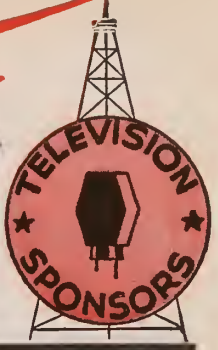




RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 3, NO. 16

NEW YORK, N. Y., MONDAY, JANUARY 24, 1938

FIVE CENTS

FCC Economic Report

NBC DAYTIME REVENUE UP 34 PER CENT IN '37

NBC daytime revenue during the year just closed reached the all-time dollar volume figure of \$10,368,566, up 34 per cent over 1936. Daytime figure has been climbing steadily since 1933, the depression point in radio.

American Home Products, Procter & Gamble, Sterling Products placed

(Continued on Page 5)

Stanton, Dannenbaum Jr. Get Promotions at WDAS

Philadelphia—Patrick J. Stanton, general manager of WDAS, has been elected vice-president. A. W. Dannenbaum Jr., son of the owner, has been appointed sales manager. He has been handling these duties since Stanley H. Chambers left four months ago to become advertising manager of Bourjois Inc.

Peco Gleason at WRTD As Chief of Production

Richmond—Peco Gleason, formerly chief announcer and sports commentator for Charlottesville's WCHV and the Virginia Broadcasting System, program director for WBIG in Greensboro, N. C., and special events

(Continued on Page 3)

Maizlish Closes Deals

Harry Maizlish, manager of KFWB, Los Angeles, the key station in the California Radio System, left New York for the coast on Saturday after closing several important deals involving both business and new shows. On his way west, Maizlish will stop off in Chicago for further business negotiations.

Time Service

Rock Island, Ill.—Western Union, which has been receiving hundreds of requests weekly for correct time and wants to be relieved of the bother, has accepted help from WHBF. When requests are received now, W.U. gives the time and then tells the caller to listen hereafter to correct time signals on WHBF—and gives the various periods of such broadcasts.

WSAU's First Year

Wausau, Wis. — WSAU, which celebrates its first anniversary on Jan. 30, received 32,163 pieces of fan mail up to early part of last week. Wayne W. Cribb, general manager, considers that a pretty good showing for a 100-watter in slightly less than a year's time since its debut. Goal for 1938 is over 45,000.

COPYRIGHT FEES REFLECT HIGHER CANADIAN ACTIVITY

Toronto—Report of the Copyright Appeal Board, which fixes the fees, charges or royalties which may be collected by Canadian Performing Right Society during 1938, shows that the society is entitled to collect license fees from broadcasting sta-

(Continued on Page 8)

Admiracion Considering Spots in New Campaign

Admiracion Laboratories Inc., Harrison, N. J., which has started an extensive newspaper-magazine campaign on its Foamy Oil Shampoo, is also considering a spot series along with magazine and newspaper additions. Chas. Dallas Reach Co., Newark, is the agency.

Canada Raises License

Ottawa — Canada's radio receiving set license fee for the year beginning April 1 has been increased to \$2.50 a year, against \$2 at present, it is announced by Hon. C. D. Howe, minister of transport.

Free Competition Urged--Cooperation is Offered in Promoting Improvement-- Would Change Financial Reports

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY
Washington—Encouraging the industry to continue organizing competitive networks, particularly state and regional, and declaring that while the industry can be improved, it should be given the opportunity to do so with the cooperation and guidance of the FCC, Chairman Frank R. McNinch today released the long delayed and much awaited report on social and economic aspects of broadcasting prepared by Commissioner T. A. M. Craven.

The report was submitted solely as a basis of discussion, from which study and action can be taken by

(Continued on Page 3)

A. T. & T. TEST SERIES ON WMAS, SPRINGFIELD

Springfield, Mass.—American Telephone & Telegraph Co. is sponsoring a series over WMAS intended as a test to find out if radio advertising will pay. Depending on the results of the 26-week trial, company is expected to do nation-wide radio advertising.

The series consists of three programs a day, six days a week. Two

(Continued on Page 2)

FCC Hearing Ordered On WLW Power Renewal

Washington Bureau, RADIO DAILY
Washington — WLW's application for renewal of 500,000 watts experimental power will have to go through a formal FCC hearing for the first time since the power was granted four years ago, according to an order last week by Commissioner George Henry Payne. A change in FCC rules recently instituted by Chairman

(Continued on Page 2)

Plan Paint Campaign

M. Ewing Fox Co., New York, has appointed Redfield-Johnstone Inc. to direct its advertising on Muralite, Raymura and other paints. Radio is among media under consideration. Leonard Black is account executive.

ERWIN, WASEY & CO. LED IN BUSINESS ON MUTUAL

Erwin, Wasey & Co. placed more business on the Mutual web last year than any other advertising agency, MBS agency figures just compiled reveal. Close runner-up is Brooke, Smith, French & Dorrance. The leader placed \$224,611, the runner-up \$224,229. Ruthrauff & Ryan, which was first on the CBS agency list, is

(Continued on Page 8)

Sales Directors to Meet Next Saturday in Albany

Syracuse — A one-day meeting of Broadcast Sales Directors of New York State will be held next Saturday starting at 10 a.m. in the Hotel

(Continued on Page 5)

★ THE WEEK IN RADIO ★

... Ruthrauff & Ryan Billings

By M. H. SHAPIRO

LEAP from sixth to first place in its CBS billings for 1937 reveals Ruthrauff & Ryan agency as nearly \$1,000,000 ahead of second-place holder Benton & Bowles, which came up from fourth place . . . others billing more than \$1,000,000 on the same network were N. W. Ayer, Newell-Emmett, Blackett-Sample-Hummert, Lord & Thomas, F. Wallis Armstrong and Neisser-Myerhoff . . . several other agencies were just below the round figure mark . . . Food and food

beverage accounts led the industry groups on CBS, increasing its expenditures over 1936 by over 24 per cent . . .

NBC average sponsor outlay for the year 1936 was found to show an increase of 24.4 per cent, the figures being based on 134 accounts . . . drugs and toilet goods led the industry field, up 19.3 per cent, with food and food beverages running second . . . In the meantime, both

(Continued on Page 2)

Berlin Tele Plans

Berlin — Quantity production of 441-line television sets is expected to get under way in Germany this year, with at least 10,000 sets as the first goal. Programs will be centralized here and taken over by the other two tele transmitters on the Brocken and the Feldberg. Three simultaneous programs will be broadcast from here.



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JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Saturday, Jan. 22)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosby Radio, Gen. Electric, North American, RCA Common, RCA First Pfd., Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Stromberg Carlson.

"Way Down East" ETs Back on 13 Stations

Sterling Products (Haley's M-O, Danderine) on Jan. 31 will return the "Way Down East" transcriptions to the air over 13 stations (WNAC, WOR, WCAE, WGAR, WGN, WHO, WBEN, WCAU, WSB, KFI, WHAM, WFAA, WFFA, WFBR). Quarter-hour disks will be aired Mondays through Fridays. Agnes Moorehead, Karl Swenson, and Wilmer Walter are in the cast. Air Features produced the series. Blackett - Sample - Hummert is the agency.

Tino Rossi for Films Tino Rossi, French singing star who arrived in Montreal recently for an American tour and who starts an NBC-Blue network series today at 7:45-8 p.m., Mondays and Fridays, sails for London in several months to appear in his first English-speaking film and also to complete a French picture. He will then return to this country for movie work.

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

THE WEEK IN RADIO ... Ruthrauff & Ryan Billings (Continued from Page 1)

NBC and CBS broke ground or laid cornerstones for new edifices in Los Angeles. With more than 90 per cent of the affiliated web outlets signing contracts as per IRNA plan, additional deals are being made between locals of the AFM and stations... New Orleans and a few other spots have some difficulties, with the southern city having two network outlets under threat of a strike... this was averted through the offices of Pres. Weber of the AFM and another effort will be made to solve the question of the closed or open shop... CBS diverted commercial time to educational features, following a meeting of the newly created Adult Education Board... WOR will go in for experimentation with ultra high frequencies... William Roux, formerly with the NBC sales promotion department, joined Hearst Radio Inc. as promotion manager... Revised NAB proposals have been submitted by the reorganization committee, voting upon it to take place at the annual meeting next month in Washington... Texas Broadcasters Ass'n endorsed the proposals in principle at a meeting in Dallas... also, all Texas stations were urged to attend the NAB convention and take an active interest in the reorganization plans... FCC denied petition of Capper Publications to transfer control of KCKN without the usual hearing... Revised baseball schedule

A. T. & T. Test Series On WMAS, Springfield

(Continued from Page 1) are announcements— one 50 words, the other 100 words—and the third program is a five-minute "true life drama" featuring long distance telephoning. Commercial copy is held to a minimum in the skit, being mostly a suggestion on telephoning long distance, and noting the difference in night rates. Programs are under the direction of F. Turner Cooke, station's program director, and are made up of local live talent.

CBC Financial Surplus Montreal—Canadian Broadcasting Corp. will show a financial surplus for the past year, according to Transport Minister C. H. Howe. He said there would be a surplus on both revenue and capital accounts.

Dewey Long in New Post Dewey H. Long, formerly sales manager of WBT, Charlotte, has been appointed Radio Sales representative in Birmingham, a newly established office in the Protective Life Bldg.

2 NBC Shows for WCKY Cincinnati—Two more NBC-Red network shows, "Lorenzo Jones" and "Waltz Time," both for Sterling Products, join the WCKY schedule Feb. 14 and 18, respectively.

for Chicago stations and other rules and regulation changes were adopted by the five outlets which have concluded contracts with the American League... CIO in Philly threatens a boycott on General Foods if Boake Carter is sponsored by that Corp.

Networks, et al, are making a survey of actor conditions in order to better talk things over with the AFRA... the two major companies have committees, as well as the AAAA for the advertising agencies... AFRA expects to get down to business soon, most of the talks to date having been preliminary conferences... Zenith Radio plans a big advertising campaign in connection with a new gadget to be marketed shortly... FCC Chairman McNinch announced that a new policy would seek to curb "monopoly" in the industry and in the future, the Commission would refuse to grant additional permits to those already operating a station in the same city... AAAA annual meet will be held April 20-23 in White Sulphur Springs... Rockwell-O'Keefe booking agency and Consolidated Radio Artists (holding all NBC band contracts) formed a pool on the coast with the former to represent the latter in the territory... six northwest stations form an organization... Canada considers raising the receiving set license fee to obtain an additional million dollars in revenue...

FCC Hearing Ordered On WLW Power Renewal

(Continued from Page 1) Frank R. McNinch gave Payne authority to order hearing without approval of fellow Commissioners. Under this rule, Payne has jurisdiction over all experimental stations.

Philip Morris to Renew Philip Morris, through The Biow Co., on Feb. 12 will renew its CBS show on more than 50 stations from coast-to-coast for another 52-week run. Program, "Johnny Presents" is heard on Saturdays, 8:30-9 p.m.

New WHK-WCLE News Editor Cleveland—Lewis Sisk has been named news editor of WHK-WCLE, succeeding Milton Hill, former news editor and publicity assistant, who has gone to Florida.

King Again Directs Playhouse Jean Paul King will again direct the Provincetown Playhouse, Provincetown, Mass., this summer. It will be his second season.

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

COMING and GOING

G. W. GRIGNON, manager of WISN, Milwaukee, and D. A. WELLER, chief engineer, went to Washington last week for a hearing relative to the station. ANDREWS SISTERS return to New York this week from Chicago, where they have been singing on the Wrigley show, to do a program of their own. E. H. SCOTT, Chicago deluxe radio manufacturer, to New York this week on business. LAWSON ZERBE, radio actor who appears on many shows, to Syracuse University on Saturday to address the Radio Script writing class. GENERAL HUGH S. JOHNSON will broadcast tomorrow from Chicago, with Wednesday's show coming from his Washington, D. C., studios. IRENE WICKER, the Singing Lady, will do her Wednesday show from Rochester in connection with three important Rochester events. WHAM is dedicating its new tower, celebrating its 10th anniversary, and the city is celebrating Youth Week. BERT LAWSON, CBS staff photographer, is in Lake Placid today for pictures of Kate Smith and Ted Collins skiing around the winter playground. PAUL KENNEDY, radio editor of the Cincinnati Post, is in Hollywood for look-around. MRS. JOSEF PASTERNAK, wife of the musical director of Vick's "Open House," has returned to New York from the coast, where she spent a month with her husband. HARRY MAIZLISH, manager of KFWB, Hollywood, left New York last Saturday on his return west, with a Chicago stopover. MARTIN BLOCK of WNEF flew to Miami yesterday for a week's fishing. BILL PERRY, WOR announcer is on his way to California, where he will handle the Eddy Duchin-Elizabeth Arden program for a couple of months. STUART F. DOYLE, Australian radio man, is coast-bound to confer with Herbert Ebenstein, head of Atlas Radio, on their five-year deal.

Howard Marshall on NBC Howard Marshall, BBC commentator, returns to the NBC air-planes in a new series titled "They're Saying in England" starting Jan. 28 at 9:15-9:30 p.m. over NBC-Blue. Programs will come from England.

FCC ACTIVITIES KPOF, Denver. Mod. of license to increase power to 1 KW. Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime. KXA, Seattle. CP to increase power to 1 KW. 760 kc., limited. APPLICATION DENIED Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.

Radio Scoop DAREDEVILS OF HOLLYWOOD Daredevils of Hollywood is a new, copyrighted, transcribed radio feature. It offers 26 quarter-hours, packed with thrilling experiences of Hollywood movie-stunt men. Ideal for weekly broadcast. Write now for full information. RADIO PROGRAMS DIVISION Walter Biddick Co. 1151 S. Broadway Los Angeles

FCC ECONOMIC REPORT OFFERS COOPERATION

(Continued from Page 1)

the Commission. Treating on the American system of broadcasting, the report states that there has been found no reason for changing the doctrine of fair competition, both local and national, among individuals as well as among organizations.

"In view of the natural technical limitations in the total radio facilities," the report states, "which can be made available to any community or to the nation as a whole, a faithful adherence to the American system requires the voluntary refraining by licensees, or groups of them, from using their own broadcasting facilities to engage personally in editorial discussions of public questions to their own advantage or solely in accord with their own doctrines or personal beliefs.

"One of the greatest advantages of the American system of broadcasting is that it is sufficiently flexible to be capable of improvement, and it is undoubtedly true that in any such new art as radio broadcasting, progress can be made and improvements should continue. However, in accomplishing improvements it should be remembered that the existing radio broadcast system is the product of a new art which like other new industries, has developed in advance of complete understanding of its social significance."

Foreshadowing possible future regulations, the report states that in effecting a preservation of the existing American system of broadcasting it may be necessary to establish standards of public service and to take such steps as are necessary to insure their being complied with. It may be necessary to provide for the rendering of specific services.

"The Engineering Department feels that the Commission should assume leadership and cooperate with the industry in interpreting social and economic trends in order that an effective betterment in public service can be accomplished," it was stated.

On the matter of newspaper ownership of radio broadcasting stations, the report states that the "extras" of former days have almost disappeared, that broadcast stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are important customers of news services.

The report points out that it is within the realm of possibility that through the development of facsimile, the newspaper of the future will be transmitted by radio into the home.

Regarding past charges of monopoly

NEW PROGRAMS—IDEAS

Program for Shut-ins

WFTC, Kinston, N. C., has inaugurated a new series logged as "The Sunshine Club for Shut-ins." Frank Harden, chief announcer, is in charge, and show features reading of poems with background music by Rainbow Trio and Standard Mixed Choir. Poetic preferences of listeners are aired, with audience asked to send copies of their favorites for reading. Station, in turn, mails out copies of programs heard on previous programs, if requested. Emcee has certain dates for visiting shut-ins. Show is aired thrice-weekly.

Peco Gleason at WRTD As Chief of Production

(Continued from Page 1)

commentator for NBC and CBS, has joined WRTD as program and production manager. As announcer and rescue worker for WBIG in the 1936 tornado, Gleason was cited for carrying out an assignment that kept him awake continuously for 64 hours.

in the industry Commissioner Craven states that the record of the Oct. 5 hearings does not reveal any conclusive evidence that any control of patents has been exercised to limit competition in broadcasting. Nor is the Engineering Department aware that any broadcast licensee has been finally adjudged guilty of any act which would disqualify it from holding such license under the terms of the Communications Act of 1934.

Newspapers, it was pointed out, own 28 per cent of the total stations licensed, and own 26.67 per cent of the clear channel and high power regional station facilities. Eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplement their older facilities with the newer invention of radio.

The report recommends the adoption of a form of financial report which will insure a proper study of the broadcasting profits situation. There is no basis for the fear that such comprehensive financial reports, if required by the Commission, would be necessarily a step in the direction of new rate regulations.

An important section of the report is devoted to a study of ways of securing better information and a better system with relative ease on the social and economic aspects of radio broadcasting.

Among the recommendations made is the revision of existing forms for renewal of licenses to secure better factual data with reference to revenue, expenses and programs. The Engineering Department has prepared tentative suggestions as to the new forms. Station log forms should be revised to secure better factual data with reference to the character of programs and their sponsorship.

"Boos and Bouquets"

Sometimes listeners like you. Sometimes they don't. But whatever is, everyone hears their opinions in a new program over KGV, Missoula, Montana. Show is set in the court of the slightly deaf — and awfully dumb—, with one Judge Teeters presiding. Anne Dunne presents the case of the listeners, while Verne Sawyer plays chief mediator. Announcer Bob Young is the court crier. Both boos and bouquets are aired, as revealed in the fan mail.

Detroit's "WJR Presents" Is Now Being Fed to CBS

Detroit—"WJR Presents", long a favorite late night show on the Detroit station, has gone network and shifted to 2:30 Saturday afternoon. Program personnel consists of augmented studio orchestra under Samuel Benavie, a mixed chorus directed by Don Large, Helen Hadley, soprano, the Bavarians, male chorus, and the Three Aces. The announcer comes in only at start, middle and close of show. CBS carries over entire chain.

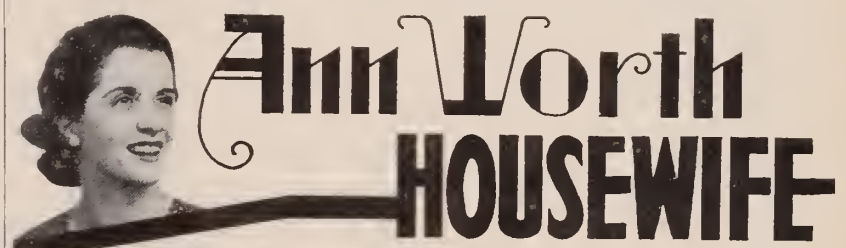
SPONSORING EDUCATION ADVOCATED BY WITMER

West Coast Bureau, RADIO DAILY

Los Angeles—Many so-called educational programs now aired on a sustaining basis might profitably be sponsored on a commercial basis, with tremendous attendant good-will accruing to the advertiser, in the opinion of Roy C. Witmer, NBC vice-president in charge of sales, here on a brief survey of Hollywood activities affecting his department. Such a policy, said Witmer, would permit networks to continue their policy of providing good educational features and the growth of the broadcasting industry on the present American plan of combining education with entertainment.

Witmer declared the seasonal bugaboo in time sales has been largely forgotten by national advertisers, who are more inclined to stay on the air throughout the year instead of taking chances on again grabbing preferred time following a lay-off. He also said that radio now gets 10 per cent of every dollar spent for advertising in all media.

From here, Witmer goes to San Francisco, accompanied by Syd Dixon, coast sales head, before returning to New York.



Four Thousand Eight Hundred Sixty - Six Women Say OK

CHIEF OF WXYZ SAID, "TEST THIS PROGRAM, AND DON'T PULL PUNCHES"

—WXYZ—
MICHIGAN
RADIO
NETWORK

And what a test. Right at the height of Holiday turmoil, November 11th to December 11th, (1937), when women are really busy. Broadcasting time purposely moved from mornings to 1:45 to 2 P.M., Monday through Friday, and no "ballyhoo." BUT, we did have an attractive free offer to entice mail response.

When the Chief said, "don't pull punches" he meant, test the program the hard way, and report the findings as is.

The entire case history is available to any agency or sponsor desiring a really powerful commercial program.

WRITE FOR THE FACTS. ANN WORTH,
HOUSEWIFE IS READY FOR SPONSORSHIP NOW.

KING-TRENDELE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., Representative

More Power for Your Job!

WABY NEW EQUIPMENT... NEW PUNCH!

ALBANY, N.Y.

GUEST-ING

EFFIE SHANNON, ROBERT WEEDE, VIRGIL BINGHAM and AL PORIS, blind piano team, and LOUISE FLOREA and JIMMY BLAIR, on "Hammerstein Music Hall," Jan. 28 (CBS, 8 p.m.).

MILTON BERLE, KENNY BAKER, VICTOR MOORE and ANN MILLER, in "Radio City Revels," on "Hollywood Hotel," Jan. 28 (CBS, 9 p.m.).

NADINE CONNER, on Coca Cola "Song Shop," Jan. 28 (CBS, 10 p.m.).

JOHN CHAMBERLAIN, critic, on "Book-of-the-Month Club Concert," today (WQXR, 10 p.m.). CARL CARMER, author, same program, tomorrow; HARRY HANSEN, critic, Jan. 26.

COL. STOOPNAGLE, on "Cheer Up America," Jan. 26 (NBC-Red, 7:45 p.m.).

HELEN KING, on "Hobby Lobby," Jan. 26 (CBS, 7:15 p.m.; WOR, 10:30 p.m.).

LOIS WILSON and CLARENCE MUSE, on "Thirty Minutes in Hollywood," Sunday (MBS, 6:30 p.m.).

LOU GEHRIG, ROBERT YOUNG and FLORENCE RICE, on "Good News of 1938," Jan. 27 (NBC-Red, 9 p.m.).

KATE SMITH, on "We, the People," Jan. 27 (CBS, 7:30 p.m.).

BENNY GOODMAN QUARTET, on "Saturday Swing Club," Jan. 29 (CBS, 7 p.m.).

MARGARET BOURKE-WHITE, on "By Popular Demand," Jan. 29 (CBS, 9:30 p.m.).

EVELYN HERBERT, on "Hit Parade," Jan. 29 (CBS, 10 p.m.).

MARY ASTOR and RICHARD ARLEN, on "Your Hollywood Parade," Jan. 26 (NBC-Red, 10 p.m.).

JOHN L. HORGAN, hotel manager, on Dale Carnegie program, Jan. 25 (NBC-Red, 10:45 p.m.).

Sings on 5 Stations in Week

Bob Murray, vocalist, was heard in programs over five stations last week. He appeared on WABC, WHN, WOR, WNEW and WMCA. Murray sang over three different stations Thursday — with "The Instrumentalists," WABC; "To the Ladies," WHN, and with Merle Pitt's orchestra on WNEW.

LISTEN TONITE TO DORIS RHODES

6:45 P. M. WABC-CBS Network

MANAGEMENT COLUMBIA ARTISTS, INC.



PETTY CASH VOUCHER

Week ending Jan. 21.

● ● ● Saturday... Learn that a contemporary, Edgar Thompson, radio editor of the Milwaukee Journal and exponent of WTMJ's "Behind the Mike," which brings name actors as guests from Chi, has been given the Catholic Action Award by the St. Rose Newman Club.

● ● ● Sunday... To Carnegie Hall for the Benny Goodman concert and find the place being picketed. Inside we spot Jay Freeman looking for his seat, Jack Miller sitting with songpluggers, Eddy Duchin swaying to swing, Mr. and Mrs. Jack Robbins entertaining Howard Phillips, Buddy Green and Willie Horowitz. In the next box is Henry Fonda and his wife doing a bit of "shagging" while Richard Rodgers stops in amazement... Later at the Essex House "informal" opening for Rudy Friml Jr. we meet for the first time the Julian T. Abeles—with Mrs. Abeles dubbing her husband "the singing attorney"... Past 3 a.m. we drop into Leon & Eddie's and encounter Eddie Garr, Joe Lewis, Monie Hellinger and Sidney Piermont, who tells us that Nick Kenny is booked into the Loew's State... A look-in at the Famous Door brings to our eyes Morton Downey with some music men.

● ● ● Monday... Hear that Rev. R. J. Barber, who conducts a show over WBTM in Danville, Va., and who likes to be called "The County Parson," became "The Marrying Parson" when a young couple entered the studios prior to his daily show and expressed a desire to be wed right away—which was done just a few minutes before his broadcast.

● ● ● Tuesday... The snow and rain prompted us to go out and purchase our first pair of rubbers—only to leave the store and find that the streets have dried up considerably... Ralph Wonders informs us of his plans to leave Rockwell-O'Keefe and taking Mickey Aldrich and Betty Finley along... Roy Wilson refuses to comment on Tommy Riggs' picture deal.

● ● ● Wednesday... A crowd in the Tavern for the cocktail hour includes Ted Husing, Betty Lawford, Judy Starr, Teddy Powell, J. C. Flippen, and Bill Corum, who is to be feted by the Friar's Club (tonite) at the Astor—which will bring out every one in town... Louis Sobol enters with his wife for dinner... Because we were conspicuous by our absence from the Casa Manana opening the nite before, we drop backstage to say hello to Wini Shaw and Oscar Shaw... To the Essex House's FORMAL opening we spot Ralph Wonders, Henry Spitzer, all the music boys, and some one starts the game of "I wonder whatever became of—." Some one substitutes the name of "Whatever became of the Phantom Troubador?"—and everybody wonders... Another visit to the Famous Door—this time for a novel reason—an opening of a new song by Louis Prima which is an event. It's Teddy Powell's new ballad, "Bewildered," introduced a week ago by Tommy Dorsey... City Editor George Clark of the Mirror is there with Jessie Briegan, who is in charge of the President's Birthday Ball in N. Y.

● ● ● Thursday... Duke Ellington is now making arrangements for a concert at Carnegie Hall. Wonder what Brahms, Bach and Beethoven would say if they could only talk today?... Over at the Kate Smith rehearsal we learn that Tom Lewis of Young & Rubicam wrote the Richard Barthelmess and Francis Lederer scripts.

● ● ● Friday... We spot Richard Himer leaving town with his suitcase which bears the initials "R. H." but no "MR."... Understand that Dewey Bergman is being made to wave a baton for R-O-K.

TOTAL EXPENSE: 98 cents, including sales tax for rubbers!
AUDITOR'S REMARKS: Request denied... Why buy rubbers when you're going south next week!

AGENCIES

NEWTON R. BARRETT, executive director of the radio department at Reiss Advertising Inc., is handling script and show on the new Sunday Italian variety show which Reiss is producing over WOV for California Grape Wine Products and J. J. Kurts & Sons Furniture Stores. Program started yesterday, at 4:30-5:30 p.m., with Jack LaRue as guest star. Giulio Occhiboi directs the orchestra, with Charles Motta as emcee, Claudio Friggerio, baritone, and Lycia Orsini, lyric soprano, also in the talent lineup.

GEORGE TORMEY, radio department executive of Blackett-Sample-Hummert in New York, has been elected a vice-president of the firm. Tormey was at one time with Lord & Thomas.

WHAS Tribute Today

A tribute to radio's part in alleviating the suffering caused by the great Louisville floods a year ago will be broadcast over CBS and NBC today at 12 noon with Admiral Cary T. Grayson and Frank R. McNinch among the participants. A portion of the program will originate in station WHAS, Columbia's outlet in Louisville, which played such a vital part in keeping the stricken city in communication with the outside world when the flood waters raged through its streets a year ago. Barry Bingham, owner of WHAS, will speak briefly. The musical portions of the broadcast will also originate at WHAS. Dr. Grayson and McNinch will speak from Washington.

Newart Renews Sullivan

Chicago—John L. Sullivan's recent description of the Transcontinental Roller Derby twice nightly over WIND was such a good job that Newart Co., sponsors, signed him for the next Derby in April.

Newart also has renewed Sullivan in his WAAF series, "Deserving of Credit," wherein Sullivan brings worthy persons to the mike. Malcolm-Howard is the agency.

"Gang Busters" in Book Form

"Gang Busters," the Phillips H. Lord radio production, will shortly appear in a series of books published by Whitman Publishing Co. Deal was set by Bernard Schubert of the Lord office.

"Time" Advances Time

"March of Time" program on NBC-Blue, now heard at 8:30 p.m. Thursdays, is moving up a half hour to 8 p.m. starting Jan. 27.

TRY RADIADS

THE BETTER COMMERCIAL ANNOUNCEMENT SERVICE

WRITE FOR SAMPLE RADIAD SERVICE

6149 KENWOOD AVE. CHICAGO, ILL.

PROGRAM REVIEWS

"Music for Fun"

New CBS series, Fridays at 6-6:30 p.m., is part of the network's group of children's program. With Howard Barlow conducting the Columbia Concert Orchestra, this "Music for Fun" program brings to the mike each week a different juvenile guest who is interviewed and told musical stories by the emcee, William Speer, interpolated with playing of the numbers. Works of noted composers thus are made both fascinating and palatable for the young mind. It is a fine way of combining fun with education.

Others in this group of children's programs are the "Dear Teacher" question-and-answer games conducted by Madeline Gray, now heard Mondays and Wednesdays at 6-6:15 p.m., and Nila Mack's "Let's Pretend," dramatized fairy tales, which recently switched to Tuesdays and Thursdays at 6-6:30 p.m. Both continue to be excellent presentations of their kind, serving a good dual purpose.

Kate Smith Hour

With a skit that was nicely fitted to his talents, Francis Lederer, the stage and screen star of Czech origin, provided some very pleasurable moments on the Kate Smith hour over CBS last Thursday night. He appeared in the role of a gardener devoted to a little crippled girl, whose faith in him, when wrongly accused of stealing a woman's bracelet, brought about his release and a romance with the owner of the bracelet. Lederer has charm on the air as well as on stage and screen. The important part of the crippled girl was beautifully handled by Estelle Levy, an unusually gifted little actress. Margaret Bourke-White, photographer, was another guest of the program and delivered a highly interesting interview. Rest of the show okay as usual.

"Book-of-Month Club"

Last Thursday night's program of the Book-of-the-Month Club concert, heard seven days weekly on WQXR, had the personal appearance of the Perole String Quartet, popular concert group that has seldom been heard on the air. For the audience of select tastes to which the station caters, this is choice musical fare. Incidentally, the idea of a musical program of this type as an advertising vehicle for a book sponsor ought to be a pretty good bet, since listening to good music and reading a good book is already a very popular combination pastime. The prominent authors and critics who appear as

NEW BUSINESS

WGN, Chicago: Richman Bros. Clothes, time signals, through McCann-Erickson; United Drug, "Rexall Coast-to-Coast Frolic," five special ETs, through Street & Finney.

WHN, New York: United Drug, "Rexall Frolic."

WPTF, Raleigh, N. C.: Household Magazine, recipe contest, three five-minute programs weekly, two weeks; Zanol, Albert Mills; Pet Milk, "The Milky Way"; United Drug, "Rexall Frolic."

WBT, Charlotte: Olson Rug Co., on "Musical Clock," thrice weekly.

WTMJ, Milwaukee: Bulova Watch, station breaks, through Biow Co., N. Y.; Procter & Gamble (Dreft), "Kitty Keene," ETs, through Blackett-Sample-Hummert, Chicago; United Drug, "Rexall Frolic"; Penn Tobacco, "Rhythm Rascals," through Ruthrauff & Ryan, N. Y.

California Radio System: Lady Alycia Cosmetics and Hollywood Health Magazine, three morning shows weekly from KYA studios in Oakland, through Frank E. Cox agency, Oakland; Kruchen Salts, "Dr. Friendly," five weekly for year, through Stack-Goble, N. Y.; Progressive Optical Co. of Calif., Sunday afternoon series from KYA, S.F., through Allied Advertising Agencies, S.F.; Voters Council of Calif., 52 weeks, through Frank E. Cox agency.

KSFO, San Francisco: Crowell Pub. Co., Woman's Home Companion, "Jean Abbey," through Geyer, Cornell & Newell; Procter & Gamble (Dash), through Pedlar & Ryan; Phillips Milk of Magnesia, "Stella Dallas," through Blackett-Sample-Hummert; Progressive Optical System, through Allied Adv.

WQAM, Miami: Wesson Oil & Snowdrift Sales Co., time signals.

NBC Daytime Revenue Up 34 Per Cent in '37

(Continued from Page 1)

nine new daytime accounts on the NBC webs during 1937. As of Jan. 14, 1938, 23 national advertisers had 56½ hours of daytime hours under contract.

Operas on WNYC

WNYC is going in strong for airing of recorded operas. "Iolanthe" will be aired Jan. 27 at 2 p.m., Act II of "Die Walkure" on Jan. 30 at 10:15 p.m., "Pagliacci," Feb. 1 at 2 p.m., "The Mikado" on Feb. 3 at 3 p.m. and "Otello" on Feb. 5 at 1:30 p.m.

guests on these programs also are an interesting bunch.

Briefly

Molly Picon displayed a wide range of talent in her diversified entertainment over WMCA last Friday night for Maxwell House Coffee. Highlight was Miss Picon's skit, "I Give You My Life," in a Topsy vein. Program as a whole is the type of human, disarming entertainment that undoubtedly satisfies its Jewish-American field.

James Roosevelt is another member of the F.D.R. family who has decided talents as a commentator. He demonstrated it last Thursday night on "America's Town Meeting of the Air" over NBC-Blue.

Those Cities Service concerts, Fridays on NBC-Red, roll merrily along as an always satisfying musical program of the better yet popular type. Lucille Manners, soprano; Robert Simmons, tenor, and the Revelers quartet, with Rosario Bourdon as conductor have been doing some excellent service for Cities.

John Barrymore, making a couple of guest appearances the past week, made a lot of listeners wish he'd get back on the air regularly. He made a grand emcee on Friday's "Hollywood Hotel" over CBS.

Sales Directors to Meet Next Saturday in Albany

(Continued from Page 1)

Ten Eyck, Albany, it is announced by Charles F. Phillips, commercial manager of WFBL, and division chairman of the second district of the national organization.

An open-discussion docket will be maintained, with no long-winded formal speeches. Transcriptions, compensation of salesmen, division of commissions between national reps and local time sellers, and other problems will be taken up. Also formation of mutual plans for utmost profitable utilization of the local musicians situation. William T. Lane, former radio commercial manager and now head of a Syracuse advertising agency, will be among the discussion leaders.

Parley is open to all station officials interested in sales.

Sponsors Renew KCKN Quiz

Kansas City, Kan.—KCKN's "Quizzer Court," sponsored by seven firms, has proven so popular and effective that six of the companies renewed for another 13 weeks. The seventh was a seasonal business. A new firm quickly picked up the open position.

Syndicating Comedy Spots

Syndication of comedy spots for local variety shows will be started shortly by Universal Radio Programs Inc. Firm has acquired a large gag and situation library and plans to release three spots for emcee and announcer and three comedy blackouts weekly, according to L. N. Marks, v.p.

Kyser's "Kollege" Mail

Chicago—Kay Kyser's "Kollege of Musical Knowledge," which has been bought by American Tobacco Co. to start Feb. 1 on Mutual, has been drawing 7,500 letters weekly. Show, aired Monday nights from Blackhawk Restaurant, will be renamed and broadcast from WGN studio before audience at 8-8:45 p.m. EST.

ORCHESTRAS
MUSIC

CAB CALLOWAY and his orchestra conclude their engagement at the Cotton Club in New York on or about March 9 and will follow Benny Goodman and his band at the New York Paramount Theater for two or possibly three weeks. Then his hide-highness of ho-de-ho will commence an extended theater tour.

Duke Ellington is writing the score for the next floor show at the Cotton Club in New York. The Duke and his orchestra will be featured in the new revue, which will have its premiere on or about March 11. Irving Mills and Irving Gordon are collaborating with Ellington on the book and score. Ellington also is assembling material for his concert in Carnegie Hall later in the Spring, and probably will augment his famous orchestra with a huge vocal choir.

Irving Mills will return to the Pacific coast in about three weeks to establish his new Hollywood office.

The Hudson - DeLange orchestra will spend the month of February in the New England states, playing one-nighters for Charlie Shribman.

Sid Phillips of London, arranger for Ambrose, is in New York and has signed contracts with Irving Mills.

"Square Dance for Egyptian Mummies" is the title of the latest opus from the pen of Raymond Scott, whose quintet continues to amaze Hollywood.

Harry Moss, manager of the new dance band service department for Mills, for seven years edited and published a magazine called Dance Review.

Lee Grant and his orchestra, who are heard daily on WMCA's "Grandstand and Bandstand" commercial, have been given two additional programs on that station by the same sponsor. Both programs are heard on Sunday; "Music As You Like It" at 1:30-2 p.m. and "Music In The Grant Style," 6-6:30 p.m.

Zinn Arthur and his orchestra have been signed to appear in a musical short to be produced by Warner Bros. Arthur and orchestra are currently appearing at Roseland.

Six-piece orchestra has been engaged by WOWO-WGL, Fort Wayne, comprised of Jeanne Brown, director, piano and accordion; Karl Conners, violin; Wade Verwiere, cello; Dick Galbreath, guitar, Tom Longworth, bass viol, and Norman Carroll, piano.

NAT BRUSILOFF

MUSICAL DIRECTOR

New York's Own Station

WMCA

"AT THE TOP OF THE DIAL"

1697 BROADWAY CI 6-2200

WALT FRAMER

Freelance originator of

RADIO SWAPS HEARD DAILY
OVER WWSW

Pittsburgh, Pa.



CHARLES NORMAN and Joseph Kay of NBC's engineering staff in New York, have been transferred to Hollywood, along with Marvyn Adams, from San Francisco, making a total of 21 engineers functioning at NBC locally.

"Men In The News" will be a regular Friday feature over KFVB at 8 p.m., replacing "Sports Slants." Bruce Jordan will be commentator on the new program.

Everett L. Jones, opera and concert publicist, has joined Hal Rorke's publicity crew at CBS, coincident with the added duties of the office in handling publicity of artists represented by Columbia Management, Inc., the CBS booking subsidiary under direction of Art Rush.

A. C. Lyle, Jr. is a new 19-year-old commentator on KEHE's "Young Hollywood" program, Saturday mornings at 11:15.

WCBS, Springfield, Ill.

Program department under John J. Corrigan has started four new ET shows—"House of Peter McGregor," "Eb and Zeb," "The Cub Reporter" and "Stars Over Hollywood" with Lila Lee.

H. L. Dewing, president, is elated over the signing of six new accounts last week.

"Meet Myrene," new women's program, is catching on fast and big. Studio audiences, as well as listeners, are taking to auburn-haired Myrene.

Station has almost sold out its night time. Only about an hour and a quarter is available for the next year.

Announcer John Connelly is now handling all basketball broadcasts.

"Stooge" Blanchard is making a lot of new friends as the "Tavern Reporter," dance remotes, each night at 11-11:30.

WPTF, Raleigh, N. C.

Donald Ebaugh is director of the newly established studio orchestra, using staff musicians as the basic unit.

B.C. Remedy Co. and Stanback Co., both making headache powders, have renewed for a year.

BIRTHDAYS													
SUN	MON	TUE	WED	THU	FRI	SAT							
4	5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30	31

Greetings from Radio Daily

January 24

Alwyn Bach Oscar Bradley
George Marshall Durante
Leo Fitzpatrick Anne Jamison
Milton Kaye Nick Toce
Jay Wesley

☆ PROMOTION ☆

Triple-Show Campaign

The merchandising department of WMT, Cedar Rapids, Ia., went to town in no small way in promoting the three new Quaker Oats programs, "Dick Tracy," "Margot of Castlewood" and "Aunt Jemima," now being aired five days a week. Cedar Rapids is the home town of Quaker Oats with 1,200 families dependent on the organization to butter their bread.

The station's campaign was under the supervision of Leo F. Cole, merchandising manager, and Ray Cox, who used direct mail, newspaper, radio spots, movie trailers, etc., to advertise the three new shows. Campaign was opened with a letter to every merchant in the station's territory, calling their attention to the programs which were soon to begin over WMT advertising products carried by them. The letter urged dealers to put in window displays of Quaker Oats products, call customers' attention to the forthcoming broad-

casts, and to do everything in their power to build the largest possible listening audience for the initial broadcasts. The letter further pointed out that increased sales were in store for them if they cooperated in merchandising the programs and products.

Promotion announcements were scheduled to run two weeks before the first program. A Cedar Rapids paper carried a complete story on the "Dick Tracy" program in addition to small paid ads reminding listeners to hear the three new programs over a major network and sponsored by a local firm. Mary Little, radio editor of the Des Moines Register & Tribune, devoted the greater portion of her three-column space in plugging the new programs on three consecutive days.

Entire campaign has been regarded as one of the most highly successful enterprises undertaken in this territory.

Soo Listeners Squawking For Coverage from CBC

Sault Ste. Marie, Ont.—With Canadian Broadcasting Corp.'s 50,000-watt transmitter now on the air for several weeks, and still no CBC coverage of the area in the offing, radio listeners here are raising a lusty shout to bring the government sponsored programs within hearing distance. Led by the radio dealers of the area, formation of a Radio Listeners League is in the offing. Meantime a strong petition is being circulated which will be forwarded this week to the Canadian broadcasting commission. Numerous letters are being showered on Harry Hamilton, M.P., to bolster the case and to urge him to use his influence with CBC.

Except in rare instances, no day radio is available in Sault Ste. Marie area except from the local station, CJIC. In the evening some American stations can be heard, and in very few cases the new CBL station, Toronto, comes in. The situation is very irking to Sault listeners, who contribute many thousand dollars annually to the commission.

WBBM Aviation Broadcasts

Chicago — Aviation's spectacular growth to a major industry is being portrayed in three special WBBM broadcasts dedicated to Chicago's International Air Show, which opens Jan. 28 at the International Amphitheater.

Boake Carter to Speak

Boake Carter, Philco - CBS commentator, goes to Washington for a talk tomorrow night at Constitution Hall under auspices of the Washington Forum on the subject of "Editorializing the News."

WDBO Staff Changes, Promotions and Additions

Following changes, promotions and additions to WDBO staff are announced by Harold P. Danforth, manager:

Charles Batchelder, announcer, promoted to producer; James H. Knox, formerly of WTOG, Savannah, relieves Roger Brown as manager of the extension studio in De Land; B. Geneva Burnett of Bristol, Tenn., joins as continuity writer; Ken Randolph formerly of WMBR, Jacksonville, returns as advertising solicitor; Walter Kimble appointed musical director and organist, heading a new staff orchestra composed of Ruth Bogenrief and Howard Kamper, violins, Catherine Courtney, cello, A. G. Dietrich, bass, Annie Laurie King, piano.

Ad Lib Taboo at WLBC

Muncie, Ind.—Ad Lib is now taboo at WLBC. New program policy has been inaugurated by Donald Burton, owner. All programs whether sustaining or commercial are now full fledged productions with continuity furnished for each. All programs and music are carefully checked before going on the air and with the exception of two remotes of the question and answer variety, station now has new policy in full force.

George Griffin Signed

George Griffin will be featured in a series for Harvey-Whipple (Mastercraft oil burner) on WJZ starting March 22 at 7:45-8 p.m. Willard G. Myers is the agency.

"Crime Club" Books for Radio

Bernard Schubert, in association with Carrol Case of General Film Co., is offering the radio rights to "Crime Club" book series published by Doubleday, Doran Inc.



AL HOLLENDER, WJJD and A WIND publicist is prolonging his Texas vacation and going on down into Mexico for a few days.

Tenor Driskill Wolfe of WAAF is back at work after a vacation in Miami.

M. E. Dietetic Laboratories (Soft Kurd Milk) is sponsoring six newscasts a day on WCFL through Reincke, Ellis, Younggreen & Finn agency.

John Bay of NBC staff got his hands caught in mimeograph machine gears and has been laid up at home recovering.

Sydney Strotz, NBC program and artists service manager, is back at desk after several days illness.

John Baker, NBC tenor, has been made a member of the Burlington (Wis.) Liars Club.

Marge Kerr, vice president of Tom Fizzle Inc., in charge of local office, is in the hospital again. She recently got out following an appendicitis operation.

Harry Mason Smith of Radio Sales is vacationing in Miami.

W. H. Stein, vice president of MCA, plans to vacation in Havana and Jamaica starting around Feb. 1.

Ralph Atlans returned from business trip to New York.

Charles Barney Cory, handling publicity for McCann-Erickson, has a new Leica and is stalking celebrities.

Howard Mayer, radio publicist, and wife are back from a month's tour of Mexico and Caribbean cruise.

WJSV, Washington

Elinor Lee, home economist, who conducts the "Aladdin's Kitchen" programs, returns today from Mansfield, O., where she attended meetings of National Conference of Home Economists.

Larry Elliott, who pinch hit for Elinor Lee last week, brought to the mike the "Seven Dwarfs," mighty midgets who are touring the country in connection with Walt Disney's cartoon film, "Snow White and the Seven Dwarfs."

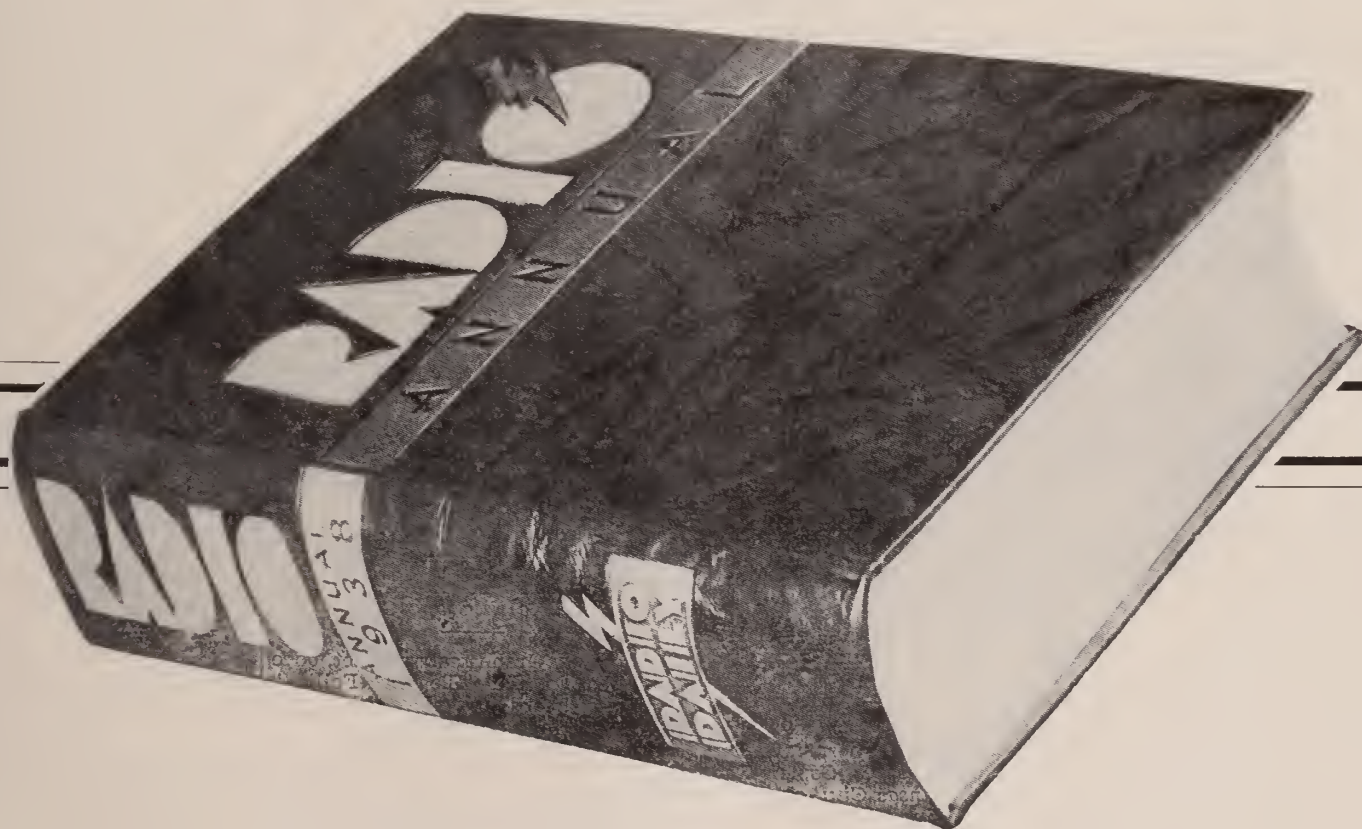
Arch McDonald, sports announcer and baseball broadcaster extraordinary, has been acclaimed by Clark Griffith, prexy of the Washington Senators, as the "world's champion eater."

Margaret Richardson, secretary to Arthur Godfrey, is back from a visit to her mother in Raleigh, N. C.

WANTED: A RADIO STATION

Station manager now with major network affiliate wants a station that needs a real live-wire manager whose 7½ years of radio experience qualify him to handle the toughest job it has.
Write Box A-124, RADIO DAILY,
1501 Broadway New York City

**This is the Book that will soon be
on the desks of
RADIO EXECUTIVES EVERYWHERE
and stay there
EVERY DAY THROUGHOUT 1938**



COVERING RADIO COMPLETELY

a full year in the making — 1000 pages — Stations — Networks — Sponsors — Programs — Statistics — Television — Technical — Educational — Literary — Cultural — Foreign — Agents — Talent — Representatives — 1001 other things

NOW GOING TO PRESS — READY NEXT MONTH

.. distributed complimentary to Radio Daily Subscribers as part of Radio Daily Service.

Copyright Fees Reflect Higher Canadian Activity

(Continued from Page 1)

tions to a total of \$83,081, as compared with a total of \$70,000 in 1937. Increase is not due to any boost in fees but to the fact that there are now more stations than a year ago. Montreal has five stations instead of four; Regina has two instead of one; Vancouver has eight instead of six, and in Manitoba an additional station has been established in the town of Flin Flon, where International Nickel mines are located.

The appeal board's report also reveals the number of radio receiving sets in the Dominion now totals 1,037,201, an increase of 196,577 over 1937.

The report shows that Ontario, with 424,137 sets, has approximately 41 per cent of all the receiving sets in the Dominion. Quebec with 240,102 sets is second. Sets allocated to the seven other provinces for 1938 are given as follows: Nova Scotia, 40,938; New Brunswick, 27,254; Prince Edward Island, 3,282; Manitoba, 69,861; Alberta, 72,458; Saskatchewan, 68,193; British Columbia, 91,976.

CANADA

Betty and Frank return to the air today over CKY, Winnipeg, Mondays at 7:15 p.m.

Howard Bedford's "Clippings," poetry and philosophy program on CKNX, Wingham, Ont., is being extended to four times weekly in a new morning spot. Show is in its fourth year.

CKNX plans to open a branch office for nearby towns of Walkerton-Hanover. Station's news department already has a correspondent there.

Ukelele Bill's Hillbillies, CKNX unit, booked for personal appearances six nights weekly until middle of Feb.

Dorothy Norton, CBC pianist recently in Calgary, has moved to Montreal to join her husband, Jack Norton, violinist. CBC has lifted the ban on Rev. Father Lanphier and St. Michael's Radio League, Toronto, who are permitted to return to the air, but Rev. Morris Zeidman of the Protestant Radio League is still under suspension, with the result that Protestant League officials are charging BBC with discriminating against them.

ONE MINUTE INTERVIEW

WILLIAM H. APPLEBY

"Radio advertising has withstood the test of time with 'hooks' of every description injected into programs, from package tops to mental telepathy and has emerged with flying colors. Radio is now an accepted advertising medium and therefore, the listener's habits are questions of psychology for the advertising profession to determine. The popularity of programs will rest upon the amount of 'human appeal' injected by their creators."

☆ Coast-to-Coast ☆

THE "There Was a Woman" program, sponsored by Glass Container Ass'n over NBC-Blue on Sundays at 1:30 p.m., will broadcast a Nathan Hale story next Sunday. Plans also call for episodes from the lives of Alexander Hamilton, Louis Pasteur and P. T. Barnum. Yesterday's incident dealt with the wife of Marco Polo. Arlene Francis, Broadway stage luminary, played the leading role, supported by Carl Swenson, William Johnstone, Betty Garde, Chester Stratton and Edward Jerome. Miss Francis will have the lead in most of the forthcoming "There Was a Woman" broadcasts.

Helena, Baroness von Polenz, who made her debut as a featured guest artist on Palmolive's "Hilltop House," is being auditioned for a permanent spot on one of the network shows.

Three major newsbreaks, each with wide local importance, and two with international importance, gave CJIC, Sault Ste. Marie, Ont., an excellent opportunity for local news coverage during a five-day period. First was an inquest into the death of Helen Grier, with verdict determining the possibility of Vernon Spencer being held on a murder charge. Also of national importance was the decision of the Sault Ste. Marie police commission that the entire police force be asked to resign. A motor accident in which one person was killed and three others seriously injured was the basis of the third newsbreak, CJIC giving the first flash 20 minutes after the accident. CJIC was also able to give its listeners the flash on the Samoan Clipper disaster hours before the newspapers.

"Air Adventures of Jimmie Allen," serial transcription program, has been placed by Russell C. Comer Radio Productions, Kansas City, on WSMB, New Orleans, in behalf of A. S. La Nasa's Bakery Inc.

Gertrude Wilkerson of the KCKN (Kansas City, Kan.) staff and Robert Stahl of KFYO, Lubbock, Tex., were secretly married Jan. 5, at Liberty, Mo. Mrs. Stahl is one of KCKN's most talented staff members — is Auntie Bliss of the "Auntie Bliss En-

tertains" series — Kay Irving of "Women in the News"—and also conducts a poetry and song program under the title, "Sophisticated Lady." She will continue her work at KCKN.

Kati Cuff, publicity director for Standard Radio's Chicago offices, is ill of pneumonia in Heroitan Hospital.

Christie R. Bohnsack, program director of WNYC, was let out last week for allegedly being absent without leave and failure to cooperate. Bohnsack denied the charges and questioned legality of the dismissal. He held his job under civil service.

Chase and Ludlum's offer of free tickets to any sporting event for selected questions submitted by listeners to the "Sports Question Box," Saturdays at 6:35 p.m. on WEAJ, does not include transportation or other expenses, the conductors of the program point out.

President Roosevelt will be heard over all networks next Saturday at 11:30 p.m., on the occasion of the President's Birthday Balls throughout the country.

Due to his current commercial commitments, baritone Buddy Clark has temporarily discontinued his CBS Monday night "Buddy Clark Entertains" series. Clark is currently heard on three sponsored programs each week via NBC and CBS.

The Four Grand male quartet, once featured in the "Ziegfeld Follies," will be heard twice weekly over WHN starting today with George Vincent and Orchestra. The boys are David Sorrin, basso; George Fulton, first tenor; Gene Newcomb, baritone; and Jack Leslie, second tenor. They will be heard every Monday and Wednesday at 6:45 p.m.

Buddy Manners, blues singer, will return to WHN for the first time since her departure two months ago when she is heard with Don Albert's orchestra this afternoon at 3:15-3:30 p.m.

PITTSBURGH

Johnny Long's (Duke University) Orchestra succeeds Ray Pearl at Bill Green's (Mutual network) spot next Wednesday night.

Dick Stabile playing one nighters in this territory after return from honeymoon in Miami. His wife, Gracie Barrie, remained in Florida on a professional engagement.

KQV temporarily holding up radio-music settlement here. Station wants to use Luke (WJAS) Riley's Band, occasionally. Union says no; KQV must have full time band under another leader.

PHILADELPHIA

Tom Rhodes, former member of Philly police force, from which he resigned to adopt a singing career, is now heard over WDAS as the Singing Policeman.

Gene Edwards of WDAS announcing staff, who had a lonely assignment on the Sunday evening all-remotes, now has a 15-minute stretch during which he muses aloud to the mike, with musical background.

Edward A. Ford has been appointed chief maintenance engineer for KYW, Philadelphia.

Erwin, Wasey & Co. Led In Business on Mutual

(Continued from Page 1)

third on Mutual with \$125,573. Blackett-Sample-Hummert is in fourth place. Mutual revenue during 1937 was derived from 53 agencies. Complete list follows:

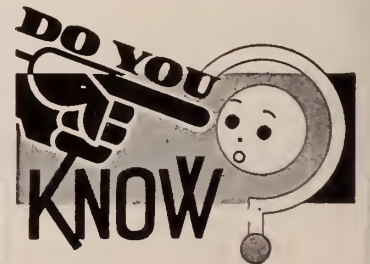
Erwin, Wasey & Co.	\$224,611
Brooke, Smith, French & Dorrance	224,229
Ruthrauff & Ryan	125,573
Blackett-Sample-Hummert	117,665
Franklin Bruck Adv.	98,633
R. H. Alber & Co.	96,556
Charles Dallas Reach	91,774
William Esty & Co.	91,101
B. B. D. O.	88,208
United States Adv.	85,185
Baggaley, Horton & Hoyt	79,028
Kelly, Stuhlman & Zarndt	69,064
J. Walter Thompson	67,727
H. M. Kiesewetter Adv.	63,818
Young & Rubicam	57,902
Albert M. Ross	54,731
Scholtz Advertising	46,411
Thompson Koch	44,660
Roche, Williams & Cunyngnam	40,031
H. W. Kastor	33,462
Redfield-Johnstone	32,466
Luckey Bowman Inc.	30,815
Cecil, Warwick & Legler	28,587
Howard E. Williams	20,811
Dorland International	19,632
Presba, Fellers & Presba	18,005
Vanderbie & Rubens	17,451
N. W. Ayer & Son	16,720
Stack-Goble	16,610
Hanff-Metzger of Ill.	16,080
Russell M. Speeds	12,720
Benson & Dall	12,512
Hays MacFarland	12,398
Badger, Browning & Hersey	12,004
Rogers & Smith	10,927
Peck Advertising	10,436
Brown & Tarcher	9,761
The Biow Co.	7,858
Mitchell-Faust	7,644
Aubrey, Moore & Wallace	6,360
Lord & Thomas	5,600
Fisher, Zealand	5,072
Fulton, de Garmo & Ellis	4,745
Kirtland Engel	4,284
Chambers & Wiswell	4,278
Critchfield & Co.	4,100
Small & Seiffer	4,050
Weston-Barnett	3,744
Ben Roche Productions	3,288
Reincke, Ellis, Younggreen & Finn	3,120
Fairfax Adv.	2,283
Frank Presbrey	1,224
Leighton & Nelson	600

Spitalny Signs Newcomer

Cleveland—As a result of her appearance on Cleveland Street Railway's "New Names" program over WHK, Dotty Masek, accordionist, has been signed by Phil Spitalny for his all-girl orchestra.

Schmeling Fight on Mutual

A blow-by-blow description of the Max Schmeling - Ben Foord heavy-weight bout from Hamburg, Germany, will be heard exclusively over WOR-Mutual next Sunday at 10:30-11:30 a.m.



WGN, Chicago, and station artists received an aggregate of 1,500,000 pieces of mail in 1937.