview, Tex.—Society of European Stage Authors and Composers is making a drive to license Texas stations for use of the SESAC catalog. James R. Curtis, secretary-treasurer of Texas Broadcasters Association, has informed members that the NAB has made no special recommendation about such licenses, but he has written to James W. Baldwin, managing director of the NAB, for additional information. Curtis, in his communication to stations, also reminds the members that such procedure as that of SESAC is within the copyright owner's rights according to the present copyright laws. Texas outlets, he states, pay an average of \$1,000 annually for music licenses covering public performances for profit.

M. M. Silberman is representing SESAC in his efforts to have stations take out the licenses.

"DINNER AT NINE"

Sustaining
NBC-Blue Network, Mon., March
15, 9-9:30 p.m., and monthly
thereafter.

DIFFERENT, BUT DOESN'T CLASS AS ENTERTAINMENT FOR THE BULK OF DIALERS.

Broadcast from the dining room of Mr. and Mrs. Henry Goddard Leach's private home in New York, with mikes hid among the room's floral decorations to pick up the conversation as it would occur informally after a dinner party, this first program of its kind did not quite get across. The topic of discussion was, "Is bridge destroying good conversation?" and some very distinguished persons took part, among them Fannie Hurst, Ford Madox Ford, Sidney S. Lenz, Eugen Boissevain, J. George Frederick and Natalie Sedgwick Colby. The conversation was a bit rambling, starting out with a debate on French vs. American cooking, then getting around to bridge. There was some clear talk, some incoherent mumbling, and some jumbling of voices, all of which arrived at pretty much nowhere.

KAY PARSONS

Sustaining
WNEW, Tuesday and Thursday,
8:30-9 p.m.

MILDLY ENTERTAINING REPERTOIRE OF SONGS OF YESTERDAY.

Kay Parsons in her opener on this new radio spot did pretty much the same routine that she has done time and again in vaudeville and on the air, from the "minstrel days" introduction to reviving old songs one after another. She has a likeable style and her numbers should please the reminiscing fraternity, but generally speaking it's rather tame stuff for today's tempo.

WMCA Essay Contest

An essay contest on "How Advertising Benefits the Consumer," with first prize of \$250 and various other awards down to ten cash prizes of \$10 each, is being conducted by WMCA's High School Reporter in collaboration with Advertising Age. Contest, open to students, closes May 1.

Favor Government Station

Washington Bureau of THE RADIO DAILY
Washington—Interest is growing here in the measure introduced by Congressman Celler to erect a government owned and operated radio station to put the U. S. on a par with other foreign nations. No hearing date has been set yet on the bill.

A.F.M. MINUTES

TRANSCRIBED minutes of the Mid-Winter Meeting of the International Executive Board of the American Federation of Musicians reveals, among other items, that Ramona Davies is no longer a member of Local 802 in New York. Complaint filed with the AFM by Paul Whiteman is upheld and her contract is binding, inasmuch as the New York State Supreme Court ruled that it cannot be broken. In this respect the AFM finds, in part:

"The President's office advised Ramona to refrain from taking legal action until the Executive Board had decided the complaint of member Whiteman. The Board holds that inasmuch as Ramona Davies has taken recourse to the courts before exhausting her prerogatives in the Federation, she has resigned her membership and the case cannot be further considered."

The Executive Board also upheld the action of Local 802 in collecting the 50 per cent national tax on traveling bands making electrical transcriptions, on the ground that the disks are being used for radio.

Request by the Atlantic City local for the prohibition of Hollywood recordings, failed to receive favorable consideration as it did not appear to be in the interests of the Federation that it be agreed to.

Protests from locals that chain broadcasts of commercials were at times using amateur bands will be taken up with network officials by President Weber. Another item of importance was the law allowing a member to terminate his contract with an agency that did not supply work within six weeks.

66 Stations for Twin Stars

National Biscuit's "Twin Stars" program which begins on CBS March 28 at 8-8:30 p.m., will have 66 stations in its network. Program is switching from NBC and stars Helen Broderick, Victor Moore, and Lou Kosloff and orchestra. Buddy Rogers rejoins the show at a later date. Program will originate from Hollywood. McCann-Erickson, Inc., New York, is the agency.

Frank and Ernest Split

Detroit—After five years together on WWJ, the team of "Frank and Ernest" has been split, owing to the illness of Arnold Tiemann, who played "Ernest." However, Franklyn Greenwood, the "Frank" of the show, will carry on for his sponsor, the Illinois Meat Co., with the aid of Morgan Gareau at the organ and piano. The "Frank and Ernest" tag will be dropped in favor of the title, "Golden Dawn."

WPA Program Fading

WPA Professional Parade program will give its last broadcast on the NBC-Blue, Wednesdays, 9-10 p.m., on March. The following week, April 7, Frank Black and his NBC Symphony orchestra will take over the spot.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

March 17

Greetings from Radio Daily

to

Jimmy Grier