



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 71

NEW YORK, N. Y., MONDAY, OCTOBER 11, 1937

FIVE CENTS

## Pre-Havana Parley Asks Proposals

### FRANK BRAUCHER NAMED V. P. OF SALES AT WOR

Frank Braucher, formerly vice-president and director of Crowell Publishing Co., has been appointed vice-president in charge of sales at WOR, it is announced by Alfred J. McCosker, president of Bamberger Broadcasting Service. Braucher takes over his new duties Oct. 18.

Entire business career of Braucher has been in the magazine field. He (Continued on Page 3)

### Two Television Sessions At Film Engineers' Meet

Two demonstrations of television will be given Thursday at 8 and 9:15 p.m. on the 62nd floor of the RCA Bldg. in connection with the annual convention of the Society of Motion Picture Engineers being held Oct. 11-14 at the Hotel Pennsylvania. Dr. B. E. Schackelford will be in charge of the demonstrations for RCA.

### Holmes Succeeds Latham As Y. & R. Time Buyer

Jack Latham, Young & Rubicam radio time buyer, has resigned from the agency to join American Tobacco Co. as assistant to George W. Hill Jr., advertising manager of the company. Latham has been with the agency radio staff for the past four years. (Until the addition of Carlos (Continued on Page 2)

### Lee Managing KTOK

Oklahoma City—Joseph W. Lee is now general manager of KTOK, key station of Oklahoma Network and member Mutual Broadcasting System.

### Clean

The father of this particular anecdote probably has white hair by now, but anyway the story's clean.

It seems that the Ascaph headquarters sent one of their lapel buttons to a member on the coast.

Back came a wire collect:

"Would greatly appreciate your sending a coat to pin this button on."

### WDAS Loses Appeal

Philadelphia—The Supreme Court of Pennsylvania upheld the decision of the lower court which issued an injunction restraining station WDAS, a restaurant, a ballroom, and a recording laboratory from playing phonograph records made by Fred Waring. The appeal of WDAS was backed by RCA Victor Co., and the NAB.

### WDZ 'ONE STATION CHAIN' HAS STUDIOS IN 4 TOWNS

Tuscola, Ill.—WDZ, America's third oldest station, is pioneering again. With the recent opening of three out-of-town studios, WDZ is now a "one station chain." On Sept. 7, studios were opened in the Plaza Hotel in Danville, Ill., with Emerson Russell of the WDZ sales staff in charge. (Continued on Page 3)

### New Miami Beach Station Begins Activity on Nov. 1

Miami Beach, Fla.—WKAT, new local station with Frank Katzentine as owner and Jan Musselman as manager, starts broadcasting Nov. 1. A slogan contest, with \$2,000 in Spartan radio prizes, is among its first features. Station has 100 watts on 1500 kc.

### Firestone Special

Firestone Tire & Rubber Co., through Sweeney & James Co., Cleveland, has signed a 45 NBC-Blue network hookup to air the highlights and winners of the National Dairy Show in Chicago. Oct. 13-14 at 4-4:15 p.m.

## ★ THE WEEK IN RADIO ★

... Key Stations-AFM Agree

By M. H. SHAPIRO

ALTHOUGH it was like making so many trips to the dentist and having strong teeth yanked, the network representatives went to and from the offices of the AFM, conferred and argued, but finally came to terms on the additional sums of money to be spent for staff musicians... this clears the way for the independently owned network affiliates to conclude their bargaining with the AFM, and it is now up to the remainder of the outlets

### Craven of FCC Invites Industry to Submit Suggestions for Coming Inter-America Radio Conference

By MILTON F. LUNCH

RADIO DAILY Staff Correspondent

Washington—An invitation to the radio industry to make any proposals that might help the work of the inter-America radio conference to be held in Havana starting Nov. 1 was extended by Commissioner T. A. M. Craven of the FCC at the preliminary meeting held here Friday.

"Cooperation between the governments, public and FCC will be our aim," said Craven. "We hope for a fine cooperative spirit so as to be (Continued on Page 2)

### RESPONSE IS GREATER VIA RADIO, AFA TOLD

Providence—Responsiveness to radio is greater than to any other media, said B. J. Hauser, assistant production manager for NBC, in addressing the three-day 18th annual convention of the New England Advertising Clubs, district unit of Advertising Federation of America, here last week. Radio has become an intimate part of people's lives, declared Hauser, as proven by the (Continued on Page 6)

### Major Philly Stations All Set on Orchestras

Philadelphia—Having settled its battle with the musicians union, WCAU announces that a Meyer Davis unit of 16 men under the baton of Robert Golden will be featured as the house band.

Rumors pervade radio row that not only will Meyer Davis' music be featured on WCAU but also at WFIL and WIP, with Bill Marshall heading the WFIL unit, while Clarence Fuhr- (Continued on Page 3)

### Stopak for Allegheny

Josef Stopak, NBC concert master, has resigned from NBC to devote his full time to his new Allegheny Steel commercial which starts next month.

### CBS TELE TRANSMITTER READY EARLY NEXT YEAR

Construction of the new CBS television transmitter, which is now being given its first power tests at Camden, N. J., preparatory to installation atop the Chrysler Bldg. here, is expected to be completed in time for delivery shortly after first of the year.

Equipment actually consists of two complete and almost identical trans- (Continued on Page 3)

### American Chiclé Show Starts on Mutual Net

American Chiclé Co. made a sudden decision to debut on the ether Friday, choosing the Mutual network (10 stations provided the time could be cleared.) Contract for eight weeks calls for 6:45-7 p.m., (Continued on Page 6)

### Ouch!

Henny Youngman, the comedian on the Kate Smith program over CBS, is responsible for the following bit of intelligence.

Harry Einstein, who is better known on radio and screen as Parkyakarkus, is supposed to have a sister who's a burlesque queen.

Her name—still Youngman telling it—is Stripyakarkus.

(Continued on Page 3)



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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Saturday, Oct. 9)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Radio, Gen. Electric, North American, RCA Common, Stewart Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Majestic, Nat. Union Radio.

FCC ACTIVITIES

HEARINGS SCHEDULED

Today: Harwell V. Shepard, Denton, Tex. CP for new station.

Oct. 12: W. C. Irwin, Amarillo. CP for new station; Northwestern Broadcasting Co., Vernon, Tex. CP for new station; KFDM, Beaumont, Vol. assignment of license to Beaumont Broadcasting Corp.

Oct. 13: Bruce Vance Hedrick, Salisbury, N. C., CP for new station.

Oct. 14: WAAB, Boston, Mod. of license to 1410 kc., 1 KW., unlimited; Tri-City Broadcasting Co., Schenectady, CP for new station; WMFJ, Daytona Beach, Mod. of CP to 1240 kc., 1 KW., unlimited; Troy Broadcasting Co., Troy, CP for new station. 950 kc., 1 KW., daytime; Curtis Radiocasting Corp., Indianapolis, CP for new station; Beaumont Broadcasting Assn., Beaumont, CP for new station.

Oct. 15: C. Bruce McConnell, Indianapolis, CP for new station; KTUL, Tulsa, CP to increase power to 1 KW., 5 KW. LS. 1400 kc., unlimited; John P. Harris, Hutchinson, Kan. CP for new station.

APPLICATIONS RECEIVED

KRQA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert from J. Laurence Martin.

Radio Enterprises, Inc., Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Liebling Joins Radio Guide

Leonard Liebling, editor of Musical Courier and formerly music critic of the N. Y. American, has been appointed music editor of Radio Guide, edited by Curtis Mitchell.

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

Pre-Havana Conference Asks Industry Proposals

(Continued from Page 1)

able to give stability to broadcasting in this country."

Managing Director James W. Baldwin of NAB told the meeting he would get in immediate touch with his membership to make specific proposals for future meetings of the sub-committee before leaving for Havana. A. D. Ring, chief of the FCC broadcast section, will head an engineering sub-committee to make recommendations.

Short wave broadcast, allocation of frequencies, amateurs, etc., will be taken up at the parley.

WLW 20-Hour Schedule

Cincinnati—Operating time at WLW had to be extended to 20 hours and 15 minutes on weekdays to handle the new fall schedule, which includes 13 new programs and half a dozen old ones in new dress. Robert Jennings is program director.

Crosley Corp. has not made any appointment yet to succeed William S. Hedges, Crosley v.-p. and general manager of WLW and WSAI, who resigned last week.

RCA Labor Fight Settled

Camden, N. J.—Labor troubles of a year's standing between United Electrical Workers and the RCA Victor plant were settled late last week. Edward F. McGrady, who recently joined RCA to handle labor matters, took part in the conferences leading to the settlement.

FCC-Lawyer Case Put Off

Washington Bureau, RADIO DAILY Washington—The case of the FCC vs. Paul M. Segal and George S. Smith, attorneys, has been postponed to Oct. 19 on request of attorneys. Hearing was supposed to have started last week.

Mento Everitt in "Jenny"

Miss Mento Everitt, character actress, will be starred in the new "Jenny Peabody" dramatic series which starts Oct. 18 at 3:30-3:45 p.m. on 42 CBS stations for F. & F. Coughdrops. Blackett-Sample-Hummert is the agency.

Robert Elliot to WGY

Robert Elliot, assistant to NBC night executive John Almonte for the past five years, leaves the New York headquarters of NBC to join sales staff of WGY, NBC owned and operated station in Schenectady, effective Oct. 15.

KIRO Starts on CBS

KIRO, Seattle, yesterday began broadcasting as an affiliate of CBS.

AL DONAHUE and his orchestra at the RAINBOW ROOM For Fall and Winter Season Fourth Return Engagement

Holmes Succeeds Latham As Y. & R. Time Buyer

(Continued from Page 1)

Franco to the staff about a year ago, he handled both network and radio time buying. Since then, he has devoted his time to spot radio.

Joe Holmes, under the supervision of Franco, succeeds to Latham's former post. He has been serving in the department for the past seven months.

Latham takes over his new duties on Friday and will work on all the various media used by American Tobacco to promote Lucky Strike cigarettes, Half & Half smoking tobacco, Roi-Tan cigars, etc.

Furgason & Aston Change

Furgason & Aston Inc. has changed the name of the organization to Gene Furgason & Co. Change in no way affects either personnel or branch offices. Under the new scheme of operation the organization will be expanded to offer a larger service to stations and advertisers than heretofore.

Jimmy Wade and Pete Wasser of New York offices continue as officers of the new company in the capacity of vice-presidents in complete charge of eastern territory. S. M. Aston is taking charge of the Detroit territory and Bill Lintecum that of Kansas City.

Florida Broadcasters Meet

Miami—At a special meeting of the Florida Broadcasters Ass'n here, a resolution was adopted asking the NAB president to select Fred W. Borton of WQAM to represent Florida and three other southeastern states at the New York meeting this week. An appeal was made to all Florida broadcasters to attend.

Brown & Williamson Shift

Brown & Williamson will shift the Tommy Dorsey Friday night show on the NBC-Blue network to the 9:30-10 p.m. spot. This is a half-hour earlier than show was formerly aired.

Universal Tele Registers

Washington Bureau, RADIO DAILY Washington—Universal Television Corp. of New York has filed registration statement with the Securities & Exchange Commission, listing 500,000 shares at \$2.50 each. John W. McKay is president of the research development organization.

FOLLOW THE LEAD OF THE LEADERS For the last word in complete studio and equipment facilities for reference and electrical transcription recording, call, write or wire. SOUND REPRODUCTIONS CORP. 17 West 46th St., New York City BRyant 9-8265

COMING and GOING

RUBY COWAN of Paramount Pictures was in Washington last week looking around for new talent, and reports are that he spotted some potentials at WJSV.

SAM SERWER of Music Publishers Holding Corp. expects to leave New York today on a business trip to Philadelphia, Baltimore, and Washington.

BLAYNE BUTCHER and wife have returned from Hollywood. Butcher will be in charge of all radio production from New York for Lennen & Mitchell.

H. V. KALTENBORN arrived in Hollywood on Friday by plane from New York.

HAVEN MACQUARRIE is in New York searching for picture talent.

VIVIAN DELLA CHIESA, NBC soloist, goes to the Indiana State Teachers' Association state meeting in Indianapolis, Oct. 22, for a personal appearance.

AILEEN STANLEY arrives from Europe aboard the Queen Mary next Monday.

JACK VAN VOLKENBURG, assistant manager of WBBM (Chicago), and JOHN MCCORMICK, WKRC (Cincinnati) manager, are in town visiting CBS headquarters.

EDWIN S. REYNOLDS of the CBS sales promotion department leaves town today for a southern trek.

GIOVANNI MARTINELLI, opera singer, will arrive on the Aquitania tomorrow.

FRANK R. McNINCH, FCC chairman, goes to White Sulphur Springs, W. Va., to address the Investment Bankers Ass'n convention Nov. 3-7.

LEE GRANT AND HIS ORCHESTRA 26th WEEK SPONSORED BY GENERAL MILLS 3 HOURS DAILY 2:30-5:30 P.M.

COMING ON THE AIR DR. JOHN B. SENESAC DENTAL FACTS AND MOUTH HEALTH Management: J. William Cody 1650 Broadway, N. Y. C. Suite 1104 Columbus 5-8905

**WDZ "One Station Chain"  
Has Studios in 4 Towns**

*(Continued from Page 1)*

This week, studios in the First National Bank Building in Mattoon, Ill., go into operation with Walt Schafer, also of the sales staff, as studio director. At the same time in Effingham, Ill., broadcasts begin from new studios in the Register Bldg. with salesman Ray Livesay in charge. Every day each studio comes on the air on set schedule. Danville broadcasts two hours and 45 minutes, Mattoon gives two hours and Effingham an hour. Programs for the remaining five hours and 15 minutes originate in the main Tuscola studios. In Danville, remote lines also connect the Fisher theater from which point daily organ and man-on-the-street programs originate. In Mattoon, remote lines bring an afternoon commercial organ program from the Mattoon Theater. Still in experimental stages, WDZ's daily programs coming from four different points has already shown an increased listener interest in each of the towns, a great advance in sales, and a keen sense of rivalry between studios with each town strongly backing "its studio" with the best available talent. If the experiment proves successful, more studios from towns in the broadcast area will be added to the "WDZ Chain".

**CBS Tele Transmitter  
Ready Early Next Year**

*(Continued from Page 1)*

mitters, one to be used in transmitting high fidelity sound covering a frequency range of up to 10,000 cycles, while the other will transmit pictures simultaneously. The frequency range required to transmit high frequency pictures extends up to 2,500,000 cycles. Each transmitter has a 7½ kw. output with 30 kw. peak modulation. Power consumed in producing this output will be about 400 kw.

Transmitting equipment will be installed on the 73rd and 74th floors of the Chrysler Bldg. Steel structure of the building has been reinforced to carry the additional weight. Studios will be in the Grand Central Terminal building across the street.

Experiments are now going on in Camden to determine type of antenna best suited to the Chrysler Tower.

**Cutting to Scout Talent**

J. Ernest Cutting, who has resigned from NBC, will embark on a country-wide expedition for new talent of all types. He will submit his finds to radio, movie or other channels for which they have talents.

**HELENA BLUE'S  
NOVELTY STRINGS**  
*SWING WITH STRINGS*

MANAGEMENT  
ROCKWELL-O'KEEFE

☆ **THE WEEK IN RADIO** ☆

... **Key Stations-AFM Agree**

*(Continued from Page 1)*

station would be released on Oct. 10. . . . Mutual, however, has two commercials to protect and plans to record them and broadcast the shows within an hour after being heard on the MBS net. . . .

Western group of broadcasters went on record as being in back of the NAB in its plans to departmentalize. . . . same group also asked broadcasters to get together on the AFM matter and do their utmost to make the best of a bad situation. . . . One of the best known radio publicity offices, that owned by Bob Taplinger, was sold to Tom Fizdale of Chicago. . . . Taplinger becomes general press representative for all Warner Bros. organizations. . . .

Song writers seeking a better cut on the electrical transcription fees from the publisher, as well as other concessions, are now about to settle their differences and draw up a new standard form of contract. . . . publishers will grant the writers a minimum of 50 per cent of the proceeds. . . . U. S. Government plans a program on CBS intended to promote the good neighbor policy with Latin-American countries. . . . ACA, CIO affiliate, claims 30 stations signed with 70 more in the offing. . . . Herbert I. Rosenthal was made general manager of Columbia Artists Inc. . . . Hearing before Federal Trade Com-

**Macfadden Adds Stations**

Macfadden Publications on Friday added WSB, WMC, WAPI and WSMB to its "True Story Court of Human Relations," NBC-Red network program. Arthur Kudner has the account.

**International Film Review**

To acquaint listeners with foreign film fare, WBNX will present the "International Film Review" each Tuesday at 5:30 p.m. Bob Stokes, the commentator, is a member of the National Board of Review of Motion Pictures.

**O'Rourke on Roth Program**

Tex O'Rourke, humorist who appeared on "Magic Key of RCA" for a stretch, joins Al Roth's "Melodic Contrasts" tonight as emcee. Program is heard weekly at 9 p.m. on NBC-Blue.

**BROADCASTERS!**

*While in New  
York Visit*  
**PRESTO**

See our complete line of recording equipment and transcription tables at our offices.

PRESTO RECORDING CORP.  
139 W. 19th St. (bet. 6th & 7th Aves.)  
Phone: CHelsea 2-6425

**Major Philly Stations  
All Set on Orchestras**

*(Continued from Page 1)*

man will remain at WIP as music director.

WIP, with a day to day agreement with Local 77, awaits the settlement of the negotiations between AFM and the networks before signing permanent pact.

WRAX and WPEN having signed some weeks ago, WDAS also on a day to day agreement, and KYW's permanent agreement signed for some time, finds major local stations with union bands for the first time in years.

**Frank Braucher Named  
V.P. of Sales at WOR**

*(Continued from Page 1)*

was western manager of Scribner's and also was associated with Woman's Home Companion before being made advertising director of the entire Crowell group.

STATION WOR

IS PLEASED TO ANNOUNCE

THE APPOINTMENT OF

**FRANK BRAUCHER**

AS VICE PRESIDENT

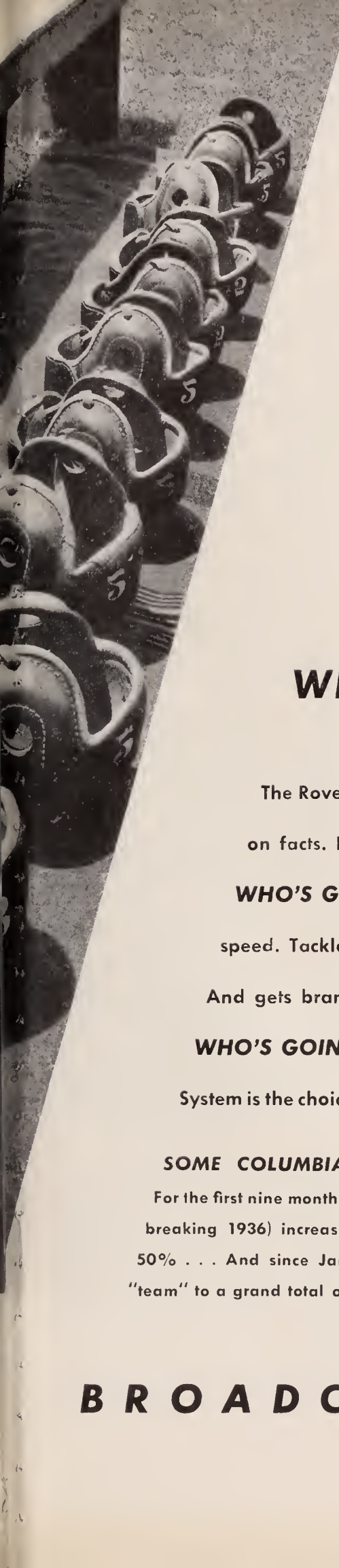
IN CHARGE OF SALES

AFTER OCTOBER EIGHTEENTH

AT 1440 BROADWAY



**T H E C O L U M B I A**



## **WHO'S GOING IN?**

The Rover Boys at end? Stover of Yale? Hardly. The coach is short on fiction and strong on facts. He'll send in a young dynamo. Packed with brawn. Fast as an antelope.

**WHO'S GOING IN** for the successful advertiser? Radio packs both power and speed. Tackles every distribution problem. Puts 86,000,000 customers on the line.

And gets brand names over. It's today's high-scorer for All-American advertisers!

**WHO'S GOING IN** on Columbia? Year after year, the Columbia Broadcasting System is the choice of more of the country's largest advertisers than any other network.

### **SOME COLUMBIA SCORES AT THE BEGINNING OF THE LAST QUARTER:**

For the first nine months of 1937 over 1936, the volume of advertising on Columbia (after a record-breaking 1936) increased 33.7%. TOBACCO, FOOD and AUTOMOBILE advertising increased over 50% . . . And since January 1st, 15 additional radio stations have increased the Columbia "team" to a grand total of 107 Columbia Network stations . . . the largest network in the world.

# **B R O A D C A S T I N G   S Y S T E M**

## AGENCIES

HENRY P. CLARK, South American manager for McCann-Erickson, is on furlough in Chicago. He reports S. A. radio is gradually copying North America from the commercial angle.

LORD & THOMAS agency has leased large quarters in the Guaranty Building, 6331 Hollywood Boulevard, Hollywood, with Tom McAvity and Jack Runyon provided ample room to function on forthcoming radio activities.

WARD H. WEBB, in the past connected with several Kansas City advertising firms as account executive, has moved to Chicago where he will be associated with Ruthrauff & Ryan, handling special radio work.

H. H. DOBBERTEN has been appointed director of media of Benton & Bowles Inc., New York. He has been a member of the agency's media department during the past two years, prior to which time he was associated with Brooke, Smith & French, Detroit. Dobberten succeeds A. M. Lewis, who resigned to join Pedlar & Ryan Inc.

GEORGE ROBERTS of Kenyon & Eckhardt is passing out cigars for little Georgie's appearance.

ERWIN, WASEY & CO. and Frank Presbrey Co. both deny a rumored consolidation of the two agencies. Howard D. Williams, vice-president of Erwin, Wasey, spoke for that agency, and Charles Presbrey for the latter organization.

## GUEST-ING

GERTRUDE LAWRENCE, PAUL McGRATH and NANCY KELLY in scenes from "Susan and God," on Kate Smith program, Oct. 14 (CBS, 8 p.m.)

JUDY GARLAND, on Ben Bernie program, Oct. 12; GERTRUDE NIELSEN, FRED LAWRENCE, BILLY WILSON and RAY HENDRICKS, same program, Oct. 19 (NBC-Blue, 9 p.m.)

ERNO RAPEE, on Nellie Revell program, Oct. 12 (NBC-Red, 5 p.m.)

PAULINE PIERCE, on "Rising Musical Star," Oct. 17 (NBC-Red, 10 p.m.)

DAVE SCHOOLER, on "Music By—" Oct. 14 (WOR, 8 p.m.)

CONGRESSMAN ISRAEL SIEGEL will be guest speaker on tomorrow's "Spotlight on Youth," World Peaceways program, over WNEW at 8 p.m. Break-up of the Dillinger gang will be dramatized in this episode.



● ● ● Despite the reports that Ted Collins will take the Kate Smith Hour to the coast so that the singer might do pictures—it won't happen. Collins told us that his stand-pat edict is prompted by the fact that here the show has the pick of N. Y. talent. A westward move might be considered a year from now when the other shows come east... Miss Smith is so happy that CBS painted her dressing room pink, gave her a chaise-lounge and shower... Gladys Swarthout will be the first non-comic guest on the "Hollywood Mardi Gras" show this month... Bob Goldstein, who said that "Tobacco Road" was still No. 1 on the "Spit Parade," is signing big names for radio, pictures and theaters through his new agency, Feature Artists Service... Ned Williams says that Irving Mills has relinquished his club colored booking unit only and that George Immerman has resigned... Friends of Hollywood-bound Mark Hellinger, from Bugs Baer to Jimmy Walker, will give him a sendoff party Nov. 5 at 7:30 p.m. in the Waldorf-Astoria.

● ● ● KFWB, Los Angeles, auditioned its show which features the Norman Spencers, Senior & Junior, called "Can You Write a Song," featuring amateur tunesmiths. Program is likely to go network... Haven MacQuarrie, producer and director of "Do You Want To Be An Actor?" is New York-bound in search of movie talent and will air his show via a local station.

● ● ● Jeanette MacDonald's initials spelled "JAM" before she married Gene Raymond and went on the Vick's show. Now it's "JAR." Sponsor is claiming tie-up... Final set-up on the Harry Conn CBS show consists of the addition of Mark Warnow's band and Crooner Barry Wood. A waxing will be made Friday at a playhouse loaded with guests... Did you know that J. Walter Thompson were negotiating with Jack Pearl to take over on one of their shows... Colonel Jack Major will introduce his Uncle Eustace on his show today, conducting the orchestra... Press Agent Jimmy Davis' jacket-pocket is bulging. On investigation it'll be discovered that Jimmy always carries a filled fountain-pen plus a blank check-book—so that his clients can't say they haven't a check or pen when the pay-off comes around.

● ● ● Hudson Butler, announcer at WATL, Atlanta, asked the station to deduct a day's pay for not working on Sundays because his religious principles are opposed to Sabbath labor. Station readily complied... Mickey Alpert will wed Kathryn Rand before closing at the Riviera next Tuesday—because Ben Marden will pay for the license and wedding reception if he does... Howard Lally's crew will go into the Winter Room there... Henry Cox, who resigned from CBS, is now with Wilson, Powell & Hayward... Mary O'Keefe, asst program director at WHT, Hartford, is the sister of Walter.

### Response is Greater Via Radio, AFA Told

(Continued from Page 1)  
swift replies to specific offers or to invitations to write in, favorably or otherwise.

Various data was presented by Hauser on the growth of the industry and continued expansion in radio set sales, which range about 25 per cent higher this year over last year's record, the fact that 71.8 per cent of new car owners want radios in their cars, results obtained by advertisers, etc.

### American Chicle Show Starts on Mutual Net

(Continued from Page 1)  
with Lou Little, football coach, as commentator on forthcoming games, plus guests from sports fraternity. First show on WOR Friday night was heard at 8-8:15 p.m. due to previous commitment for the time by Mayor LaGuardia. Agency is Badger, Browning & Hersey, Inc.

Stations sought by the gum company, in addition to WOR, are: WGN, WHK, WHKC, WIRE, WABY, WCAE, KKLW, WSPD and WKBW.

ORCHESTRAS  
MUSIC

FRANK NOVAK and his "sweet-swing" band will remain at the Raleigh Room of the Warwick Hotel through the Fall season. Wes Vaughan and William Bardo continue as vocalists with the band, while Joan Brooks holds down the featured singing spot. Novak has been at the Hearst-owned spot since early in June.

Roger Wessman and his Sophisticated Swingsters are back again over WNBC, New Britain, Conn., Sundays at 4 p.m. Roger puts on a half-hour show, with Bill Norton doing the vocals. Hal McIntyre's Orchestra, a long-time favorite with WNBC listeners, is heard Sundays at 1:30 for a half hour session. Jimmy Motto sings. Ditto for the Waikiki Islanders Saturdays at 12:15.

Ernie Holst's orchestra will be heard from Florida this Winter.

A second sponsor is interested in Ed Smalle's chorus, currently heard on the Thursday night beer series which precedes Rudy Vallee's program on WEA.

#### ACTONE transcription needles 100% shadowgraphed

Ask any Station technician; for most of America's broadcast units rely on these brilliant playback and steel cutting needles. Samples on request.  
Mfd. by W. H. BAGASHAW Co., Lowell, Mass.  
Distr. by H. W. ACTON CO., Inc.  
370 Seventh Avenue, New York City

### NAT BRUSILOFF MUSICAL DIRECTOR

New York's Own Station

WMCA  
"AT THE TOP OF THE DIAL"  
1697 BROADWAY CI 6-2200

#### TRANSCRIPTION & RECORDING SPECIALISTS

INTERNATIONAL PRODUCTION STUDIOS  
33 W. 60th St., N.Y.C. COI. 5-7366-7

#### FOTOTONE SOUND SYSTEM

#### ATTENTION ADVERTISING AGENCIES

Send for free sample scripts of our new 5-minute Hit Program—"HOLLYWOOD NITE LETTER." An original, authentic, breezy summary of the biggest news in the world of screen and radio. Gathered personally by our own reporters; air-mailed daily direct from Hollywood... Franchise is still open for many choice cities. Special low introductory prices.

### EARN SHAW RADIO PRODUCTIONS

6425 Hollywood Blvd., Hollywood, Cal.

Immediately Available  
For Exclusive Sponsorship

### "Cape Cod Folks"

By

Joseph C. Lincoln

Chase & Ludlum Phone  
30 Rockefeller Plaza Circle 7-4366

# ★ Program Reviews and Comments ★

## "WE, THE PEOPLE"

Sanka Coffee  
WABC—CBS, Thursdays,  
7:30-8 p.m.  
Young & Rubicam

**CAST OF POOR SUBJECTS GIVES PROGRAM WEAK START, THOUGH HEATER IS GOOD.**

Although following closely the pattern set last season by Phil Lord, the initial program of the present series was way below par on opening shot with bad lines and poor selection of guests mostly to blame. Most radical departure from last season is the replacement of Phil Lord with Gabriel Heatter, who, though doing a very good job, was unable to pull the show out of its rut.

First program had Helen Hayes, star of Sanka programs for the past two years, as featured guest; a news-reel cameraman, a girl who was the victim of mistaken identity and was sentenced to jail unjustly, an employee of the Minneapolis Public Library, a farmer whose land is gradually sinking into the earth, an actual eye witness to the Chicago fire, and finally the board that picks each week's guests. Miss Hayes was picked up from Boston, where her show is playing.

Program has all the elements, as proved last year, but is in definite need of fresh material, and more interesting guests to hold its audience from last season. Mark Warnow did his usual fine job of providing musical background, and should be given a credit during the presentation.

## LOU LITTLE

American Chicle Co.  
WOR-Mutual, Fridays, 6:45-7 p.m.  
(initial program aired 8-8:15 p.m.).  
Badger, Browning & Hersey Inc.

**GOOD FOOTBALL COMMENTARY WITH LOU LITTLE A SWELL TALKER.**

Most of the many current programs embracing football forecasts, chatter and guest stars are pretty much alike, but this one has quite an advantage in the personality of Lou Little. He not only knows his grid-iron stuff, and how to dish it out in natural showmanly style, but he also has an unusually good radio voice, deep and solid, that registers very happily over the air.

John T. Casey acted as a sort of interviewer, asking Little an occasional question. Guest of the evening was Chick Meehan.

## "GRAND CENTRAL STATION"

Lambert Co. (Listerine)  
WJZ—NBC-Blue, Fridays, 8-8:30 p.m.  
McManus, John & Adams, Detroit

**PRIZEFIGHTER STORY STARTS NEW SERIES OFF AT GOOD GALLOP.**

The Grand Central station in this series comes in only as a brief piece of opening atmosphere. A complete playlet will be presented each time. For the initial presentation, a fighter arrives and surprises his manager by producing a wife. Manager has been opposed to the kid marrying, so he secretly tries to make a deal with the Mrs. on threat of exposing her past. When she refuses, the manager goes in for dirty work, causing a marital split, defeat for the kid, and the usual routine that accompanies these familiar situations where a fighter's wife and his manager are at odds, but finally winding up with the good old rainbow finish.

Action moved along pretty fast, and there was a good cast including Ned Wever, Rosaline Greene, Clayton Collyer, Erik Rolf, John Brown and Charles Cantor. Himan Brown is the producer.

## "Say It with Music"

A new musical show with a novel twist is Arthur Gutman's way of making a comeback via radio, and it should be a successful one judging by opening performance over WOR last Thursday night at 8. Program is a symphonic pattern of popular music, and is second only to Mark Warnow's "Blue Velvet" musicals. Aided by Walter Ahrens, Elinor Sherry and the Embassy trio, Gutman sets a fast moving musical show through its paces, and makes the audience like it.

The Berlin tune, "Say It with Music," is Gutman's theme, and first program included a new tune, "A Wee Bunch of Shamrock," which has hit possibilities, selections from "The Firefly," "Toy Soldiers on Parade" and a tone poem, "Love Songs of the World." Miss Sherry and Ahrens, together with the trio, also turned in topnotch performances.

## "Everybody's Music" Finale

First concert devoted entirely to music written for the radio and the premiere of radio's first opera will be given when Howard Barlow directs the Columbia Symphony Orchestra in a two-hour concert concluding the "Everybody's Music" series next Sunday, 3-5 p.m.

Opera is Louis Gruenberg's libretto and score based on the W. H. Hudson novel, "Green Mansions." Compositions written for the Columbia Composers' Commission also will be performed in review.

Henry M. Neely, commentator of the series throughout the summer, will fill the same role on this occasion.

## "BEHIND THE HEADLINES"

Liberty Magazine  
WMCA—Intercity Network,  
Friday, 7:15-7:30 p.m.

**VERY ENTERTAININGLY DRAMATIZED MAGAZINE CONTENTS AND COMMENT.**

Despite its title, this is not a news program, but a snappy presentation of the highlights in the current issue of Liberty Magazine. Through the medium of Garnett Marks, who does a swell job as commentator, and a sort of heckler known as "Vox Pop," which is one of the departments in the mag, the principal features of the current issue are discussed and dramatized.

Outstanding item on this occasion was the behind-the-scene story of the John L. Lewis-William Green feud. The hanging of an actor, who gave his best "performance" on the scaffold, was another interestingly dramatized bit.

Program, as efficiently handled, should serve its purpose of attracting readers.

## Bing Crosby

Bing Crosby returned to the Kraft Music Hall Thursday night on the NBC-Red network after an absence of three months, during which time Bob Burns held down the bag as emcee. Naturally the voice of Bing is a welcome one and he appears to be in finer fettle than ever. Somehow it takes a Crosby to bring out Burns to better advantage also, and the lines that can be written for Crosby in his banter with guests cannot always be written for Burns. Beatrice Lillie was also in fine form, both on her satirical singing and gags. Mischa Levitsky outdid himself at the concert grand piano and the program as a whole was smooth and entertaining. Velveta cheese received the credits.

## "How About It?"

Sam Hammer's "How About It?" over WOR on Friday nights has developed into a highly entertaining affair. The program has contestants telling what they would do if they found themselves in a certain situation, embarrassing or otherwise. The

## Loses Suit Against Gibbons

Supreme Court Justice Ferdinand Pecora dismissed the complaint in the \$250,000 suit for damages brought against Floyd Gibbons by Charles Locke, author and commentator. Justice Pecora said that it was not proven that the material used by Gibbons was slanderous to Locke. However, the court allowed Locke 20 days in which to file an amended complaint if he should so desire.

Locke alleged that he wrote material for Gibbons last January in connection with Ohio river floods and that Gibbons went on station WLW and so colored the original material that Locke's reputation as a writer was damaged.

questions are of general and topical interest, and not only stimulate intelligent and fast thinking, but they produce a lot of good, natural humor

Hammer also has built up an excellent "Your Invention" program on WMCA.

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30	31		

Greetings from Radio Daily

October 11

Jeff Bryant                      Leo Reisman  
Jimmy Donnelly                Elsie Ashcroft

## LOS ANGELES

**JOE KEARNS**, Margaret McDonald and Inez Seabury become permanent members of Lloyd Pantages' troupe on the weekly CBS airing.

Dave Howell, the "Cruising Troubadour", and Julie Bennell, commentator, have a new 15-minute program on KMPC, Fridays at 3:45, sponsored by the hotel greeters' publication, "About Town".

Emil Seidel and his orchestra replaces Louis Prima on the Ed Lowry "Sing Time" program over KHJ-Don Lee on October 12. Prima and his gang have been on the show for several weeks.

Buddy Twiss and Joe Parker initial a 15-minute program of comment labeled "Best of the Week" over NBC Pacific Coast Red on October 26 for Globe A-1 Mills.

"Curtain Calls", KFWB Sunday night feature, will be broadcast from the Figueroa Playhouse for the next few months due to increased Sunday activity at KFWB.

KHJ-Don Lee is releasing to Mutual nationally all of the important grid battles of U.S.C. and U.C.L.A. locally, including the clash of the two local squads on Dec. 4, according to Van Newkirk, newly-appointed chief of the Don Lee special events department.

**Margaret McGuirk at WOR**

Margaret McGuirk, formerly of the Charles Dallas Reach Agency, has joined the sales promotion department of WOR as assistant to Joseph Creamer, sales promotion manager of the station.

**FRANK NOVAK**

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**RALEIGH ROOM**

Warwick Hotel, New York

**6th MONTH AND EXTENDED!**

☆ **Coast-to-Coast** ☆

**T**HE early morning program of WFBR, Baltimore, brings new listeners to the station by the dozens as well as individually through the choice of recordings and alarm clock of Ralph Powers, staff announcer. This "waker-upper" is in contact every morning with the Naval Academy, School for Blind, Coast Guard Station, Police Precincts, dormitory of a boys' school and an entire ward of a Baltimore hospital.

*For the first time in the history of Dayton, O. radio, WHIO presented an eye-witness account of the World Series, with Si Burick, Dayton Daily News sports editor, presenting his daily "Sports News and Views" program direct from New York at his regular time of 6:15 p.m.*

Dalton LaMasurier, manager of KFJM, Grand Forks, N. D., cancelled his entire morning schedule when President Roosevelt visited his locality last week, and covered the chief executive's every move from 9:30 a.m. to 12 noon. Entire KFJM production staff was pressed into service as mikes were set up at five different points along the route of the President's parade, including the state fair grounds.

WNBC, New Britain, Conn.: *The Texas Cowboy (Hal Goodwin) and Christy Finegan's Wranglers are commercializing for Goodrich Silver-town Tires on Sundays . . . Victor Zembruski and his Victorian Trio are off the schedule until further notice . . . Milt Berkowitz, news editor, handles "Monitor Views the News" daily except Sunday, besides the regular 9:15 a.m. Transradio newscast.*

The original "Varsity Club" has returned to the WFBR, Baltimore, airwaves for its third year of programs designed for the entertainment of young men of high school age. This is the second year the series has been under the same sponsorship and is produced and directed by Brent Gunts, WFBR's youngest production man.

**Boost Short-Wave Schedule**

Thirteen different foreign countries ranging from Nicaragua to Norway are now receiving special short-wave broadcasts, sent in seven different languages by W3XAL, NBC short-wave station. NBC reported sharp boost last month in number and diversity of these special airings, each expressly designed for particular foreign country, and hails progress as important step in America's bid for international short-wave supremacy.

**Bradenton Seeks Station**

Bradenton, Fla.—Local Chamber of Commerce has voted to apply to FCC for permit to operate a 100-watt station here to be used in publicizing the city and county.

**Time Adds Space**

In preparation for its new NBC "March of Time" series, Time Inc. has taken Room 1237, RCA Bldg., for its editorial staff doing the script.

**De Leath Becomes De Leth**

Vaughn De Leath has decided to make De Leth her official surname hereafter. A numerologist induced her to delete the "a."

## CHICAGO

**B**ESS JOHNSON, for years the voice of Lady Esther on the Wayne King broadcasts and an actress in "Today's Children", leaving here shortly to try New York. Reported she will headline Palm Olive's new daytime script show. Miss Johnson was radio director at Stack-Goble until account moved to Lord & Thomas recently, when she moved along with it.

Henry Hoople, Scandinavian dialect actor, who has been ill for about six months, is fully recovered and back in local circulation.

John L. Sullivan has launched a new program on WAAF titled "Deserving of Credit" in which he interviews persons of noteworthy accomplishments.

Kay Armin, WAAF blues singer, is joining Stan Norris' orchestra as featured soloist. She will continue her air spots on WAAF.

Barbara Luddy and Bruce Kaman (Prof. Kaltenmeyer) will go to Milwaukee this week to be interviewed by Ed Thompson, Milwaukee radio editor, on his WTMJ program.

Two new vocalists, Virginia Price and Clayton Rochotto, discovered by Ben Kanter, musical director of WJJD, are heard each afternoon on "Song Bag".

**Two New WPA Series**

Mary Roberts Rinehart has donated the use of her book, "Tish," for a radio series by the WPA Federal Theater radio division over CBS starting Oct. 14 at 10-10:30 p.m. William N. Robson will direct, assisted by Donald Macfarlane, Leo Fontaine and Joel Hammil are doing the scripts.

"Epic of America," from the James Truslow Adams best-seller, will be presented by WPA over WOR next month.

**CBS Latin Series**

A series titled "Brave New World," an education program in cooperation with the U. S. Office of Education to promote the friendly relations between this country and Latin America, starts Nov. 1 at 10:30-11 p.m. over CBS. Production of the series will be under direction of Irving Reis.

**VARIETY....radio review....September 22nd**

**AL ROTH'S "MELODIC CONTRASTS" PROGRAM**

**WJZ-NBC...Monday 9 P. M. EST**

"New conception of handling a half hour of tunes has been skillfully worked out under Al Roth's direction, with his musicians highlighted. Something different and apart in the musical line, than anything that has come along on the networks. It certainly rates high sponsorship."