

Network Accounts

All time EST unless otherwise indicated.

New Business

BATHASWEET Corp., New York (Bathasweet), on Feb. 27 started *Quin Ryan's News Commentary* on 2 MBS stations (WGN, WHK), Mon., Wed., Fri., 12:30-12:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on April 4 starts NBC show *Fibber McGee* for 52 weeks over the 28 stations of the CBC national network, except Quebec Province. Agency: Needham, Louis & Brorby, Chicago.

FORD DEALERS of Southern California, Los Angeles, on Feb. 24 started for 13 weeks *Let's Go Hollywood* on 7 Southern California Don Lee network stations, Fri., 8-8:30 p. m. Agency: McCann-Erickson, Los Angeles.

R. L. WATKINS Co., New York (Dr. Lyons tooth powder), on Feb. 20 started *Orphans of Divorce* on 34 NBC-Blue stations, Mon., 7-7:30 p. m., replacing *Alias Jimmy Valentine*, and at the same time adding 11 stations to the network. Agency: Blackett-Samuel-Hummert, N. Y.

DOMINION RUBBER Co., Toronto (tires), on Feb. 22 started the CBS show *99 Men and a Girl* on CFRB, Toronto, and CKAC, Montreal, regular CBS Canadian outlets. Agency: MacLaren Adv. Co., Toronto.

RALSTON-PURINA Co., St. Louis (Shredded Ralston), on March 14 starts *The Inside Story* on 62 NBC-Blue stations, Tues., 8-8:30 p. m. Shows aired in East on 31 NBC-Blue stations at 8 p. m., repeat broadcast in West on 31 NBC-Blue stations 10:30-11 p. m. Agency: Gardner Adv. Co., St. Louis.

WAITT & BOND, Newark (Yankee cigars), on Oct. 3 starts *Eddie Casey's* football talks on 16 Yankee stations, Tues., Thurs., and Sat., 6:15-3:30 p. m. Agency: BBDO, N. Y.

WAITT & BOND, Newark (Yankee cigars), on March 28 starts *Fred Hoey* sports program on 16 Yankee stations, Tues., Thurs., and Sat., 3:15-6:30 p. m. Agency: BBDO, N. Y.

RICHMAN BROTHERS, Cleveland (men's clothing), on Feb. 27 started *Front Page Parade*, dramatized news featuring Peter Grant, on MBS (WLW WGN KSTP KXOK WHK WSPD WCAB), Mon., Wed., Fri., 6:30-6:45 p. m. CST. Agency: McCann-Erickson, Cleveland.

PROCTER & GAMBLE Co., Cincinnati (Chippo), on March 6 starts *Manhattan Mother* on 10 CBS stations, Mon. thru Fri., 9:15-9:30 a. m. Agency: Pedlar & Ryan, N. Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on April 2 renews *Hollywood Playhouse* on 72 NBC-Blue stations, Sun., 9-9:30 p. m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on April 2 renews *Walter Winchell* on 31 NBC-Blue stations, Sun., 9:30-9:45 p. m. Agency: Lennen & Mitchell, N. Y.

WARD BAKING Co., New York, on March 27 renews *Jane Arden* on 14 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a. m. Agency: Sherman K. Ellis, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on April 5 renews *Kay Kyser's College of Musical Knowledge* on 90 NBC-Red stations, Wed., 10-11 p. m.; on Feb. 18 added KGGM KARAI KDAL WMFG WHLB. Agency: Lord & Thomas, N. Y.

Ad Club Campaign

CAMPAIGN of public education in the economics of advertising has been started by the Advertising Club of New York through its special activities committee, and a speakers bureau is to be recruited from prominent members of the club, the Alumni Assn. of the Advertising and Selling Course, and the Assn. of Advertising Men. On the radio committee, headed by Sam G. Wingfield, president of Sam G. Wingfield Associates, who also is general chairman of the special activities committee, are Henry Obermeyer, assistant vice-president of Consolidated Edison Co. of New York, and Edgar Kobak, vice-president of Lord & Thomas.

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on March 31 will renew *Kate Smith Noonday Chats* on 14 CBS stations, Tues., Thurs., and Sat., 12 noon to 12:15 p. m. Agency: Benton & Bowles, N. Y.

S. C. JOHNSON Co., Racine, Wis., (floor-wax), on April 11 renews for 52 weeks *Fibber McGee & Molly* on 76 NBC-Red stations, Tues., 9:30-10 p. m. Agency: Needham, Louis & Brorby, Chicago.

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer) on Feb. 1 renewed for 62 weeks *Newspaper of the Air* on 25 Pacific Coast Don Lee network stations, Mon. thru Sat., 9-9:15 p. m. Agency: Associated Adv. Agency, Los Angeles.

Network Changes

MENNEN Co., Newark (shaving cream), on Feb. 19 added WOL and KWK to outlets for *People's Rally*, now heard on 11 MBS stations, Sun., 3:30-4 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

STANDARD BRANDS, New York (Royal desserts), on March 16 switches *Rudy Vallee* on NBC-Red from New York to Hollywood.

P. LORILLARD Co., New York (Old Gold cigarettes), on April 23 switches CBS *Melody & Madness* from New York to Hollywood.

QUAKER OATS Co., Chicago on March 4 switches *Quaker Party* on NBC-Red network from New York to Hollywood for six weeks or more, using Freddie Rich's orchestra.

SWIFT & Co., Chicago (Sunbrite cleanser), on March 2 moves *Sunbrite Smile Parade* from Fri. mornings to Thurs., 3-3:30 p. m. CST, on 51 NBC-Blue stations with delayed broadcast at 11:30 a. m. CST, Fri., on KFBK, KMJ, KERN, KWG. Show originates in Chicago. Agency: J. Walter Thompson Co., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon cigarettes), on March 11 changes time on 70 NBC-Red stations from Sat., 7-7:30 p. m. to 8-8:30 p. m. with a rebroadcast at 12 m.

LEVER BROS., Cambridge, Mass. (Lifebuoy), on March 21 replaces Al Tolson with Dick Powell on CBS.

ANACIN Co., Jersey City (headache pills), on March 14 drops KOA and KDYL and adds Southern, Southwestern, and Mountain Group for *Easy Aces*, on NBC-Blue.

No Tongue Twisters

A PLAN has been announced by the Royal Blue Line Motor Tours Co. to christen its buses with the names of many of radio's big-name stars before the opening of the New York World's Fair. The flag bus of the fleet will be called *Benny Goodman World's Fair Express*, while others will be named after such stars as Orson Welles, Bob Hope, Gracie Allen, Edgar Bergen and Charlie McCarthy, Paul Whiteman, Bob Burns, etc.

Milwaukee Journal Takes Annual Listeners Poll

CHARLIE MCCARTHY and **Edgar Bergen** topped the list as favorite comedians and conductors of the best-liked radio program in the ninth annual listener poll of the *Milwaukee Journal*, recently completed. With Jack Benny running second to McCarthy-Bergen, another comedian, Bob Hope, was named "brightest new star in 1938". Don Ameche, Bing Crosby and Rudy Vallee were top choices as masters-of-ceremonies, with Kay Kyser succeeding Wayne King as favorite dance band.

Bing Crosby was named most popular male star, while Deanna Durbin, Kate Smith and Dorothy Lamour led the women. For the eighth year Russ Winnie, sports commentator of WTMJ, Milwaukee, led Bob Elson and Ted Husling, while Nancy Grey, also of WTMJ, was chosen top woman commentator for the seventh straight season. *Lux Radio Theatre* and *One Man's Family* led other dramatic programs. Don Wilson, Ken Carpenter and WTMJ's Bob Heiss led the field of ten in the studio announcers' classification, and male concert artists were led by Nelson Eddy, Richard Crooks and Lawrence Tibbet, while Jeannette MacDonald, Grace Moore and Lily Pons led feminine singers. Other winners included the Andrews Sisters, harmony singers; New York Philharmonic, symphony orchestras; *Vice and Sade*, serials; *Lone Ranger*, children's programs; Boake Carter, commentators; Dave Rubinoff, instrumentalists, and Len Salvo, organists.

Gruen Watch Spots

GRUEN WATCH Co., Cincinnati, on April 3 will start six daily time announcements on WEAJ, New York, and plans to use several additional stations later this spring. The time signals will be broadcast seven days a week on a 52 week contract. The company will also sponsor *Calling All Cars*, a serial program released through Tested Radio Productions, New York, on WSYR, Syracuse, Sundays, 7:30-8 p. m., starting March 26. McCann-Erickson, New York, is the agency in charge.

What the Students Like in California

POLL of the 1,700 students of Pasadena, Cal. Junior College, conducted Feb. 17 by William Michael, student, placed the *Jack Benny* program as the favorite in all categories, *Chase & Sanborn Hour* as favorite variety show, *Ford Sunday Evening Hour* as favorite classical music program, *Kay Kyser* as favorite popular music program, *Lux Radio Theatre* as favorite dramatic program, and *Prof. Quiz* as favorite educational program.

The voting, which the conductor of the poll believes furnishes a cross-section of California student appeal, was as follows by percentages:

FAVORITE PROGRAM OF ANY KIND—Jack Benny, 16.59; Chase & Sanborn Hour, 11.32; One Man's Family, 9.1; Lux Radio Theatre 7.89; Kay Kyser's College, 7.48; Orson Welles' Mercury Theatre, 3.97; Your Hit Parade, 3.46; Fred Allen's Town Hall, 3.38; Kraft Music Hall and Good News of 1939, tie, 3; Robert Benchley, 2.6.

FAVORITE VARIETY AND COMEDY SHOW—Chase & Sanborn Hour, 25.54; Jack Benny, 25.48; Kraft Music Hall, 7.6; Good News of 1939, 6.9; Fred Allen, 5.75; Bob Hope, 4.28; Kate Smith Hour, 3.64; Fibber McGee, 3.18; Major Bowes, 2.49; Robert Benchley, 2.49.

FAVORITE CLASSICAL MUSIC PROGRAM—Ford Sunday Evening Hour, 49.27; Standard Symphony, 16.42; Voice of Firestone, 13; New York Philharmonic, 7.18; Metropolitan Opera, 7.18; Magic Key of RCA, 1.74; Nelson Eddy (Chase & Sanborn Hour) 1.74; NBC Symphony, 1.55.

FAVORITE POPULAR MUSIC PROGRAM—Kay Kyser, 25.46; Your Hit Parade, 22.15; Benny Goodman, 14.53; Artie Shaw, 10.52; Tommy Dorsey, 4.91; Guy Lombardi, 2.77; Andre Kostelanetz, 1.94; American Music Album and Skinnay Ennis tie, 1.87; Paul Whiteman, 1.52; Phil Harris, 1.38.

FAVORITE DRAMATIC PROGRAM—Lux Radio Theatre, 36.31; One Man's Family, 16.87; Orson Welles, 15.46; Big Town, 6.58; First Nighter, 6.37; Woodbury's Hollywood Playhouse, 4.37; Gang Busters, 1.94; Calling All Cars, 1.87; Silver Theater, 1.66.

FAVORITE EDUCATIONAL PROGRAM—Prof. Quiz, 34.94; March of Time, 12.84; Cavalcade of America, 11.85; Information Please, 9.01; We the People, 8.15; CBS American School, 4.94; World Is Yours, 3.21; American Town Meeting, 2.96; Dorothy Thompson, 1.36; Edwin C. Hill, 1.36.

Lambert in Canada

LAMBERT PHARMACAL Co., St. Louis (listerine), through Lambert & Feasley, New York, has taken 130 quarter-hour transcribed episodes of the *Charlie Chan* detective series from Irving Fogel Radio Productions, Hollywood, for release on 15 or more Canadian stations starting March 5.

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