



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 125

NEW YORK, N. Y., MONDAY, DECEMBER 27, 1937

FIVE CENTS

# Commercials From Fair

## RADIO PROBE IS PLEDGED BY STRONG HOUSE BLOC

Washington Bureau, RADIO DAILY  
Washington—A strong radio bloc in the House recognized the significance of the President's appointment of Senator Wallace White to the Cairo conference when Representative Richard B. Wigglesworth, supporting the Connery resolution for a radio probe, last week pledged to fight for definite investigatory action in the House with the opening of the regular session in January. Wigglesworth said he is prepared to either cooperate in advocating the old Con-

(Continued on Page 3)

## AGRAP Plans Merger With ARTA or AFRA

AGRAP will vote within the next two weeks on an affiliation move with either ARTA or AFRA, it was learned late last week by RADIO DAILY. Move comes after several months of discussion between AGRAP committee of seven representatives and both ARTA and AFRA committees.

Although voting is expected to be

(Continued on Page 3)

## WBS Appoints Sambrook Station Relations Mgr.

A. B. Sambrook has been appointed station relations manager for World Broadcasting System effective Jan. 1, succeeding W. L. Hoppes, who returns to Electrical Research Products after a year's leave of absence. Kenneth M. Donaldson has joined the WBS station relations department home office staff.

P. L. Deutsch, president, announced the appointments.

## Listeners Send Teeth

Chicago—When WBBM announcer Paul Luther stumbled over a word on the Eddie and Fannie Cavanaugh "gossip" broadcast the other day, Eddie twitted him on having lost a tooth, and hinted that a replacement would be welcome. Within 48 hours listeners had sent him 26 complete sets of false teeth.

## MEN WHO MADE NEWS IN RADIO DURING 1937

(Second Installment of a Series)

### LENOX R. LOHR



A good deal of traveling was done in 1937 by Major Lohr, the NBC prexy. To the coast, where the web is building new studios, also to Europe and one particular trip to Washington

where he dined with President and Mrs. Roosevelt, no less. New NBC building activities, ordering an original radio opera and signing Dr. James R. Angell as educational counselor were just a few of the other items on his calendar during the year.

### EDDIE CANTOR



Texasco Town's "mayor" had a very active 1937, making the usual quota of new talent discoveries, being elected president of the new American Federation of Radio Artists, celebrating his 25th anniversary in show business and being fittingly honored on the occasion with an "Eddie Cantor Week," switching his network broadcast from Sunday to Wednesday, making another feature film, getting his antique shop business going—and marrying off one of those five daughters who are almost as famous as the quints.

### Lux Adds 25 in Canada

CBS Lux Radio Theater program tonight adds 25 Canadian stations to its network, making a total of 85 stations. J. Walter Thompson Co. is the agency.

### ALFRED J. McCOSKER



Holding the dual post of president of Bamberger Broadcasting Co., owners of WOR, and chairman of Mutual Broadcasting System, Alfred J. McCosker can look back on 1937 with double pride.

First because Mutual branched out in a big way in putting itself on the map as a national network, and secondly because WOR didn't have such a bad year either. Incidentally, McCosker was given a degree of LL.D. by John Marshall College of Law last June in recognition of his service in radio.

### COMMISSIONER PAYNE



When it comes to figuring in the headlines, it takes a fast-stepper to keep ahead of FCC Commissioner George Henry Payne. His provocative utterances gave the industry and the public much good food for mental exercise. Though his activities as a crusader did get him disbarred from FCC's Segal-Smith hearing, he also won many friends with his advocacy of more wholesome programs for juveniles—and better radio shows in general.

### Bonuses for WMCA

Christmas bonuses were handed out to all the WMCA personnel late Thursday afternoon by order of Donald Flamm, president of the station.

## Ford May Be Among Big Sponsors Who Will Air From Expo

The City of New York is planning the largest display of radio and television ever made public during the World's Fair to be held here in 1939. Ford Motor Co., largest individual space renter at the fair grounds, has been approached, and at present appears receptive, to broadcast both its Sunday Evening Hour and Tuesday night series direct from the exposition.

Daily broadcasts both nationally and locally are already in the works, and television, depending on its public reception in the interim, will be shown throughout the day and night. As at the Chicago World's Fair, television will be a separate exhibition

(Continued on Page 3)

## Wash'n Circles Scoff At Radio Czar Idea

Washington Bureau, RADIO DAILY  
Washington—Radio circles here decline to take seriously the Hollywood reports that appointment of a radio czar to act in the same capacity as Will H. Hays of the movies would climax the Mae West furor. "Our industry needs no one czar," an NAB spokesman stated. "You must remember that for all practical purposes we now have seven czars down

(Continued on Page 3)

## Niles-Richman Dropping Station Rep Activities

Niles-Richman Co., effective Jan. 1, will discontinue its station representation activities and devote all its time to general advertising.

## WJR 10% Bonus

Detroit—More than 130 employees of WJR were made happy Christmas by a bonus of 10 per cent of their year's salary distributed by Leo Fitzpatrick, vice-president and general manager. Station had one of the most prosperous years in its history, and desired to share it with the staff, Fitzpatrick said.



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## FINANCIAL

(Friday, Dec. 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147 1/2	147 1/4	147 1/4	- 3/4
CBS A	17 3/8	17 3/8	17 3/8	+ 3/8
CBS B	17 1/8	16 7/8	17	...
Crosley Radio	7 5/8	7 1/2	7 5/8	+ 3/8
Gen. Electric	44 3/4	43 5/8	44	- 3/8
RCA Common	6 3/8	6 1/4	6 3/8	...
RCA First Pfd.	47	46 7/8	47	+ 1/4
Stewart Warner	9 5/8	9 5/8	9 5/8	1/8
Westinghouse	109	106 1/2	107 1/8	- 1 3/4
Zenith Radio	14 1/8	13 7/8	14 1/8	+ 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 3/4	7 3/4

### McClatchy Orders Facsimile

San Francisco—An order for facsimile equipment has been placed with RCA by G. C. Hamilton, vice-president and general manager of the McClatchy newspaper and radio interests. The RCA facsimile sets contain the radio receiver unit as well as the facsimile recorder. Delivery is to take place late in the Spring.

### Decca Signs Louis Prima

Louis Prima, whose swing band is the current attraction at The Famous Door on 52nd Street, has just negotiated with Decca to do a series of swing recordings. Prima has been idle in the platter industry for some months.

### Abe Lyman to Record

Abe Lyman and his "Californians," signed to make a series of Victor records and will make the first set this week prior to going into Billy Rose's French Casino.

## NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station  
WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

# ★ THE WEEK IN RADIO ★

. . . And a Happy New Year

By M. H. SHAPIRO

**U**PWARD trend toward the close of the year continued the recent spurt, with the networks getting a goodly share of new biz as well as renewals...spot broadcasting took on somewhat of an optimistic turn after many weeks of comparatively poor fare...CBS revenue for December, as estimated, will be an all-time high, and naturally for the year as well...U. S. and Canada named their delegations to the International Conference to be held in Cairo in February...

Fortune magazine poll gave radio a break and definitely revealed that the loudspeaker is the favorite form of entertainment, even first over the heretofore uncontested status of the motion picture...same (Jan.) issue had a story on NBC and Toscanini with the usual art work...Rep. Wm. B. Bankhead, speaker of the House, granted permission to NBC to broadcast the opening of Congress on Jan. 3.

IRNA and the AFM are amicably getting closer together, with the deadline again moved up, this time to Jan. 3...in order not to rush the affiliates who may want to take time out for the holidays...indications are that another week will see enough contracts deposited in escrow to have the plan of settlement declared operative...Atlantic City approved sale

of its station WPG to Arde Bulova...Emile J. Gough resigned his Hearst Radio post, with no successor chosen as yet...Gough's resignation has not been officially accepted as yet...

David Sarnoff sees television as a new art form of its own when developed to a practical commercial stage...Appeals Court reversed the sentence and conviction of Norman Baker and E. R. Rood, who had been found guilty in lower Federal courts of conspiring to violate the FCC law in connection with shipping disks across the Mexican border...Baker is manager of XENT, Nueva Laredo...FCC Chairman McNinch asked to get a first hand load of the Mae West skit, etc...as a follow up to the much maligned program in question...but it is expected that the parties concerned have been punished enough as it is and that the controversy will die a natural death...

ARTA made a move to enlist all radio employees when handbills were passed out to everybody entering the CBS building last Tuesday...ASCAP final quarterly dividend for this year totaled \$1,296,000 the largest sum ever distributed to the members in any quarter of its existence...total collected for the year is nearly \$4,500,000 of which radio pays about 60 per cent...

### New NBC Commercial Fitch Program Expanded

NBC sales staff has signed one new show and doubled the time on another NBC program. Both contracts are effective next month.

Borden, through Young & Rubicam, on Jan. 31 will start a Monday through Friday series on the NBC-Red network, 4:30-4:45 p.m. Sponsor has not used a national network since the Beatrice Lillie series of a couple of years ago.

Fitch will expand the Jerry Belcher show to a half-hour period sometime next month, possibly by Jan. 9. Program is now heard on the NBC-Red, 7:45-8 p.m. The cancellation of the American Radiator quarter-hour directly before the Fitch spot opens up the additional 15-minutes.

### Murray Chorus Extended

Lyn Murray will continue to direct the "Modern Male Chorus" via CBS for another 13 weeks. These broadcasts will be heard immediately after the Sunday Philharmonic concerts. They will not interfere with any of Murray's other choral or orchestral assignments.

### Sam Taylor on WHN

Sam Taylor, who did a movie chatter program over WOR for a number of years, is back from Hollywood and will resume broadcasting tomorrow over WHN. He will do a similar film gossip stint on Tuesdays and Thursdays.

### RCA Victor Tightens Ban On Selling Disks to Radio

Philadelphia—RCA Victor phonograph dealers have been informed by the company not to sell the disks to radio stations. Although the records have long since been labeled "not licensed for broadcasting purposes," it is believed the tightening up of the restriction is a result of the recent licensing of stations here by the National Association of Recording Artists. Thus the NAPA, after issuing licenses to broadcast records made by its members, is in the position of having Victor clamp down and claim such rights vested in itself.

NAPA counsel Maurice Speiser stated that Victor records would be replaced with other brands at the licensed stations, probably Brunswick and Decca.

### Victor Disking CBC Shows

Montreal—RCA Victor plant here is recording CBC network programs for use by other Canadian stations which are located outside the network lines. New plant was inspected last week by radio officials of the city.

### SALES MANAGER WANTED

1,000,000 shopping area  
5,000 WATT CHAIN STATION

Write Box A-122, Radio Daily  
1501 Broadway New York City

## COMING and GOING

MRS. GABRIEL HEATTER and daughter, MAIDA, leave for a Florida vacation today.

MARY MARGARET McBRIDE returns the latter part of the week from Florida. Aired from the south over WDBO, the CBS outlet in Orlando.

FRANK HITER, vice-president and general manager of Stewart-Warner, together with his wife, and JOHN BITZELL, sales manager, and Mrs. Bitzer, are on a holiday cruise aboard the Bremen to the West Indies.

VIOLET DUNNE of the cast of "The O'Neills" has gone to Toronto for a holiday visit.

HENRIETTE K. HARRISON, National Radio Director for the National Council of Y.M.C.A.'s, leaves today for Cincinnati where she will supervise the broadcasting of the National Student Christian Assembly, convening at Oxford, O. NBC-Blue network will carry the program.

FRANK MULLEN, RCA director of publicity, has gone to Washington for the holidays.

EDWIN S. REYNOLDS, CBS sales promotion, went up to WEEI, Boston, over the week-end.

DAVE LIPTON flew to the west coast over the week-end to meet the China Clipper which is bringing the Universal shots of the sinking of the Panay. Lipton has obtained a leave of absence from CBS to do a special job on the film for Universal. Lipton has been doing publicity on the CBS Major Bowes show.

JOSEPH N. WEBER, president of AFM and MRS. WEBER have gone to Cincinnati over the holidays.

ALBERT SPALDING and his wife, sailed Sunday aboard the Normandie for Europe.

JOSEPHINE HUSTON sailed yesterday for Europe.

### New Salt Lake Agency

Salt Lake City—After nine years in the radio field, R. T. "Dick" Harris resigns his post as program director of KDYL to open his own advertising agency here. Move is effective Jan. 3.

New firm, to be known as R. T. Harris Advertising Agency, located at 1014 First National Bank Building, will be equipped to handle transcription and mike auditions to accounts. Representation of several leading disc houses for the Intermountain territory has been arranged.

### 3XB Corp. Spot Series

The 3XB Corporation, manufacturers of a specific for "athletes foot," is working out a spot announcement campaign through the Husband & Thomas agency. First spots are being taken in Florida covering the winter resorts.

## HELENA BLUE'S NOVELTY STRINGS

*An all girl orchestra playing  
in a modern, distinctive style*

NOW AVAILABLE  
FOR  
RADIO HOTELS  
THEATRES

Circle 7-4124 New York

### Commercial Programs May Air From N. Y. Fair

(Continued from Page 1)

if it is not on the market at that time.

Announcement last week that fair was to remain open 24 hours a day led networks and local stations to seriously consider the possibilities of broadcasting remotes from the various night spots that will be featured on the grounds. Many of the large orchestras have either been signed, or will be in the future, for personal appearances, and late evening broadcasts of dance music via the networks will definitely emanate from the grounds.

Just what commercial broadcasts will come from the Fair can not as yet be determined, but all advertisers using radio will be invited to air their broadcasts directly from the grounds, with facilities to be supplied for broadcasting and audience. John S. Young is to be in charge of radio for the Fair.

### Radio Probe Is Pledged By Strong House Bloc

(Continued from Page 1)

nery resolution or introducing new legislation, or both.

Meanwhile, Congressman W. D. McFarlane, also sponsor of a probe bill, suggested a strategy program whereby a radio-minded bloc in the House will be formed to pool ideas and facts to force a resolution. McFarlane intends to "sound out" Wigglesworth, Connery and others.

### Malcolm Ferris Dead

Orange, N. J.—Malcolm Ferris, radio engineer, founder and president of Ferris Instrument Corp., manufacturers of radio-testing sets, and developer of the radio-direction finder, died Thursday and was buried Sunday. He was 43 years old and formerly was expert radio aide for the U. S. Navy.

### An Elk's Toast on Air

Dayton—Something novel in radio broadcasting was aired the other night at 11 p.m. over WHIO when an Elk's toast was given by the Grand, Exalted, National Potentate. The Potentate also spoke a few words concerning the history of the ritual.

### Allen Delays Return East

West Coast Bureau, RADIO DAILY

Los Angeles—Fred Allen and his co-workers, originally scheduled to entrain for the East last Saturday, are remaining here for another week, just in case Fred is needed for "re-takes" at 20th Century-Fox. Party now set to leave New Year's Day.

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

## RADIO PERSONALITIES

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

### HERMAN BESS

**H**ERMAN BESS, sales manager of WNEW, New York, has been associated with the station since it was first projected. As an advertising man, he composed the first piece of commercial copy ever broadcast by WNEW, placing the order before the station went on the air. He has been sales manager for over a year. Prior to his connection with the Bess and Schilling Advertising Agency, he was associated with WGCP, WAAM and WAAY.



Likes to compete on a tough deal . . . . .

and is thoroughly conversant with all the ramifications of programming and production on a local station.

He is a member of the Progress Club of Newark.

Mr. Bess was born in Hoboken and has been associated with advertising and sales promotion in New Jersey and New York since his entry into the business world. He now lives in one of the finest homes in New Jersey, is married and has three children.

His hobby is getting into competition on a tough deal. He draws to inside straights, but has discovered that his golf game is best when he plays with other chaps who go around in 150 to 165.

Personally supervises a great many activities in connection with programs he has sold.

## NEW PROGRAMS—IDEAS

### Educational Novelty

WBT in Charlotte believes it has tapped a new departure in education in a new broadcast it has lined up to be aired after the first of the year. W. A. Schudt Jr., g.m., says the "WBT Museum Club of the Air," a 15-minute program to be aired either three or six days a week, is something new in the field of educational broadcasting.

The program will be in the charge of Mrs. Ethel M. Chapin, who has for many years taught science and chemistry in the high schools of the state. The club will begin with six charter members, selected from high schools in Charlotte.

To gain a membership in the Club, high school students in North and South Carolina must send in unusual specimens—such as rare sea shells, stuffed birds, snake skins—and having the finding of the oddity dramatized on the air by the six charter members. Two or three skits will be dramatized on each broadcast. Efforts are being made to have schools in the two states give classroom credit for those taking part in the club.

Buttons will be given those students who send in specimens that gain a dramatization over the air.

### Christmas in the Dumps

Duncan Moore, WJR special events man, took station's mobile unit to Detroit junkyard late at night Christmas week and interviewed "Human Mules"—men who push junk carts through Detroit alleys. Talks revealed that junkmen prefer to make 60 cents to a dollar a day rather than ask for charity. Result—WJR

telephone switchboard clogged for more than an hour and a flood of contributions following day, including one from well-known advertising executive for \$300. The "Mules" had a real Christmas as a result.

### Hello, Mom—Merry Xmas

Realizing how easy it is, in a large city like New York, to lose track of a friend or relative who may be living only around the corner, WINS offered a novel opportunity to send Christmas greetings. Listeners were invited to come to the studio on Christmas Day, and at 2:15 p.m. broadcast greetings to friends and relatives they had been unable to locate, in the hope that the missing ones might be listening. Participants had to be at the studio by 1:30 p.m. with their lists of special personal Christmas greetings. The program was arranged by Martin Weldon.

### Exercise Program Clicks

An exercise program conducted by Walter C. Eberhardt, director of a women's gym class at St. Louis University, which owns the station, is drawing good response over WEW, St. Louis. Sponsored by Quality Milk, program offer of charts to listeners exhausted complete supply in three days.

**WOPI** "The Voice of the Appalachians"  
BRISTOL - TENNESSEE  
VIRGINIA

### AGRAP Plans Merger With ARTA or AFRA

(Continued from Page 1)

kept secret until final tabulations are definite, it is known that majority of announcers and producers affiliated with AGRAP favor the CIO affiliation. It is also known that ARTA is at present engaged in its first serious drive to tie up the entire industry, including engineers, actors, announcers, office employes and all peoples associated in any manner with the broadcasting industry. An affiliation with AGRAP will greatly help while drive is still in its preliminary stages.

All AGRAP members are now being acquainted with terms offered by ARTA, and vote will be held as soon as is possible.

### Wash'n Circles Scoff At Radio Czar Idea

(Continued from Page 1)

on Pennsylvania Avenue at the FCC. They adequately regulate our industry."

Spokesman maintained that no industry operating under a Federal license as does the radio industry could possibly have a czar. This circumstance, he pointed out, makes the situation entirely different from the movie industry.

### Wins Program Idea Contest

Richard N. Foulk, 19-year-old clerk in the NBC mail room, won the \$25 prize in the best sustaining program idea contest conducted among members of the mail-messengers and guide divisions of NBC.

Foulk's suggestion was for a program series entitled "Youth Answers Age," dealing with the problems of boys and girls between ages of 18 and 21.

### David Lipton at Universal

David Lipton, who has been doing press relations work on the Major Bowes unit for CBS, gave up that post last week to join Universal Pictures to handle feature publicity on the Panay film.

### WLS Artist Bureau in Hollywood

Chicago—WLS is setting up a Hollywood office of its artists bureau to handle booking for Republic Pictures artists and other coast bookings. Larry Kurtze and George Ferguson will be in charge. They leave first of week. Earl Kurtze, father of Larry, remains in charge of local office.

## LEE GRANT

AND HIS ORCHESTRA

★ ★ ★ ★ ★

SIX-STAR REVIEW

MUSIC AS YOU LIKE IT

DAILY WMCA 2:30-5:30

## Network Shows Ahead

**TUESDAY, DEC. 28**  
Stewart-Warner (Alemite), Horace Heidt Brigadiers, NBC-Blue, weekly, 9-9:30 p.m.  
Elizabeth Arden (cosmetics), Eddy Duchin, Mutual, weekly, 10-10:30 p.m.

**WEDNESDAY, DEC. 29**  
Liggett & Myers (Chesterfield cigarets), Lawrence Tibbett, CBS, weekly 9-9:30 p.m.

**FRIDAY, DEC. 31**  
Liggett & Myers (Chesterfield), Paul Whiteman, CBS, weekly, 8:30-9 p.m.

**SUNDAY, JAN. 2**  
Wheeling Steel Corp., "Musical Steel-makers," Mutual, weekly, 5-5:30 p.m.  
American Rolling Mill, Frank Simon and Armco Band, NBC-Blue, weekly, 3:30-4 p.m.  
H. J. Heinz Co., "Magazine of the Air," shifts Thursday afternoon edition to Sunday, CBS, weekly, 5-5:30 p.m.  
Pepsodent, Walt Disney's "Mickey Mouse," NBC-Red, weekly, 5:30-6 p.m.

**MONDAY, JAN. 3**  
Pillsbury, "Woman in White," NBC-Red, Monday through Friday, 10:45 a.m.  
Procter & Gamble, brings its five shows, "Ma Perkins," "The Goldbergs," "Kitty Keene," "Road to Life" and "The O'Neills" to CBS, Monday through Friday.  
Benjamin Moore & Co. (paints), "Betty Moore," NBC-Red, weekly, 11:45 a.m.  
Campbell Soup, "Amos 'n' Andy," NBC-Red, Monday through Friday, 7-7:15 p.m.  
J. B. Williams Co. (shaving cream), "True or False?" Mutual, weekly, 10-10:30 p.m.  
S. C. Johnson & Son (floor wax), "Attorney at Law," with Jim Ameche, NBC-Blue, Monday through Friday, 10:30-10:45 a.m.  
Marek Weber succeeds Frank Black as conductor of "Carnation Contented" program, NBC-Red, 10 p.m.

**TUESDAY, JAN. 4**  
Pond's, "Those We Love," NBC-Blue, weekly, 8-8:30 p.m.

**SUNDAY, JAN. 9**  
Vadsco Sales Corp., takes over "Court of Human Relations," Mutual weekly, 4-4:30 p.m.  
Glass Container Ass'n, dramatic program, NBC-Blue, weekly, 1:30-2 p.m.

**MONDAY, JAN. 10**  
Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

**WEDNESDAY, JAN. 12**  
U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.

**SUNDAY, JAN. 16**  
J. W. Marrow Mfg. Co., Henry Busse, NBC-Red, weekly, 1:15-1:30 p.m.

**MONDAY, JAN. 24**  
Barbasol Co., Arthur Godfrey musical program, CBS, Monday and Friday, 7:15-7:30 p.m.

**TUESDAY, FEB. 8**  
General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

## KTSM Enlarging

El Paso, Tex.—In preparation for joining the NBC network on Jan. 3, KTSM has been undergoing enlargement and remodeling of offices and studios.

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

Greetings from Radio Daily

December 27  
Charlotte Chain  
Frank Munn



## PETTY CASH VOUCHER

Week ending Dec. 24th

● ● ● **Saturday...** From WPEN, Philly, comes word that Horace Husler, known as the "organ doctor" solicits names of the needy as well as good samaritans... For the past five years he has given food and aid to hundreds of families.

● ● ● **Sunday...** A nice quiet day at the Gabriel Heatters' home on L. I. where plans are made for New Year's Eve—and Gabe's son, Buddy, says that dad's going to celebrate that nite—by remaining awake until midnite!... Later to Leon & Eddie's for Helen Morgan's party. Mack Millar and George Lottman argue who is the better trumpeteer, Louis Prima and Wingy Mannone, and we become involved... At the Famous Door later Guy Lombardo sits around listening to some real music... At half-past dawning in Lindy's, Billy Rose enters with the Jack Robbinses—who are entertaining a crowd from the coast.

● ● ● **Monday...** Word arrives of an emergency at WKY, Oklahoma City, when an actress failed to show up for a program and the announcer walked over to a likely looking sub in the audience and asked her if she'd mind doing the part for two bucks... Lady consented, did a bang up job—and later it turned out she was Myrl Justin—who has appeared on Drene, Lady Esther and other shows.

● ● ● **Tuesday...** Bill Weisman relates a cute story while WMCA's press agent, Leon Goldstein, shows us the transparent bricks to be used in their new building... To dinner with Benny Davis at Gallagher's, where we hear that Benny comes to Loew's State Feb. 4... At the preview of the Winchell-Bernie flicker, which we think is the duet's best feuding—everyone's there—but song plugs... Later, the customary pass-receivers become pall-bearers and tear the flicker apart while eating herring... If you want an entertaining evening—see "Love and Hisses" ably written by Art Arthur... Simone Simon sings, too.

● ● ● **Wednesday...** It commences—Xmas gifts and cards. Ted Husing was first with a drawing... A view of Sam Goldwyn's "Hurricane" which is a chiller... Later to Rudy Vallee's closing at the Paradise. He's still tops. Gave the cafe's press agent, Joe Russell, a pen—for nothing but sentimental reasons.

● ● ● **Thursday...** Lunch with Bill Gernannt, Kelvin Keech, and Richard Brooks... To the Laborites play, "Pins & Needles," with Jack Robbins—who hasn't got the music for it... Learn that Jack's kid Brother, age 10, has made up with Dick Himber—because Himber has a box of toys for him—but the kid promises to "brush off" Himber after the holidays... Send out our cards.

● ● ● **Friday...** To La Conga and then to Yumuri, where our ears ring with rumba music and we decide to go to Arthur Murray's for the dance... Inside info gives us the word that rumbas will be the vogue for college kids within a year—just like swing and "Big Apple."

TOTAL EXPENSE: 75 cents for Xmas cards to our friends.

AUDITOR'S REMARKS: Request denied!... Don't believe you to have that many friends—judging from the gifts you got!

## ORCHESTRAS MUSIC

**THE CHASINS MUSIC SERIES,** T conducted by Abram Chasins, talented American composer-pianist, will begin its fourth year as a network feature on Jan. 8, at 12:00 noon-12:30 p.m. over NBC-Red Network. Programs will be broadcast weekly. As in past years, Chasins will endeavor to explain the life and works of master composers in a simple, interesting manner.

Morton Gould, WOR-Mutual conductor-composer, will offer the first performance of a new composition over the air on Jan. 3 at 8-8:30 p.m. Titled "Second Swing Sinfonietta," it combines the purer elements of swing with the older types of traditional music.

The Connecticut Colonials, new WICC staff orch in Bridgeport, today inaugurate a new broadcast schedule over WICC and the 14-station Colonial network, Monday through Friday.

Adolph and Paul Salvatori have organized Salvatori Music Co. at 36 West Randolph St., Chicago. Current release is "On the Outside Looking In" which Johnny Johnstone is giving a plug on NBC's Club Matinee.

Frank Simon, as president of the American Bandmasters' Association, was guest of honor last year at a band concert in one of our better known penitentiaries. The leader of the Armco Band, heard on Sundays over NBC-Blue network at 3:30-4 p.m. starting Jan. 2, declares that the prison band put on a very creditable performance indeed, but the players excelled themselves on the final selection. It was "Where Do We Go From Here?"

## FCC ACTIVITIES

### APPLICATIONS GRANTED

KALE, Portland, Ore. CP for changes in composite equipment and increase in power to 1 KW.

Jansky & Bailey, Washington. CP for new high frequency station. 40300 kc., 1000 watts.

South Bend Tribune, South Bend, Ind. CP for new high frequency station. 26050 kc., 100 watts.

WSAI, Cincinnati, Ohio. Mod. of license to increase day power to 5 KW.

### SET FOR HEARING

Walmac Co., San Antonio. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 50 watts.

KMAC, San Antonio, Tex. Vol. assignment of license to W. W. McAlister and Howard W. Davis, Walmac Co.

### APPLICATION DENIED

Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

## WALT FRAMER

Freelance originator of

**RADIO SWAPS HEARD DAILY  
OVER WWSW**

Pittsburgh, Pa.

**PROGRAM REVIEWS**

**Kate Smith Hour**

As a Christmas special, the Kate Smith program last Thursday night over CBS included "Blessed Are They," playlet about a little blind girl who has a Christmas Eve dream about her sight being restored. The skit was very effectively played and contained fine human interest entertainment values even aside from its seasonal timeliness.

The big part of the little girl was played by Estelle Levy, young veteran of the radio, who turned in a grand performance. The father and mother were played by Ray Collins and Betty Garde, both doing swell jobs.

Other portions of the Kate Smith show, including music, Henny Youngman's comedy and the chief vocalizing of Miss Smith, all were up to their usual high standard.

**GUEST-ING**

HILDEGARDE HALLIDAY, on "Magazine of the Air," Dec. 30 (CBS, 3:30 p.m.)

MISCHA ELMAN, on Philharmonic-Symphony Orchestra program, Jan. 2 (CBS, 3 p.m.)

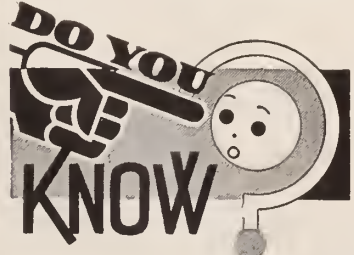
BEATRICE LILLIE and EDWARD EVERETT HORTON, on Jack Oakie-Benny Goodman program, Dec. 28 (CBS, 9:30 p.m.)

**KVI, Seattle-Tacoma**

Kay Kelly, continuity writer, is traveling all the way to her home town, Burlington, Kansas, for Christmas. Kay is also editor of KVI's popular daily feature, "The Woman's Page of the Air."

Dorothy Doernbecher, assistant manager, is taking her vacation at Christmas time this year. She is traveling to the East to visit New York and Washington, via the Panama Canal, with several days stop-over in Havana.

"Tea Time with Archie Loveland," a melodic quarter-hour of tea-dance music by Archie Loveland and his orchestra, is again being featured by KVI each Monday. Besides broadcasting his music as he plays for Seattle society at these ultra-smart Monday luncheons, KVI puts the pop-



**DO YOU KNOW**

France has 15 government stations and 11 private stations. Three government stations are 120,000-watters. Most powerful private stations (2) are 60,000-watters.

**STATIONS OF AMERICA**

Highlights in the Development of Outstanding U. S. Radio Stations

**KMED—Medford, Oregon**  
1410 Kilocycles—250 Watts

**MRS. W. J. VIRGIN, Owner**  
**L. P. BISHOP, Station Manager**  
**GLADYS FINCH, Program Director**

**S**ITUATED in the fertile valley of Rogue River, Medford—county seat of Jackson County, Oregon—is an industrial city with a population of 11,007. It serves as a shopping center for the surrounding farm communities. Canning, lumbering, wood-working and cement works are its chief activities, and KMED is its only radio station.

The Station, established in 1922, became a supplementary outlet of NBC Pacific Coast Red and Blue last September, climaxing many years of excellent community service. It is now the only station on any network which covers the Medford territory at all times.

Spot advertisers who used the station in 1937 included: Associated Oil, Colgate-Palmolive-Peet, Ford Motor, General Foods, General Motors, Gilmore Oil Co., Miles Laboratories, Montgomery-Ward, Procter & Gamble, Richfield Oil, Sherwin-Williams, Southern Pacific R. R., and Zenith Radio.

ular band on the air from the Olympic Hotel's famed Olympic Bowl during the supper-dance period, and from the swank Georgian Room for dinner dancing.

**Station Improvements**

Mississippi City, Miss.—WGCM here has applied to the FCC for CP to install new vertical radiator and move station to Mobile, Ala., exact transmitter and studio sites to be determined with Commission's approval.

Jamestown, N. D.—Application by KRMC for boost in power and other changes is expected to be acted on shortly by FCC. Station would change frequency from 1370 kc. to 990 kc. and increase power from 100 watts night, 250 watts day, to 500 watts night, 1 KW day.

Gary, Ind.—WIND is awaiting Federal approval to make changes in directional antenna system for night-time operation and increase night power from 1 to 5 KW.

Rutland, Vt.—Unlimited time is being sought by WSYB in an FCC application. Station also plans installation of a new vertical antenna, and would move transmitter from 80 West Street to Creek Road here.

**Radio Gives Instruction Through Entertainment**

"The most difficult subject becomes simple to most children once it has been dramatized over the radio and presented as entertainment. The child mind instinctively responds to the colorful and spectacular. As the years go by we find radio carrying more and more formal instruction dressed in the garb of entertainment."—BOB EMERY.

**Coming Events**

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

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.

**CONSOLIDATED EDISON COMPANY of NEW YORK, INC.**

*Presents*

**NEW YORK ON PARADE TODAY AND TOMORROW**



*Under the Musical Direction of*  
**MARK WARNOW**

FEATURING


- ★ JOHN B. KENNEDY . . . Editor and Commentator
- ★ THE CONSOLIDATED EDISON ORCHESTRA AND CHORUS

and

- ★ GUEST ARTISTS

EVERY MONDAY • 7:30 P. M. STATION WEAJ • NBC

MARK WARNOW  
*Director, Managed by*  
THE COLUMBIA ARTISTS INC.





KNX will offer four new sustain- King shows beginning December 27, with a fifth, now produced here but not heard locally, making a Monday through Friday schedule of sustainers at the same time each day, 3-3:15. Monday's feature will be "Two Hearts in Three-quarter Time," with Lud Gluskin's music and vocalists, and Cliff Howell announcing; Tuesday brings "Chiquito," billed as the original "Peanut Vendor" also with Lud Gluskin, and Frank Graham as announcer. The Wednesday offering will be "Audition," with cast chosen from auditioning talent of the preceding week, supported by the music of Wilbur Hatch, and Don Forbes announcing. Production on this one is credited to Bill Moore. Thursday belongs to "City Salute," saluting cities of the West Coast, as the title implies, also with music by Hatch, produced by Carlisle Stevens and announced by Maurie Webster. The Friday show, "Song Time," with Betty Grable and John Payne and Hatch music, is the CBS network show heretofore mute on KNX. The series will be followed daily by Hal Berger's "The In-Laws" strip, moving over to CBS this week from a long run on KHJ-Don Lee.

NBC's "Signal Carnival," Sunday at 7:30 p.m. on the Coast Red, will feature original music by Meredith Willson based on an "Alice in Wonderland" theme. Composition will fill the entire half-hour, with Betty Kelly and Phil Hanna featured vocalists.

Low Hearn, younger brother of Sam "Schlepperman" Hearn has been signed for a permanent spot on the Joe Penner show. The juvenile Hearn will play the role of Grandpappy Penner, cantankerous old fuss-budget.

Edward G. Robinson and the entire cast of "Big Town" will migrate to New York in January, broadcasting from there Jan. 18 and 25. CBS is

### Colonel Goes Formal

Colonel Jack Major, one of the variety headliners on CBS, nearly lost a social plum last week as the result of his hillbilly bringing up and his yen to remain a Kentucky down-homer. The committee of the annual "Fun and Frolic" party headed by Mrs. Chauncey Olcott and other notables extended the Major a bid to act as toastmaster at the New Year's Eve charity affair in the Silver Room of the Ambassador. He accepted, but said he wouldn't wear a "monkey suit." The committee wouldn't permit him to come informal. They were at an impasse, when the Colonel learned that proceeds of the affair would go to crippled children. So the Kentucky hillbilly is now being fitted for a tux—double-breasted.

## WORLD RADIO CONVENTION PROGRAM

To be held in Sydney, New South Wales, Australia, from Monday, April 4, to Thursday, April 14, 1938, under the auspices of the Institution of Radio Engineers (Australia).

### MONDAY, APRIL 4

10 a.m.—Civic Reception by Lord Mayor at Sydney Town Hall.  
11 a.m.—Adjourn to Oatlands Golf Club for Luncheon and Golf.  
8 p.m.—Official Dinner at the Hotel Australia, with the Governor, Lord Wakehurst, as the principal guest.

### TUESDAY, APRIL 5

10 a.m.—First Business Session at the Great Hall, Sydney University. (Arrangements to be made for the official opening, per radio, by prominent overseas personage.)  
2:30 to 5:30 p.m.—Second Business Session at University.  
8 p.m.—Opening of Wireless Institute Amateur Federal Conference.

### WEDNESDAY, APRIL 6

10 a.m.—Third Business Session at University.  
2:15 p.m.—Visits to be arranged to several radio places and works.  
Evening—Free.

### THURSDAY, APRIL 7

10 a.m.—Fourth Business Session at University.  
2:15 p.m.—Fifth Business Session at University.  
9 p.m.—I.R.E. Ball at Trocadero.

### FRIDAY, APRIL 8

11 a.m.—Show Boat Harbor Trip. Luncheon at and Inspection of Taronga Park Zoo. Rejoin Show Boat. Finish Harbor Cruise with afternoon tea on board.  
8 p.m.—Sixth Business Session at University.

### SATURDAY, APRIL 9, and SUNDAY, APRIL 10

Country Tours.

### MONDAY, APRIL 11

10 a.m.—Seventh Business Session at University.  
Afternoon—Motor Tour of beaches and visit to Koala Park.  
8 p.m.—Eighth Business Session at University.

### TUESDAY, APRIL 12

10 a.m.—Ninth Business Session at University.  
2:15 p.m.—Tenth Business Session at University.

### WEDNESDAY, APRIL 13

Morning—Free.  
2:15 p.m.—Eleventh Business Session at University.  
Evening—Free.

### THURSDAY, APRIL 14

10 a.m.—Twelfth Business Session at University.  
Afternoon—Free.  
8 p.m.—Final Business Session and concluding Address with Supper (ladies included.)

Technical subjects to be covered at convention include wave propagation, telecommunication, broadcast transmission, broadcast receivers, sound projection, electromedical, television and allied subjects.

Arrangements are being handled by O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

clearing time so that show may be tied-in with the Jolson half on both coasts.

Ed Lowry's "Singtime" for Fox-West Coast Theaters takes a new groove at 6-6:30 Saturdays, with renewal and the start of a new series on KHJ-Don Lee.

Gaylord Carter's organ concert on KNX for American Pop Corn has been switched from Friday to a new spot on Saturdays at 9:45 p.m.

"Tiny" Ruffner insists that the re-

ports filtering in from the East to the effect that he was switching from Ruthrauff & Ryan to another agency are "greatly exaggerated," Ruffner as a matter of record, was only recently elevated to a vice-presidency in the agency.

Fibber McGee and Molly are reported due out here to resume broadcasting from Hollywood in a few weeks.



CECIL UNDERWOOD, production director of Fibber McGee and Molly show, flew to Hollywood to spend Christmas with his wife. Bruce Kamman pinch hits tonight.

Patricia Dunlap, headliner of "Bachelor's Children," home fighting off a case of flu and caring for her mother at same time who is laid up also.

WGN personnel received bonus on Dec. 22 based on length of service with organization and salary.

Edgar L. Bill, wife and son, former manager of WLS and now head of WMBD at Peoria, in town visiting various friends.

Harold Turner, WGN pianist, vacationing at his home, Pawnee City, Neb.

Fred Weber, Mutual co-ordinator, and Ruth Betts (Mrs. W.) return here from Hollywood to spend Christmas.

### KLZ, Denver

To climax the first season in recent years during which officials have permitted broadcasts of Rocky Mountain Conference grid games, KLZ will remote the Cotton Bowl classic between the University of Colorado and Rice Institute from Dallas on New Year's Day.

The game, sponsored by Chevrolet dealers of the Mountain region, will be handled by Warren Williams, with Jack Fitzpatrick handling the commercials.

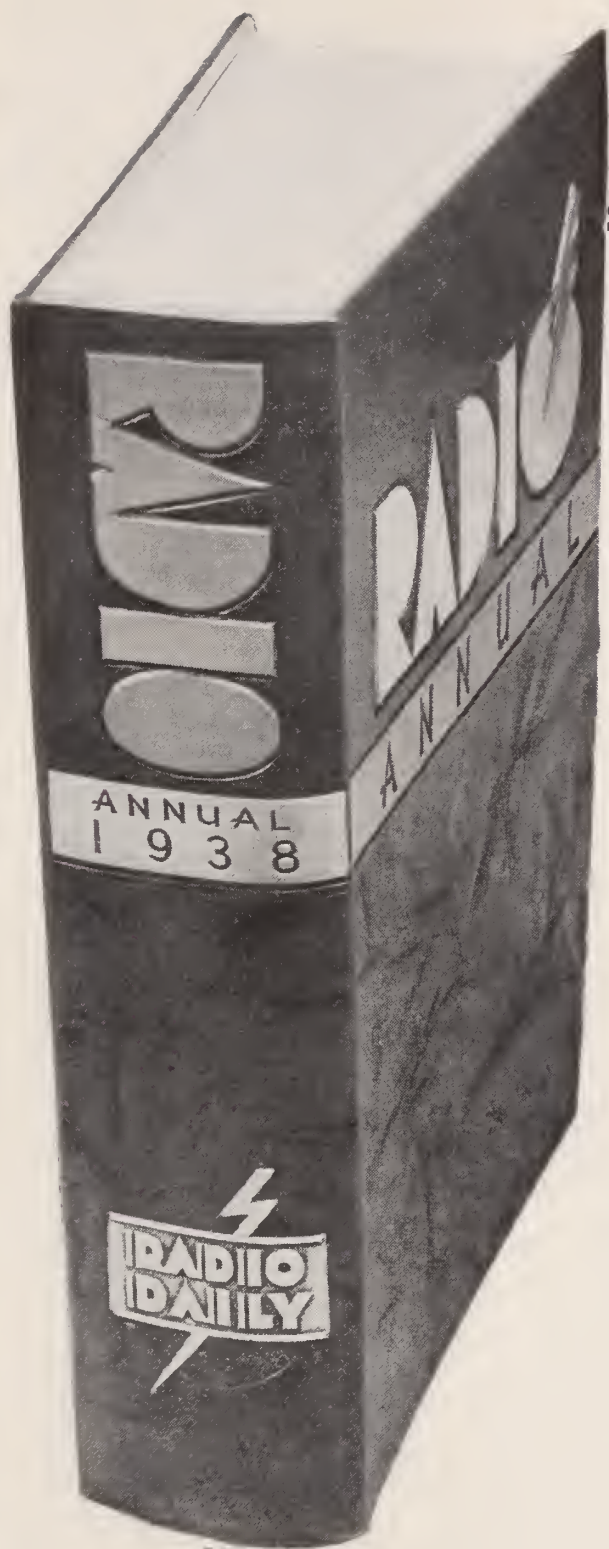
With loud speakers installed atop office buildings throughout Denver's downtown shopping district, station is presenting the city's leading choral groups in Christmas hymns and carols. In addition to its own artists, KLZ is presenting Denver's best known church choirs and independent vocal organizations.

More than 2,500 Denver youngsters attended station's Christmas Giving Party, which was presented from the stage of a downtown theater.

### "Tune In—Hear Yourself"

This new WTMV (Milwaukee) wrinkle, invites listeners to the studios on Mondays, Wednesdays, or Fridays to have their voices recorded. Following day, the records are played over the radio, building big audience participation and interest. Stint is sponsored by St. Clair Laundry.





# RADIO ANNUAL

A GREAT  
VOLUME  
COVERING  
A GREAT  
INDUSTRY



Radio Annual will be distributed  
in February as part of Radio Daily  
Service. It will be complimentary  
to Radio Daily Subscribers.

*A FULL YEAR  
IN PREPARATION*

## Ohio Giving Short Course On Broadcast Engineering

Columbus, O.—A short course on broadcast engineering will be conducted by Ohio State university electrical engineering department, Feb. 7-18. Instructors will include Harold H. Beverage of RCA; George M. Nixon, NBC; George H. Brown, Godley & Brown; William H. Doherty, Bell Telephone; Harold L. Oleson, Weston Electrical Corp.; Herbert N. Huckle and Peter Scandrett, United Airlines.

### Tim and Irene Status

Status of the Tim and Irene-D'Artega show on Mutual, sponsored by Admiracion, appears to be indefinite, with the understanding that there is only a slim chance of the account continuing after Jan. 9. Program, on 9 Mutual outlets is considered at the peak of its pulling power, with a Crossley over 5, plus, a strong showing following a two-week contest. Account is handled by the Chas. Dallas Reach Co. of Newark.

### Gallup Elected V.P.

Dr. George H. Gallup, director of research at Young & Rubicam, Inc., has been elected vice-president, and will become a stockholder, beginning Jan. 1. Raymond Rubicam made the announcement.

### Finds Studio Audience Performers' Incentive

"I wonder why some radio stars display temperament by refusing to broadcast to studio audiences? Theatrical atmosphere, I'd always believed, was essential to the poise and expression of an artist. Before one can give his best performance there must be some incentive—a more responsive audience which can 'feel' his talents, and can convince the artist that his work is being 'felt'. The invisible radio millions form the coldest audience in the world, and its representative, the studio mike, helps little to alleviate the unresponsiveness of its master."—STANLEY WORTH.

## ONE MINUTE INTERVIEW

SHELLY E. TRACY

Tracy-Locke-Dawson Agency

"Reform is needed to forestall political control of advertising. Industry-wide cooperation between advertisers, media owners and agencies was necessary to defeat the effects of an increasing amount of subversive advertising propaganda, a mechanism which is generating some dangerous anti-advertising currents."

## ★ Programs That Have Made History ★

WAAT's "Your Skyways Reporter"

**L**ISTENERS to WAAT never know when that transmitter will carry an interview with some famous personage. Billy Rose has been on this Jersey City station at 10 a.m. . . . and countless stars of the silver screen have appeared just before the WAAT closing time of local sunset. For a local station to do this requires lots of "news-sense," initiative, and a direct wire to the busiest airport in the world . . . Newark Airport . . . and a chap like Bob Becker.

Back in June of 1937, a client of the Wm. N. Scheer Advertising Agency decided that the only thing to keep him on the air would be a "different" program. (How many times have we heard that before.) Scheer put the problem in the lap of his program director, Bob Walsh . . . who grinned with a wild look in his eye . . . and immediately reached for a box of aspirin. Whether it was the aspirin or a pretty stewardess on an airplane, we know not . . . but three days later Walsh returned from a trip to Chicago with the answer . . . An interview program with "planeside" interviews. The sponsor was called . . . the idea submitted . . . and immediately sold. Ten days later the program took the air. The agency selected the American Airlines station at Newark Airport, equipment was installed, and the show was ready . . . and when the clock rolled round to the premiere air time the agency had worked out a deal with Paul La Stayo, tycoon of the station, whereby the affair would be staffed and handled by the Agency . . . and aired through WAAT. To do this, Art Beadle was engaged as engineer, Bob Becker as announcer . . . both working for the ad-outfit. Both these boys had a good training in aviation and both knew the airline problem in addition to the radio side. This accounts for the fact that in all the broadcasts . . . not one plane has been delayed due to the holding of a passenger for interview.

The "Skyways Reporter" is regularly scheduled at 5:00 p.m. This time has been selected because of the traffic peak at that hour. There is a 21 passenger Flagship departing for Buffalo, Detroit, and Chicago . . . and a few minutes later a giant Flagship Skysleeper wings its way to the West Coast. It is upon this plane "The American Mercury" that most of the celebs do their Hollywood-New York traveling. As a direct contrast to the Man-on-Street type of show . . . Becker uses no "stock" questions, preferring to carry on an interesting chat with the passengers about their business, themselves, and their views on pertinent subjects of the day. In addition to the "names" . . . there are many executives, world travelers, and others to provide interesting chatter.

Beside the scheduled shows . . . the station carries "special event" shots from the airfield in the event of a "biggie" arriving or some news occurrence. Notification of such a thing sometimes comes at the last minute, with the result that there is no time to contact Beadle, the engineer. This means nothing to Announcer Becker as he has held a commercial radio operator's license since 1930 and rushes to make his own remote set-up.

Reminiscing a few days ago . . . the boys recalled some unusually dramatic events during their five months of airport radio reporting. There was the time that WAAT's sports commentator was telling of the game pitched by Lefty Gomez after getting the sad news that his mother had passed away in California. A note was shoved in front of him telling that Gomez was standing in front of a mike at the field . . . listening through an earphone. Jackie Farrell, the sportscaster, put on his earpiece . . . and gave his message of condolence to Gomez who thanked him from the planeside. Then there was the day when a piano had to be rushed from Chicago to New York for a music convention . . . and two seats were removed from a plane to make room for it. Talent was arranged for . . . and a musical program was presented directly from the plane. The one "special" that stands out in the mind of Becker . . . is the afternoon when he was informed that there was a plane to be landed without landing gear. The emergency trucks were out on the field . . . all precautions were taken. What to do? Can we broadcast it? Airline officials cogitated. Sure in the belief that the safety factor of the ship was great . . . they gave permission. Becker went on the air . . . stated that he was about to broadcast a definite proof that a modern transport could land safely, even under adverse conditions . . . and as the 12-ton ship glided in for a landing . . . it was described . . . then the passengers interviewed . . . and while there was a certain attitude of drama to the airing . . . it was marked in the log as "routine—all okay."

The show is now carried as a WAAT feature on a sustaining basis with the Scheer agency still controlling and staffing it. Only change has been the addition of Frank Reynolds as production man.

All three, Becker, Beadle and Reynolds . . . claim that their spot . . . at the Gateway to the Skyways of America . . . is the most interesting of all remotes to cover. Their batting average in getting the celebs to speak into the WAAT mikes is .950. Setup involves three mikes, one in the waiting room, one in an office, and the third on a 700 foot cord for carrying around the field . . . even into the planes.



**ADVERTISING  
IN  
RADIO DAILY  
BRINGS  
RESULTS  
BECAUSE  
RADIO DAILY  
REACHES THE  
BUYING  
POWER  
OF THE  
INDUSTRY**

