

## MORE NEW COMMERCIALS ARE SET FROM CHICAGO

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rauff & Ryan, is launching "Jack Westaway Under the Sea" for Malto-meal on a thrice-weekly basis starting Jan. 3 on WGN, WJR, KFRC, K.O.M.O., W.C.C.O., KNX, KDKA, WTAM, WDAF and other stations. Dan Sutter, Louise Fitch, Bill Rauth, Al Halus, Norman Gottschalk, Forrest Lewis and Clair Baum are in the cast, with Arnold (Buck) Bucholz to handle production of ETs for World. Olson Rug is to use "Oddities in the News" on 25 stations after first of year.

Sterling Products will use "Way Down East" on WGN the middle of January. Station also has new show tentatively called "Magnificent Lady" coming up for General Mills, which also is reading "Those Happy Gilmans," ET series.

J. I. Case Co. is starting "This Farming Business" with Lloyd (Doc) Burlingame giving news and comment thrice weekly over WLS starting Jan. 3.

Sterling Casualty Co. has bought "Courthouse Reporter" on WJJD for five weekly, with Jack Pyser as reporter.

Libby, McNeill & Libby is reading "That's My Story," drama series for WLW Line plus ET's on selected list.

Kroger is reading an ET series to supplement its "Linda's First Love."

Kellogg has bought Howie Wing for an ET aviation series transcribed by WBS here for Canadian stations, with later distribution in the U. S.

Morrell Co. brings Bob Becker to NBC in a dog drama starting Jan. 9, with local rebroadcast over WGN.

Glass Container Corp. moves the Chicago sustainer, "There Was a Woman," to New York starting Jan. 9, but Leslie Edgeley will continue to write it.

Pillsbury launched "Woman in White," replacing "Today's Children," and S. C. Johnson starts "Attorney at Law" on NBC, both five-weekly, on Jan. 3.

WBBM-CBS begins originating "Ma Perkins" and "Kitty Keene Inc." for Procter & Gamble on Jan. 3.

### WMCA Music-Sans-Talk Show

A half-hour musical program without interruption for station identification or announcements will be heard Sundays over WMCA beginning Sunday at 1-1:30 p.m.

Entitled "Music As You Like It" the program features Lee Grant and his orchestra in a group of popular medleys with special arrangements by Grant.

First in local accounts  
in Chicago

**WGES**

(In the heart of Chicago)

## NEW PROGRAMS—IDEAS

### WIOD's Safety Program

One of the most unusual traffic safety programs is the series titled "It Might Have Been You" aired by WIOD, Miami. The program consists of dramatizations of accidents actually occurring in the Greater Miami area followed by a brief talk by Lieutenant Dan Reynolds of the Accident Prevention Bureau of the Miami Police Department. In his talks Lieut. Reynolds tells of the number killed or injured, and of how the accident might have been prevented.

### Pop Question with Popcorn

Amid the scenes of an old fashioned corn popping bee, WFIL inaugurates a new series of question and answer broadcasts titled "Let's Pop the Question." Studio is transformed into rustic mart at each broadcast, and opens with a genuine old time corn-popping as audience and contestants sing and eat fresh popcorn provided by the studio. However, later in the broadcast questions are substituted for kernels in the circular iron corn popper and the real business begins.

Contestants make up two teams of four persons, who will be asked five questions apiece dealing with current events. The winning side gets cash prizes.

### WBAL Poetry Stunt

WBAL, Baltimore, has started a new contest on its morning Plaza

### Tentative Wage Scale Is Approved by AFRA

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fact that changes and adjustments are apt to be made in various instances. Actor commercial wage scale runs from \$25 minimum for 15-minute night-time program with half-time for rebroadcasts to \$50 a tele show.

According to Mrs. Holt who just returned from Los Angeles and Chicago, the Coast is nearly 100 per cent organized and all locals throughout the country reveal figures almost as high.

### Barry Bingham Named Head of WHAS, L'ville

Barry Bingham, son of the late Robert W. Bingham, ambassador to Great Britain, has been named in the latter's will as head of WHAS, owned and operated by the Courier-Journal and the Louisville Times, which are also to be controlled by the son. Stock in the company is to be divided between the three surviving children, with Barry Bingham as trustee. The will was filed for probate Monday.

### McCosker on Sick List

Alfred J. McCosker, WOR president, is confined to his home by a heavy cold.

4900 program. Listeners are asked to submit poems each day. The one submitting the poem selected to be read is invited to appear as guest announcer on that particular program. Several have appeared so far and the feature is decidedly popular.

### "Around the Fireside"

This new Sunday evening musical over KGVO, Missoula, Mont., presents the Evans family—Dad, Mother, Sally and Dick—as they gather around their fireside on Sunday evenings to hear their favorite phonograph records. Family wrangles over merits of swing and classical with general chatter on musical material, adding much interest to the period.

### Sings the Title

A novel method is used at WIBG, Glenside, Pa., to introduce the selections played by Margaret Collins on the "Piano Moods" program, Monday through Friday at 2:30 p.m. Larry Thomas, WIBG staff baritone and announcer, sings the first line of each number, instead of announcing the title.

### Stories from Song Titles

"Tie the Titles," new six-weekly over KGVO, Missoula, Mont., offers theater tickets to listeners submitting cleverest stories woven around, and using verbatim, titles of numbers in period of transcribed dance tunes. Mail response reported heavy.

### Herman Bess Sees Boom For Independent Stations

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tions, giving service and programs that interest their particular communities, have been receiving greater recognition from national advertisers, says Bess, and the indications are that they will get even more attention from sponsors in 1938.

### Arch McDonald Gets Award

Washington Bureau, RADIO DAILY Washington — Arch McDonald, sports commentator for WJSV, has received General Mills award for excellence in baseball broadcasting during 1937.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★  
**KATE SMITH**

THE KATE SMITH HOUR  
THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

## PRESS RADIO SEEKING AN INCREASE IN RATES

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costlier (to Press Radio) service. James W. Barrett, editor-in-chief of PR, said that costs have risen in supplying this type of service and he was endeavoring to meet the increased overhead. If possible, the increase will be put through next month. While a few hundred outlets are supplied with Press Radio News, which is mostly Associated Press and United Press for non-commercial purposes, this is primarily a network proposition to settle the news bulletin situation. Non-network outlets are also supplied, but due to the absence of a network affiliation, the teletype method of transmission keeps the overhead on a higher plane.

NBC and CBS during life of the agreement in force, are bound to underwrite expenses of the Press Radio Bureau although efforts are made to keep PR on a self-supporting basis. Numerous stations subscribing to other news services for commercial purposes, also take PR to cover themselves in case of big news breaks which might escape their other services.

STATION

NEW YORK

Serving New York  
and New Jersey

HOURS A DAY