



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 87

NEW YORK, N. Y., TUESDAY, NOVEMBER 2, 1937

FIVE CENTS

Bid for Pan-Am. Station

Looking On ... AND LISTENING IN

AGENCIES Quietly but gradually, the production end of the radio business—at least in so far as the important, commercial programs are concerned—has been falling into the hands of the advertising agencies.

Whether they are showmen or not, the advertising men are now in show business.

There are some advantages in this, and some disadvantages.

Advertising men are quite likely to exercise better taste in theory and on paper, as compared to the dyed-in-the-wool showman's tendency to risk a point or two in order to get audience response, emotionally or otherwise.

The showmanship that makes for mass appeal, however, is a matter of instinct and flare rather than academic routine.

Another danger besets the advertising agency through its close relation to the sponsor.

The legitimate stage has counted its casualties resulting from "angel" interference, the movies have had their relatives and bankers, and now the radio's commercial programs are having somewhat the same experiences with the sponsor's wife or relatives or the sponsor himself.

And if it must come to choosing between putting on a real good show or pleasing the sponsor, the agency is quite apt to string along with the sponsor and give him what he wants even though it's no good and won't help his sales.

The showman's artistic temperament—or his "box-office" sense—on the other hand, is more likely to make him balk.

Somewhere between these two points is a good middle course.

ROCKEFELLERS INCREASE GRANTS TO RADIO FIELD

Annual report of the Rockefeller Foundation for last year shows an increased number of grants made in the radio field. It marks the first time that the Foundation has really taken radio as a serious subject for experiment, and the granting of fellowships and financial assistance marks the opening of a definite attempt to improve educational and

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WFIL Waxing Program For Taylor Packing Co.

Philadelphia—Taylor Packing Co. has contracted with WFIL to make a series of 26 transcriptions of Ann Taylor in "Homemaking Highlights" on the station's new recording equip-

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RKO Getting Its Share In Film-Radio Hookups

West Coast Bureau, RADIO DAILY
Los Angeles—While both M-G-M and Warner Bros. have been in recent headlines in connection with direct radio tie-ins, less has been

(Continued on Page 8)

Crosley Profit Lower

Cincinnati—Crosley Radio Corp. reports net profit of \$103,581, equal to 19 cents a share, after deducting \$340,000 for flood loss, for the nine months ended Sept. 30, compared with \$1,390,327 or \$2.54 a share in the first nine months of 1936.

Press-Radio in Election Jam Due to City News Ass'n Edict

\$300,000 Transmitter Being Erected by KNX

Washington Bureau, RADIO DAILY
Los Angeles—Contracts for a new \$300,000 transmitter for KNX have been awarded, with preliminary construction starting Nov. 15, according to Donald W. Thornburgh, CBS vice-president. Site is at Hawthorne Ave. and 190th St., about 30 miles from present location on other side of

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World Wide Broadcasting Co. Would Run Proposed Gov't Station Without Commercials—NBC Also After It

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Chicago—NBC and World Wide Broadcasting Co. locked horns before the FCC yesterday to gain control of Pan-American frequencies. Walter S. Lemmon of Boston, appearing on behalf of his company, World Wide, told the FCC that if Congress passes the Celler Bill calling for construction of a government-owned station, his company was in a position

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AFM ORDERS DISBANDING OF UNION FOR ARRANGERS

The Arrangers' Guild, launched three weeks ago with Joe Glover as president, yesterday disbanded on orders from AFM officials. It was believed that the organization would conflict with the parent union, and policies of AFM forbid the formation of a union within the AFM.

Officials of the AFM, in passing the order, intimated that they will do all in their power to assist the arrangers through the regular channels of the AFM.

Benton & Bowles Opening Separate Unit in Chicago

Chicago—Local offices of Benton & Bowles Inc. will be opened Nov. 15, with quarters in the Palmolive Building. Officers will be: Stuart Sherman, president; Arthur F. Mar-

(Continued on Page 2)

Dorothy Thompson Tops

Dorothy Thompson, who is under sponsorship of Pall Mall cigarettes, is now the top once-weekly quarter-hour show on the networks, according to the Cooperative Analysis of Broadcasting report which was released by the Compton agency.

PHILADELPHIA POLITICIANS PAY RADIO \$100,000

Philadelphia—Though exact figures are not available, it is estimated that about \$100,000 was spent for radio time by candidates in the present elections. Never before in local history has radio been used so extensively and exclusively by both political parties.

140 Stations to Carry Debut of NBC Symphony

Debut of the NBC Symphony Orchestra, with Pierre Monteux conducting, at 10-11:30 p.m. Nov. 13, will be aired over 140 stations of the combined NBC-Red and Blue networks. This will be the first concert of the first full symphony orchestra ever organized exclusively for and by radio, and is the group that will be conducted by Toscanini in his series starting Christmas night.

10,000,000 Philcos

Philadelphia—The 10,000,000th Philco Radio will go into circulation next Monday with fitting ceremonies.

The receiving set, a 116 XX, will be presented by Sayre M. Ramsdell and Boake Carter to the Walter Reed Hospital, the big veterans' institution, in Washington, D. C., with Secretary of War Woodring scheduled to be at receiving end.

Another Service

Springfield, Mass.—There seems to be no end to the number and variety of public services possible via radio. Latest here is for WSPR to aid the telegraph company in locating persons for whom urgent wires are waiting. Station has flashed several notices recently, and in each case many calls were received, leading to location of the "missing person."

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FINANCIAL
(Monday, Nov. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154	153	153 3/4	- 3/8
CBS A	20 3/8	20 3/8	20 3/8	- 1/8
Crosley Radio	10 1/2	10	10 1/8	- 1 1/8
Gen. Electric	42 3/4	41 5/8	42	- 1 1/4
RCA Common	7 7/8	7 5/8	7 7/8	- 1/4
RCA First Pfd	58	57	57	- 3
Stewart Warner	13 5/8	13	13	- 5/8
Westinghouse	103 1/2	102	103 1/2	- 1
Zenith Radio	23	22	22 3/8	- 5/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	1 1/8	1	1 1/8	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	7 3/4	8 3/4

WFIL-ACA Impasse

Philadelphia—WFIL and American Communications Ass'n have reached an impasse in their attempts to reach an agreement covering technical staff. Donald Withycomb, g.m. of WFIL, said the ACA's demands for a closed shop, starting salary of \$51 and hiring of two additional supervisors would impose greater burdens on WFIL in comparison to other stations.



Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Oct. 30, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Remember Me (Witmark & Son)		33
You Can't Stop Me from Dreaming (Remick Music Corp.)		30
Vieni Vieni (Witmark & Son)		27
Blossoms On Broadway (Famous Music Corp.)		25
Roses In December (Irving Berlin Inc.)		23
So Many Memories (Shapiro Bernstein)		23
Goodbye, Jonah (Robbins Music Corp.)		22
That Old Feeling (Leo Feist Inc.)		22
You and I Know (Robbins Music Corp.)		22
Getting Some Fun Out of Life (Donaldson, Douglas & Gumble)		21
I Still Love to Kiss You Goodnight (Leo Feist Inc.)		21
If It's The Last Thing I Do (Crawford Music Corp.)		21
Mission by The Sea (Shapiro Bernstein Inc.)		20
Moon Got In My Eyes (Select Music Corp.)		20
Have You Got Any Castles, Baby (Harms Inc.)		18
Once In A While (Miller Music Inc.)		18
Whispers In The Dark (Famous Music Corp.)		18
Farewell My Love (Harms Inc.)		16
It's The Natural Thing to Do (Select Music Co.)		16
When the Organ Played Oh Promise Me (Joe Morris Music Co.)		15

WFIL Waxing Program For Taylor Packing Co.

(Continued from Page 1)

ment. Disks are to be spotted mornings over the station and also on WRC, Washington; WRVA, Richmond; WTAR, Norfolk, and WBAL, Baltimore.

Radio Club's 1937 Medal Awarded to Dr. Hazeltine

The 1937 medal of the Radio Club of America has been awarded to Dr. Louis Alan Hazeltine, professor of physical mathematics of Stevens Institute of Technology. "in recognition of his outstanding contributions to the art and science of radio communication."

Davies Handling WIP Sales

Philadelphia—Major Edward A. Davies has been appointed sales director for WIP by Benedict Gimbel Jr., president. He was formerly program director, then went to John Falkner Arndt Advertising Agency as account executive.

Frank Lane on Talent Trip

Chattanooga—Frank S. Lane, manager of WDOH, is in Chicago until tomorrow to audition new acts for the station.

Vance Babb on Sick Leave

Vance Babb, NBC manager of press, is out of the office for the rest of the week on sick leave.

Benton & Bowles Opening Separate Unit in Chicago

(Continued from Page 1)

quette, vice-president, and Edward Aleshire, vice president.

Complete independent organization will be maintained in Chicago by Benton & Bowles, but facilities of the newly opened Hollywood branch and the New York office will be available for the clients of the Chicago offices.

Sherman is now Pepsodent vice-president in charge of advertising and sales promotion. With his departure, Charles Luckman, v.p. in charge of sales, adds advertising to his title, Malcolm Hart becomes sales manager and J. Baxter Gardiner is promoted to advertising manager.

Aleshire is radio director of H. W. Kastor agency and formerly was with Blackett-Sample-Hummert and Lord & Thomas.

WHDL to Celebrate 9th

Olean, N. Y.—WHDL will celebrate its ninth anniversary on Nov. 11, with an elaborate program being planned by the staff for that day. Station moved here from Tupper Lake three years ago.

Russ Brinkley, whose assignments include conducting the two-hour "Morning Clock," and who is just back from an airplane vacation covering several thousand miles, celebrates his second anniversary at WHDL on Thursday by interviewing the lion touring with a movie road-show.

COMING and GOING

JOE WIEGERS, press agent for the True Story radio shows, is making a tour through the South, including Atlanta, Birmingham, New Orleans and Memphis, in the interests of "True Story Court of Human Relations." True Story has recently added WSB, WAPI, WSMB and WMC in those cities to its other stations on the NBC-Red. He will also visit Cincinnati and Mid-west cities in the interest of "Good Will Hour."

AL LEWIS and HANK GARSON, writers, sail Nov. 10 for Bermuda.

GEN. HUGH S. JOHNSON goes to Worcester on Thursday for the New England Mobilization meeting, and will do his radio talk that night from the stage of the Worcester Auditorium.

DR. W. H. VOELLER, president of Fitra Productions and the Sedgwick-West agency, planned from Hollywood east for a two-week stay on radio deals for Fitra.

BASIL LOUHRANE has left the Coast for the Chicago office of Lord & Thomas after huddling in Hollywood with Tom McAvity and Jack Runyon on the forthcoming Walt Disney show.

OSCAR STRAUSS sails tomorrow aboard the Queen Mary for Europe.

CONNIE DRAKE, a Roy Campbell soloist, leaves Montreal for Ottawa today to fulfill a night club engagement.

ALAN HALE of WISN, Milwaukee, is in town on business.

JOHNNY O'CONNOR arrives in town tomorrow. MICKEY ALPERT and his orchestra leave for Boston this week-end to begin an engagement there.

Sub-Committees Meet To Read AFM-IRNA Draft

Sub-committee of the AFM and that of the IRNA met yesterday to read over the final draft of the trade agreement which will be a standard part of all station and musician contracts. Also still in progress are the AFM okays on the individual station expenditure allocations for musicians.

Samuel R. Rosenbaum of WFIL, chairman of the IRNA special advisory committee, and the IRNA attorney Bill Jaffe, represented the affiliates, and Pres. Jos. N. Weber, Fred Birnbach and A. C. Hayden, the AFM. Trade agreement reading will probably be resumed today.

One Year for Prof. Quiz

Professor Quiz celebrates 1st anniversary on the CBS network during broadcast Nov. 6. Program is heard over CBS web at 9-9:30 p.m.

Duke U. Series on WDNC

Durham, N. C.—WDNC is completing plans for a series of weekly broadcasts from Duke University, featuring interviews with outstanding campus-ites.

WANTED EXPERIENCED SALESMEN!

We want men who have sold time on the air to advertisers and agencies. We are looking for one or two "Go Getters" to follow up leads and close contracts.

Box No. A-115, RADIO DAILY, 1501 Broadway, New York City.

ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.

"There's nothing she can't sell."

A WEE BUNCH OF SHAMROCKS

A Modern Irish Ballad



1619 BROADWAY, NEW YORK, N.Y.

WORLD WIDE AND NBC BID FOR GOV'T STATION

(Continued from Page 1)

to operate it on a non-profit basis, using no commercial programs. Broadcasts would be confined to educational subjects, assigning time to various government bureaus, and no time would be given politicians, said Lemmon.

It is understood World Wide, which at present has an application for modification of license, is attempting to hold allocations so that the Cairo conference will not assign them to anyone else before the U. S. government has a chance to build its own station.

NBC has applied for a straight construction permit on grounds that its facilities are better developed and would therefore be of greater value to a government. NBC would, of course, operate on a commercial basis.

New Studios of KMTR Will Be Coast Showplace

West Coast Bureau, RADIO DAILY

Los Angeles—Construction work on the new KMTR studios on Cahuega Boulevard is considerably ahead of schedule and will be ready for occupancy not later than Jan. 1, according to Vic Dalton, owner.

The station will be one of the showplaces of Hollywood upon completion, since it is of rambling, one-story Spanish-Mission design, with all buildings and the transmitter towers enclosed within a thick and squat 'dobe wall, now being constructed by adobe masons brought up from Mexico for the purpose. The offices, audience studios and various departmental buildings are grouped around a typical California patio, with palms and semi-tropical foliage in profusion.

An interesting item of the reception room decor is a series of photographs of all of the surviving missions in California, together with etchings from original architects' drawings of several which are now in ruins. These will be framed and hung in niches in the walls, providing a pictorial history of the settling of California by the Spanish padres.

The research and work involved in assembling these historical pictures typifies the enthusiasm with which Dalton has tackled the job of building the most distinctive and unique radio station in America, which already has the distinction of being the only station with transmitter actually within the geographical boundaries of Hollywood as recently defined by the Board of Supervisors.



**IN A
CLASS
BY ITSELF**

INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Rockefellers Increase Grants to Radio Field

(Continued from Page 1)
cultural broadcasting in the United States and abroad.

Largest grant issued was to the World Wide Broadcasting Foundation, Boston, with \$40,000 appropriated to that body to enable it to continue its experiments through WIXAL. Grant will allow two years of work for Foundation. WIXAL was selected because of its wide listening audience, both domestic and foreign. Foundation utilizes station facilities for broadcasting regularly five days weekly. A special Sunday feature is devoted to foreign listeners. Majority of broadcasts were handled by faculty members of Harvard University, Boston University and other nearby institutions.

Another \$115,000 was appropriated for 52 fellowships, of which nine were used in the radio field. One student studied broadcasting in South and Central America, while the other eight studied methods of planning and producing radio programs in New York.

Final two grants in radio field were made to Columbia University, where \$500 was given Professor Cabell Greet for the preliminary study of speech, and \$3,000 was granted Arthur S. Garbett for an investigation of music appreciation at various levels in relation to types of radio programs.

Although 1937 appropriations by the Rockefeller Foundation are as yet unannounced, it is known that grants in the broadcasting field will be greatly increased this year. Early in October a grant of \$67,000 was made to Princeton University for study of methods of broadcasting. Additional monies allotted will be revealed in next annual report.

\$300,000 Transmitter Being Erected by KNX

(Continued from Page 1)
town. John and Donald Parkinson are the architects.

Plans call for a reinforced concrete structure of modern design. Equipment will embody the latest developments, with short wave facilities for international programs. J. L. Middlebrooks, CBS engineer, is here to supervise the project, which includes a 500 ft. tower for the 50,000-watt CBS key station on the coast.

"Ave Maria" Switches

"Ave Maria Hour" on WMCA-Intercity undergoes a production switch after next week, due to the transfer of Father Anselm. The series produced during the past several months under the direction of Charles LaTorre, with scripts by Howard Warwick and music by Alfredo Antonini, was the most elaborate ever presented by the Grey-moor Friars from the monastery at Garrison, N. Y. Donald Peterson, producer of "Junior G-Men" and former producer of "Ave Maria," again takes over production of the latter program.

First "Meet Headliners" Recorded by Transradio

Transradio News Features, subsidiary of Transradio Press Service, which recently opened its own offices in Radio City, has readied its first sample recording of "Meet the Headliners," a combination of newspaper and magazine style of reporting news happenings, reproduced with the aid of original spot recordings that inject internationally known personalities and their true voices. First transcription includes translations and incidental music combined with news events and speeches by Hitler, Stalin and Lenin. German band is heard in one spot, as well as commands to the assembled Nazi soldiers, making an unusually realistic disk. Translations of the fiery speeches are given in each instance.

W. G. Quisenberry is head of Transradio News Features and a custom job of recording apparatus installed includes a battery of Presto Recording Co. turntables, Fairchild-Proctor tone arms and RCA pickups. Pressings are being done on the outside. According to Quisenberry, portable recording outfits have been shipped to Transradio correspondents throughout the world. Other series with the same technique will include sports events and special features for women. The productions are under the supervision of Quisenberry and scripts are handled by Stuart Minns, who wrote many of the "March of Time" scripts.

WHBF Converts Sponsor

Rock Island, Ill.—Thomas McDermott, new promotion and advertising manager of the Sears-Roebuck stores in Rock Island, Davenport and Moline, had never used radio until WHBF prevailed upon him to give it a trial. A 15-minute hillbilly program, "Home Folks Frolics," featuring the music of Fields and Hall Mountaineers from the NBC Thesaurus, with WHBF's Forrest Cooke and Ted Arno'd handling continuity and commercials, worked out so well that the contract has been renewed.

HOLLYWOOD NITE-LETTER

Send for free sample scripts of this new 5-minute Script Program. Original, authentic, breezy summary of the day's biggest news of the film capital, gathered by our own reporters. Air-mailed daily direct from Hollywood. Exclusive franchise still open in many choice cities. Cost is trifling. Wire today.

EARNSHAW RADIO PRODUCTIONS
6425 Hollywood Blvd., Hollywood, Calif.

PRESS-RADIO PUT IN JAM BY EDICT OF NEWS ASS'N

(Continued from Page 1)

up to its agreement with the stations.

To point out its position in the controversy, Press-Radio yesterday filed a letter with Kent Cooper, AP general manager.

When Paul White, CBS director of public affairs, learned that City News Ass'n was willing to sell the election service for \$500 he signed for the service to be used on WABC. NBC has refused to buy the results and tonight for the first time since the Press-Radio agreement, will have its own men in the field covering the election results. What setup NBC will use, A. A. Schechter, director of news and special events, refused to say.

W. R. Henderson, general manager of City News last night said that so far as he knew no other subscribers had been signed for the service, but that it was available to any station for \$500 each. Later reports said that City News offered Press-Radio blanket coverage of the country for \$3,000. Despite the City News ruling, stations are making various arrangements, with newspapers and others, for coverage of election returns.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

*Highest Quality Recording
attained by*

- ★ Most expensive modern instantaneous recording equipment.
- ★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines

OFF THE AIR by special filtered antennae

STUDIO with 60'x30' double ceiling broadcast studio Dynamic micro-phones.

Instant Service

**ADVERTISERS RECORDING
SERVICE, INC.**

113 WEST 57th ST., NEW YORK
Phone Clr 7-6982 Established 1930

PROMOTION

WMC Safety Campaign

Promotion via the public-interest channel has an exemplary feature in the safety campaign of WMC, Memphis. Station airs four regular programs weekly, with the object of promoting safety. One is dramatized narrative, based on fatal accidents in the city; another is a weekly talk by safety commissioner; third is Safety Cruise, utilizing portable transmitter in runs about town, with police official observing traffic errors; then comes another dramatic sketch, the entire campaign bolstered by spot announcements concerning safety.

NBC Booth at Auto Show

NBC is the only network represented at the National Auto Show. Booth is filled with exhibits which are ordinarily seen by NBC Radio City tourists. No pamphlets or other literature are given out. Ernest Clark of the engineering department and Don Mercer of the publicity division are handling the exhibit.

Marx Bros. Fined. To Appeal

West Coast Bureau, RADIO DAILY
Los Angeles—Groucho and Chico Marx must pay \$1,000 for their radio use of material which Carroll and Garrett Graham had submitted to them, but which was rejected. Federal Court yesterday imposed the fine, following trial of the case last week. The Marx Brothers will appeal.

Gene and Glenn on Coast

West Coast Bureau, RADIO DAILY
Los Angeles—Gene and Glenn (Gene Carroll and Glenn Rowell) have arrived in town to make their permanent home in Hollywood. The "cracker barrel comedians" do their first broadcast from here Monday on their regular Monday through Friday schedule for the Kellogg Company. Jake and Lena came along too.

Orchestra for WPEN

Philadelphia—With merger of WPEN and WRAX, retaining the WPEN call letters, station has added a 12-piece orchestra under Joseph Franzossa. John Iraci is owner of the station, with George Lasker as manager and Henry Potter as head of foreign language department.

CBS Governors Re-elected

Montreal—Terms of office of three governors of the Canadian Broadcasting Corp. expiring today, have been extended for two more years. The three are Brig.-Gen. Victor Odium, Vancouver; N. L. Nathanson, Toronto, and Alan B. Plaunt, Ottawa.



● ● ● If Bruce Barton wins today's election for Congress he will be the 1940 GOP candidate for President on a liberal and reformed ticket.... Lew Sherwood replaces Tommy Dorsey at the Commodore for three weeks beginning tomorrow, while Tommy appears at the Paramount... Eddy Duchin will appear on Buddy Clark's show Thursday... Cole Porter will be confined to his hospital bed for at least another two months... Hank Ladd, who was the original "Beetle" with Phil Baker, is now writing the Olsen and Johnson Coast show for Richfield Gas... Harry Von Zell has gone west to straight-man the Fred Allen show. This westward trek will also bring Harry on other coast shows... Ork leader Jimmy Aldin is being groomed for a winter spot by a big office... Johnny Green was in Chicago yesterday working out a new show with sponsor... Cliff "Sharlie" Hall will go west after Jan. 1 for pictures... Has it been printed that CBSlinger Jerry Lawrence is the two-month husband of Selma Penter, daughter of the Hearst executive?... Russ Brinkley of WHDL has revised a familiar adage to read—"If it isn't one thing—it's a sponsor".

● ● ● "Patricia Ryan" mentioned in yesterday's headlines as a murderess—is not Patricia Ryan of the radio... At the Russ Morgan party the other Sabbath, where radio, flicker and stage agents and execs appeared—besides music publishers, Col. J. C. Flippen held sway while introducing Abe Lyman, Joe Lewis, Henry Dunn, Buddy Clark, Sammy Fain (who had trouble remembering all his hit tunes), Irving Kahal—but it remained for Del Casino to tear the house down with "That Old Feeling", at Leon & Eddie's... Georgie Price will be feted there this Sunday... KIDO, Boise, airing of shows from the State Penitentiary, has resulted in two inmates (who sing vocals) receiving fan mail from the radio public.

● ● ● George White's deal for an air version of "Scandals" with Ethel Merman starring will be a CBS feature... Gabriel Heatter will start ANOTHER daily network commercial via NBC for North American. Show will be aired after 11 p.m. nightly... Irving Reis, the CBS producer-director, signed by Paramount, leaves Jan. 1 for his writer-director berth... Deal is pending for Abe Lyman to go into the International Casino... Pat Harrington has quit Jack White's Club 18 and will join Mickey Alpert's band at the Round-Up in Boston next week... Larry Speir's resignation as head of Crawford over the week-end saw these switches: Al Porgie, from Marlo to Crawford—George Marlo left Chappell for his old namesake, Marlo—and Eddie Wolpin succeeding Marlo in the Chappell berth under Henry Spitzer... Deal is still pending for the Yacht Club boys' radio show... Jack Pearl's next air appearance will be a character conceived by RADIO DAILY Publisher Jack Alicoate with a script by Dorothy Parker and Alan Campbell. However, this won't be for some time because of Pearl's plans for the immediate future... Harry Conn show will audition twice on Sunday for sponsors...

● ● ● Colonel Jack Major, who claims something of another record in having just completed the eighth audition for the same sponsor, will present what he calls a "harelip Gracie Allen" on his program at 3 p.m. today over CBS... Lady in question is Evelyn Oaks, who will explain how she can drop-kick a goal from any part of the field... (Jack confides that grandpa—a hog-caller, stands behind the goal post, gives a hog-call, and Evelyn shoots the ball over)....

Crosby In Dramatic Role

Bing Crosby will be heard in a dramatic role next Monday night on the CBS Lux Radio Theater, co-starring with Joan Blondell in "She Loves Me Not".

Lee Morse In San Antonio

Ft. Worth—Lee Morse and her pianist, Bob Downey, after an engagement at the Midway Inn here, left last week for the Olmos Club, San Antonio.

GUEST-ING

BOBBY BREEN, on Eddie Cantor program, Nov. 3 (CBS, 8:30 p.m.).

GELETT BURGESS, author, on behalf of United Hospital Fund, tonight (WQXR, 5:55 p.m.).

MUNDY SINGERS, a capella group, on "National Barn Dance," Nov. 6 (NBC-Blue, 9 p.m.).

GRACE MOORE, JOS. SCHMIDT and ROBERT WEEDE, on General Motors Concert, Nov. 7 (NBC-Blue, 8 p.m.).

HOWARD PRICE, ANICETA SHEA and GORDON W. GIFFORD, on "Metropolitan Opera Auditions," Nov. 7 (NBC-Blue, 5 p.m.).

MARGARET ANGLIN and FRANK ALBERTSON, on "Hammerstein Music Hall," Nov. 12 (CBS, 8 p.m.).

OLIVIA de HAVILAND and BRIAN AHERNE, in scenes from "Great Garrick", on "Hollywood Hotel", Nov. 12 (CBS, 9 p.m.).

Chicago Opera on NBC

A series of operas from the Chicago Civic Opera House will be aired over NBC-Blue starting tomorrow at 11 p.m. to 12 midnight. Elisabeth Rethberg, Giovanni Martinelli, Carlo Morelli and others will appear in the initial presentation, "Il Trovatore," with Roberto Moranzoni conducting. On Nov. 8, "La Traviata" will be aired, with Helen Jepson, John Charles Thomas and Andre Burdino.

LUCKY STRIKE

presents

"Melody Puzzles"

with

RICHARD HIMBER

WOR-MUTUAL

Every Tuesday

8-8:30 P.M.

EST

MONEY FOR ALL THREE
FAMILY, RETIREMENT, DISABILITY
IN ONE SIMPLE PLAN

Jules Harberg
INSURANCE

JOHN 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"HILLTOP HOUSE"

with Bess Johnson
Colgate-Palmolive-Peet Co.
WABC-CBS, Monday through
Friday, 5:45-6 p.m.
Benton & Bowles, Inc.

WARM HUMAN INTEREST SERIAL WITH ORPHANAGE LOCALE, WELL WRITTEN AND ACTED.

Bess Johnson, long known as the voice of "Lady Esther", has a neat little vehicle in this "Hilltop House", authored by Addy Richton and Lynn Stone under the nom de plume of "Adelaide Marston". The house in question is an orphanage, and Miss Johnson is the matron in charge.

Opening episode lost no time in setting the scene and arousing immediate listener interest and sympathy. Both the script and the acting stood out as well above the average serial. Characters heard on the first program included a colored cook and some likeable kids. Drama enters the picture with impending likelihood of the orphanage having to close shop. Just then word comes of a stranger having fainted near the orphanage gates, and this supplies the note of suspense to carry over into the next chapter.

Cast of the serial also includes Carleton Young, Irene Hubbard, Jay Austin, John Moore, Janice Gilbert and Jimmy Donnelly.

Miss Johnson assists on the commercials, which are not overdone.

"TERRY AND THE PIRATES"

Bowey's Inc.
WEAF—NBC-Red Network,
Mon., Tue., Wed., 5:15-5:30 p.m.
Stack-Goble Agency, Chicago

SERIAL PACKING ACTION AND EXCITEMENT FOR JUVENILE LISTENERS.

Based on the comic strip of the same name, this new dramatic serial, which yesterday replaced "While the City Sleeps" in behalf of Bowey's Inc. (Dari-Rich chocolate-flavored drink), started off with a bang as far as action and excitement is concerned. In fact, there was so much excited commotion in the opening

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily
November 2
Clyde Scott
Mary Steele
Granland Rice
W. Haenschen
Stan Shaw

RADIO PERSONALITIES

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

TOMMY FREEBAIRN-SMITH

TOMMY FREEBAIRN-SMITH, producer-announcer of Vick's "Open House" on CBS, was born in Wemyss Bay, Scotland, Nov. 5, 1900. His ancestor, the original Thomas Freebairn, was chaplain to Robert Bruce of the famous "persistent spider" story; his father was an amateur violinist of prominence and his mother was winner of a Carnegie Gold Medal for voice when she appeared with the Royal Welsh Ladies choir at the first Chicago World's Fair.

He left King's College, Cambridge, to join the army when he was 17. Was admitted to the London Scottish bagpipes band. Was offered commission in the "Black Watch," Royal Highlanders' crack Scottish regiment, which he refused, to go into stock broker's office. While playing Gilbert & Sullivan in amateur company, was discovered and cast in "The Enemy" for Middlesex Repertory Players.

Went to sea as purser for a health trip and liked it so well he stayed on shipboard four years. Royal Mail Steamship Packet company sent him to Portland, Ore., to open passage office. Made such a success, as announcer in his spare time, American Broadcasting System (now defunct) made him chief announcer.

In May, 1933, came to Hollywood, joined KNX as announcer and producer, and in 1936 signed to announce and produce "Open House" for Vick's. Has initiated a poetry program, "Leaves in the Wind" and "Art of Conversation," an informal unrehearsed "open forum" program, currently aired over KNX, CBS outlet in Hollywood.

Is a half-inch short of 6 feet, weighs 145 pounds. Exercises at rowing, cricket, tennis, horseback riding. Has such a good radio voice a man once sent him his last \$100 to invest for him because he sounded so honest. (Tommy doubled the money.)



Has a voice that inspires trust in him...

chapter that it was hard to get a clear picture of the doings.

The material is there, however, and the youngsters should go for it.

"Adventure of Capt. McBryde"

One of the few production efforts in the New Orleans section, this WWL weekly commercial by Lionel Ricau is a cheaper play built around the hair-raising adventure of an Irish salt water captain whose brogue is as pronounced as his courage.

The locale is in exotic spots with savage villainy and jungle drums, each chapter opening with a young boy and girl begging the old salt to tell them a story. After he begins his narrative, a "cut back" carries the action on dramatically, with the children interrupting at the suspense spots to bring the narrative back to the present time. The cast consists of Ricau as the captain and Jean and Junior Barnes as the girl and the boy, respectively.

Briefly

Though it was strictly a formula subject—the trite idea of easily won sweepstakes money resulting only in grief for the winners—Irving Reis and Charles Martin, authors and directors, made a very interesting presentation out of "Sweeps", a Columbia Workshop program, over CBS last Sunday night. Production and good acting distinguished the offering.

Earlier the same day, on NBC-Red, the "Radio Newsreel", another of the interview cycle, had a real-life sweepstakes winner who is now broke and jobless. John (golfer)

Montague, on the same program, was very interesting.

George Fischer, in the Winchell spot on NBC-Blue, apparently thought he was starting something new in offering to mention names of first stations to adopt the national anthem for sign-off music. American Legion advocated this a long time ago, and many stations are already doing it.

Ann Shirley, appearing opposite Tyrone Power in "Just Suppose", on Woodbury's NBC-Blue program Sunday night, all but stole the show. She's a swell radio personality.

Those dramatizations of old songs on NBC-Blue at 10:30 a.m. Sundays, authored by Ethel Park Richardson, continue to be grand entertainment, unusually well written and expertly acted. A "curse of drink" angle was employed in the "Hand Me Down My Walking Cane" presentation last Sunday, and it made good Halloween season fare.

Elissa Landi and Vincent Price, in scenes from "The Lady Has a Heart", supplied the highlight of "Magic Key of RCA" on NBC-Blue last Sunday afternoon. Here's a couple of voices

School of RADIO TECHNIQUE
America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios . . . programs taken off the air
George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York

Coming Events

Nov. 29-Dec. 1: Second National Conference on Educational Broadcasting, Drake Hotel, Chicago.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

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

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

Good Business at WHBF

Rock Island, Ill. — Business at WHBF, which has studios here and in Moline and Davenport, is very good, the station management reports. Every 15-minute period from 6:45 to 10 a.m. is sponsored Monday through Saturday except for three spots, and one of these is open only three days weekly. Of the 10 quarter-hours from 10 a.m. to 12:30 p.m., three are sponsored, three are devoted to public service programs that the station will not sell, two are filled by local programs which the advertiser must buy if he wants this time, and two are open.

Though an independent outlet, WHBF has eight evening commercials Monday through Saturday. All nine of the station's 5-minute newscasts also are sponsored.

Testing Saf-T-Shav

St. Louis—Hamlin Mfg. Co. has contracted with WEW for exclusive test promotion of Saf-T-Shav in this area. Alex Buchan, sports announcer, got the assignment.

Vapex to Expand

Vapex, sponsoring "Let's Play Games," will add WAAB, Boston, on Nov. 5, with the Don Lee network slated to carry the show shortly thereafter. Program may be recorded for the coast. Small & Seiffer is the agency.

worth having on the radio more often.

Grace and Eddie Albert, who appear in those ET's for Pacquin Inc. cosmetics, hand out a very pleasing five minutes of songs and patter. They're a bright and genial pair.

FROM NOW ON
COLONEL JACK MAJOR

WILL BE HEARD
3-3:30 ON TUESDAYS

WABC-COLUMBIA NETWORK

Los Angeles

JOE PENNER was awarded the Gene Inge citation for the outstanding performance of the preceding week when Gene offered the second of his "Take the Air" programs on KFWB last night.

R. U. McIntosh and Associates, E. T. program producers, have sold their "Plainsmen" to Associated Broadcasting Co. Ltd. for Canada. Program dramatizes incidents in the lives of legendary figures of pioneer days: Bill Cody, Wild Bill Hickok, Calamity Jane et al, and will be sponsored in Canada by the Red River Cereals Co.

Jimmy Vandiveer, for the past several months publicity director of KHJ, as well as conductor of the "Meet Some People" program on that station, has resigned to join the Harrison Holliway staff at KFI as director of special events. Continuing the "Meet Some People" interviews in his new berth, Jimmy will utilize the new KFI 100-watt mobile unit to remote special events under the ambitious plan of Holliway and Don Clarke, program director, for wider and more aggressive coverage of that field of broadcasting.

Milton Weinberg has returned from a two-month eastern trip. Reports advertisers throughout the country unanimously hot for Hollywood datelines.

George McGarrett and Harry Von Zell, producer and announcer, respectively, on the Fred Allen show, are in town to resume their chores with Allen, who will broadcast from here for the next couple of months at least. Von Zell also will handle the commercials on another Young & Rubicam assignment to the Phil Baker program.

Emile Gough, general manager of Hearst Radio, arrived Monday for conferences with Elliott Roosevelt.

George Burns arrived in town Sunday from four weeks in New York. Gracie is due the middle of the week on the Chief with the children. Bill Burns and John P. Medbury also checked in to resume scripting chores on the new B. & A. series starting next week.

Larry White has resigned his berth as assistant to Art Rush, manager of Columbia Artists and affiliated activities.

Vince Haworth, who played the role of "Jack Arnold" on the "Myrt and Marge" program for more than five years and who had his real name changed to his stage name when he became a picture contractee, made his debut under the new name in the Lux Radio Theater presentation of "A Free Soul" last night.

Pinky Tomlin bought a three-gaited horse last week as the first move toward stocking his newly-acquired San Fernando ranch.

Trudy Wood, last heard from on last season's Packard program with Fred Astaire, now has her own 15-

☆ Programs That Have Made History ☆

"Standard Symphony Hour"

ORIGINATING in San Francisco and broadcast over a Pacific Coast NBC network under the sponsorship of Standard Oil Co. of California, the Standard Symphony Hour is the oldest commercial network program on the air in the West. Ever since their inauguration in 1927, the weekly concerts have presented consistently the finest type of music played by the Pacific Coast's most noted orchestras and conducted by such renowned musicians as Alfred Hertz, Bernardino Molinari, Artur Rodzinski, Otto Klemperer, Basil Cameron, Issay Dobrowen, Willem Van Hoogstraten, Sir Hamilton Harty, Mishel Piastro and Gaetano Merola. The San Francisco, Portland and Seattle Symphony Orchestras and the Los Angeles Philharmonic have been featured, in addition to the specially organized Standard Symphony Orchestra, which plays exclusively for these radio concerts. In order to further the cause of good music in various smaller communities, the Standard Symphony Hour also has introduced

minute program on KFI. Husband Bill Bryan is producer-announcer.

KMPC's new "Meet the Author" program announces a list of distinguished writers as guests, with John Van Druten leading off Nov. 4, followed by Princess Der Ling, Beulah Marie Dix, Vance Hoyt, Vina Delmar and others of equal prominence.

CBS "Hollywood in Person" goes on the Warner lot for the first time next Friday when Bob Baker interviews Dick Powell and Joan Blondell on the joys of domesticity.

The Harty-Kelty agency has opened offices on The Strip. Both are well known in the amusement field, Harty handling the affairs of Ray Noble, and Frank Kelton was formerly vice-president of the music publishing house of Shapiro-Bernstein. Shirley Brenner, also an associate in the combination, was at one time with Fred Waring and later connected with Balaban and Katz in Chicago.

Reid Kilpatrick, of KEHE special events department, will cover sports in a new "Sports Shorts" program over KEHE Mondays, Thursdays and Fridays at 7 p.m.

Fenton Earnshaw, editor-in-chief of the Earnshaw Radio Productions "Hollywood Nite Letter" service, which is utilized by many stations throughout the country as a daily feature, now does a nightly broadcast of his material over KMPC at 10:45, providing that station with a daily resume of what's happening on the picture lots.

Claude Sweeten becomes musical director of the CRS Hollywood studios—KEHE. Sweeten was formerly musical director of KFRC, San Francisco, and preceding that conducted the orchestra at the Golden Gate Theater for many years.

non-professional symphony orchestras on several occasions.

The Standard programs have pioneered in good will advertising on the air, the absence of all commercial announcements having marked the concerts in this series since its beginning.

With the continued approval of the listening audience, no departures have been made from the original style of the Standard Symphony Hour. Presentation of music of universal appeal has been the desire of the sponsor, and so-called "high-brow" works not generally liked have been avoided.

Since 1928, the Standard School Broadcast, Thursday morning course in music appreciation for elementary and advanced school children, has been a companion network feature, pioneering in radio education. The School Broadcast is definitely linked to the Standard Symphony Hour, with the morning program serving to develop deeper appreciation of the musical numbers to be played during the evening broadcast.

BOSTON

"Rakov and His Magic Rhythm," new variety program over WBZ-WBZA, is being sponsored by RCA Victor dealers of New England. Wright Briggs, Salvy Cavicchio, Arthur Amadon and the Rhythm Girls trio also are in the talent lineup.

"Mac 'n' Moore," comedy team, back on WBZ-WBZA for six mornings a week, sponsored by Planters Peanuts.

Van Wick Mason, author of many Crime Club stories, will be guest of Ruth Moss over WAAB on Friday at 6.

WHBF, Rock Island, Ill.

Station's artists bureau supplied Dorothy Lee Mason, Joy Miller, Jackie Greenwood, Don Sweet and Lucia Mae Thompson to entertain at the Welcome Baking Co. parties for Rock Island and Moline grocers.

Ralph Childs, news announcer, is bringing in a large number of guests on his daily "Sports Trail of the Air."

Station has jumped the gun on the local musicians' union by hiring a 14-piece orchestra directed by Maurie Bruckmann of Davenport.

Dale Coles, Doris Rigdon and the Rashid Sisters are supplying entertainment for the all-week special entertainment put on by Continental Baking Co., Davenport.

Production Manager Ivan Street, following the success of last season's softball tournaments and basketball meet, is promoting a tri-city bowling tournament.

San Francisco

THOUGH John Nesbitt, "Passing Parade" commentator for Duart's "Creme of Milk" face cream, may move to Hollywood in a couple of months to write and direct short subjects of his air script, the show will probably continue to originate here, according to Howard E. Williams agency.

"Woman's Magazine of the Air," veteran NBC variety hour, has had a half-hour lopped off it but will do an "across-the-board" skit. All features are retained, but condensed and paced faster. Change was necessitated by press of network shows of eastern origination.

Bill Brokaw, the "Midnight Vagabond," is chattering with disks at a later hour on KROW. Some months ago Bill was on KSFO, but quit to enter a local fruit juice canning firm, where he'll continue, doing radio on the side.

Pearl King Tanner, NBC actress, renewing acquaintance with Mrs. Richard Bonelli, wife of the famous baritone, here for opera engagements.

Mort Werner, KJBS's "singing announcer," flew to UCLA in Los Angeles on Friday to officiate at a football rally.

A five-piece string ensemble, playing for diners in the main dining room of the Palace Hotel on Sunday eve, will be aired by KSFO over the Pacific Northwest stations. Al White, director of the KSFO studio ensemble, will lead the group. Keith Kerby to do the announcing.

Helen Sawyer, off to KSFO airplanes for about a month, now doing a regular stint of five-a-week fashion chats.

Les Cunningham, whose radio experience thus far has been in plays over KLX, Oakland, and KROW, gets an announcer's post at KRE, Berkeley.

Vicki Vola, Vernon Wilson, Helen Kleeb, Carl Kroenke and Kenneth Garcia played in Peter B. Kyne's second contrib to the "I Want a Divorce" series aired by KPO on Sunday.

Leon Churchon, former manager of KYA, left for Pittsburgh, to huddle with WCAE execs.

WLW, Cincinnati

Joseph Ries, educational director of the Crosley stations, plans a special series from Cuba over WLW, starting in December. Ries will attend the conference on radio in education to be held late this month, after which he plans to visit Cuba.

Jane Gillis, mezzo-soprano, recently joined the WLW-WSAI vocal staff. Wilda Hinkle, WLW character actress, has been trying her hand at directing and producing.

Charlie Wayne, hillbilly character, is back on the air with a Sunday one-hour show over the WLW Line.

Dave Conlon, chief remote control engineer, recently became the father of a girl.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,096,756—Dynamic Multiplier. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.

2,096,757—Sound Reproduction System. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.

2,096,758—Dynamic Multiplier with Automatic Tone Filter. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.

2,096,759—Dynamic Multiplier. Ellison S. Purington, Gloucester, Mass., assignor to John Hays Hammond Jr.

2,096,782—Antenna—George H. Brown, Had-donfield, N. J., assignor to RCA.

2,096,800—Signaling System. Dudley E. Foster, Evanston, Ill., assignor, by mesne assignments, to Reconstruction Finance Corp.

2,096,817—High Frequency Oscillator. Louis Malter, Oaklyn, and George A. Morton, Haddon Heights, N. J., assignors to RCA.

2,096,829—High Frequency Oscillator. Alfred H. Turner, Collingswood, N. J., assignor to RCA.

2,096,861—Rectification System. Alger S. Riggs, Woodcliff, N. J., assignor, by mesne assignments, to RCA.

2,096,862—Gaseous Discharge Device. Percy L. Spencer, West Newton, Mass., assignor to Raytheon Production Corp.

2,096,863—Photoelectric Tube System. Percy L. Spencer, West Newton, Mass., assignor to Raytheon Production Corp.

2,096,874—Automatic Volume Control System. George L. Beers, Collingswood, N. J., assignor to RCA.

2,096,881—Electronic Synchronizing System. Henry R. Butler, Verona, N. J., assignor to Wired Radio Inc.

2,096,902—Door Operating Mechanism. Anthony H. Lamb, Elizabeth, N. J., assignor to Weston Electrical Instrument Corp.

2,096,916—Control of Relays by Means of Electrical Discharge Tube Circuits. Harold W. Fook, Bromley, England, assignor to Radiovisor Parent Ltd.

2,096,953—Remote Control Device for Radio Receiving Sets. Edward L. Barrett, La Grange, Ill., assignor to The Utah Radio Products Co.

2,096,982—Deflecting Voltage Generator. More Particularly for Television Receivers. Kurt Schlesinger, Berlin, Germany.

2,096,985—Television. Manfred von Ardenne, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.

2,096,986—Braun Tube. Manfred von Ardenne, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.

2,096,987—System for Energizing a Cathode Ray Tube. Manfred von Ardenne, Berlin, Germany.

2,096,988—Braun Tube. Bruno Wienecke, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.

2,097,003—Braun Tube. Manfred von Ardenne, assignor to Radioaktiengesellschaft D. S. Loewe.

2,097,066—Electrical Timing Circuit. Paul L. Hoover, Highland Park, N. J., assignor to Endowment Foundation.

2,097,072—Transmitter Arrangement for Guiding Airplanes. Michael Lock, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose m.b.H.

2,097,100—Temperature Actuated Electrical Device. Alfred A. Linsell, Brentwood, England, assignor to RCA.

2,097,146—Electrical Power Regulating Apparatus. Owen E. De Lange, Elmhurst, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,097,157—Electron Emitting Cathode and Method of Developing Same. Malcolm E. Jameson, Chatham, N. J., assignor to Bell Telephone Laboratories, Inc.

2,097,258—Electron Discharge Tube. Alexandre Sev, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,097,270—Thermionic Valve. Arthur H. Cooper, Iver, England, assignor to Electrical and Musical Industries Ltd.

2,097,272—Protective Device for Radio Receivers. Frederick H. Drake, Boonton Township, N. J., assignor to mesne assignments, to R.D.C.

2,097,281—Receiver Automatic Volume Control Switch. Kenneth W. Jarvis, New Rochelle, N. Y., assignor to RCA.

2,097,297—Mercury Vapor Discharge Device. Wilber L. Meier, Arlington, N. J., assignor to RCA.

2,097,302—Cathode for Discharge Devices. Gerhard Passarge, Hamburg, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

ORCHESTRAS - MUSIC

HERBIE KAY wires from Tucson, Ariz., where he is playing for a week, that he will arrive in Philadelphia on Nov. 11 and opens at the Arcadia International Restaurant the following day.

"Goldie" Goldfield, trumpet playing comedian, is returning to the Whiteman fold after a year's absence. He rejoins the King of Jazz this week at the Pacific Automobile Show.

Joe Reichman, billed as "The Paggiacci of the Piano" and now playing an engagement at the Cocoanut Grove, Los Angeles, has clicked to the extent that he has been signed for a return six weeks following Paul Whiteman, who comes in for a similar period around December 1. Reichman plays the Mark Hopkins in San Francisco during the interval.

Doris Fisher, CBS songstress-composer, wrote a song called "Winter in Havana." The consul general of Cuba, Pablo Suarez, has written Miss Fisher a letter of thanks on behalf of his government for publicizing the West Indies island. She also has an invitation to come to Cuba as a guest.

Erno Rapee, on next Sunday's NBC-Blue broadcast of the Radio City Music Hall Symphony Orchestra, will present Sibelius' Symphony No. 1. Viola Philo also will sing two Sibelius songs on the program.

Mark Warnow took a 15-piece orchestra, with Hollace Shaw and the Eton Boys up to the New York School for the Blind, Fordham Road, in the Bronx, and put on a concert that had the sightless children cheering. The feature of the show was a jam session.

Emil Coleman is introducing a new

WNEW Revives Class A

New WNEW rate card, which will go into effect on Nov. 15, will revive its class A rates, it has been learned. Class A was dropped six months ago, and Class B schedule was called A. New card will not jack up rates, with the exception of the insertion of the new class.

Lewis, Garson Writing Show

Al Lewis and Hank Garson, who turned script writers a year ago, Nov. 4, are leaving Manhattan on Nov. 10 for Bermuda. While there the pair, who wrote numerous sketches for Bob Hope, Milton Berle, Stoopnagle and Budd and others will write a book for a new show to be delivered the first week of January, 1938.

William S. Hedges Reports

William S. Hedges, new NBC director of station relations, reported for work yesterday and had luncheon with Frank Mason, his predecessor in the post.

tango called "Signora" this week at the Iridium Room of the St. Regis Hotel.

Victor Bay will devote his "Essays In Music" program over CBS this Thursday to the evolution of the waltz, featuring compositions by Johann Strauss, Sibelius, Arditi, Ravel and Tschaiikowsky.

Hal Kemp and his band have been signed for a spot in the Milton Berle starring picture, "Radio City Revels" starting at RKO studios Monday.

Arturo Toscanini, who will shortly return to the United States to direct the NBC Symphony Orchestra, will conduct the BBC Symphony Orchestra in a portion of Beethoven's ninth symphony, to be heard in the United States exclusively over the NBC-Blue network Wednesday at 4:30 p.m.

The Savoy Ballroom in New York new airs three times weekly over WEAf and the NBC-red network. Teddy Hill's Swanee Rhythm Orchestra opens Nov. 4 for a four-week engagement, with Chick Webb's Band returning Dec. 5.

Elmo Russ, composer-pianist, and musical director of "20 Years Ago and Today" program, will give a piano recital at Steinway Hall on Friday night.

Mildred Rozelle, vocalist, is being built up as a "second Sophie Tucker" at the Cavalier Club. She's been at the Broadway rendezvous for the past six weeks, and has been heard in various other night spots.

Ted Emmon's orchestra is a new WELI (New Haven) attraction, performing Saturdays at 11:45 a.m.

B-S-H Studio Ready Dec. 15

Chicago — With Blackett-Sample-Hummert's new \$25,000 transcription studio to be ready for use Dec. 15, other agencies are beginning to squirm, and the transcription concerns are stewing over the possibility of the idea spreading to more agencies. A B-S-H spokesman maintained that the agency is really not going to delve seriously in the waxing business, but waxing several of the simpler dramatic serials (which do not use music) in the studio is believed likely. Real purpose of studio, it is maintained, is for audition purposes, idea being to build an ample library.

"Mystery Chef" Signing Off

The "Mystery Chef," sponsored by a group of gas companies under the name Regional Advertisers, signs off the NBC-Red network on Nov. 25. Program is a quarter-hour, and twice weekly.

NEW BUSINESS

Signed by Stations

KMOX, St. Louis: Knox Gelatin, participation "Magic Kitchen"; DeSoto, George Jessel ETs; Vick Chemical Co., time signals.

WEW, St. Louis: Adam Hats, football games; Old Vienna Products Co., football games.

KFI, Los Angeles: Beaumont Laboratories, ETs, through H. W. Kastor & Sons.

WBAL, Baltimore: Pontiac, Barbasol.

WIP, Philadelphia: Barbasol Co., music; Pennsylvania Finance Co., news, through Gross Agency; Gem Products Sales Co., news, through Robert M. Clutch.

WFIL, Philadelphia: Personal Finance, ETs; Beaumont Laboratories, WLW line, through H. W. Kastor; West Radio Corp., spots, through Key Advertising Co.; Libby, McNeil & Libby, through J. Walter Thompson; Colgate - Palmolive - Peet Co., spots, through Benton & Bowles.

WMAS, Springfield: DeSoto, George Jessel, ETs.

WBZ-WBZA, Boston: Planters Peanut Co., "Mac 'n' Moore," through Dowd-Ostreicher Advertising Co.

WMPS, Memphis

Paul Hodges is emceeing a new evening variety show, using Herb Summerfield and his orchestra and Igor Van, baritone.

Erma Deegins, Oklahoma singing cowgirl who hails from WCPO, WKRC and WSAZ, has joined the staff here.

Igor Van, who recently joined here, is doubling as singer and announcer.

Fred Vosse, "Sidewalk Forum" conductor, ran into a natural when a parade came along just as his show was starting.

Hiram Higsby and crew did a one-hour Ringling-Barnum circus broadcast. Higsby has inaugurated a "One Minute Drama" in the "Mid-South Dinner Timed Program," which has been expanded 30 minutes.

Clair Weidenaar program director, and Tommy Ragland, continuity chief, have been bitten by the candid camera bug.

WKRC, Cincinnati

Smilin' Dan (Joe Dunlevy), former partner of Singin' Sam (Harry Frankel), is now singing Mondays through Fridays for Pontiac dealers here.

Victor Ratner of CBS in New York was a local visitor last week.

Signal Oil Renewing

Signal Oil Co., through Logan & Stebbins, Nov. 14 will renew the variety show, "Signal Carnival," on 11 NBC-Red Pacific stations, Sundays, 7:30-8 p.m. (PST) for 52 weeks.

WDAS Shut-Ins Programs

Philadelphia—WDAS is cooperating with the Shut-In-Society to provide instruction for shut-ins. Two weekly broadcasts are planned as a start.

SAN ANTONIO

Three local stations — KABC, KMAC, and KONO—now have Spanish Hours.

Larry Lee and ork are at the Olmos Night Club, with both KMAC and KABC wires.

Phil Alexander was a visitor from Dallas last week.

Bud Cherrington, formerly at WIBM, Jackson, Mich., has joined the commercial department of KABC.

Guy Savage, from Houston, is the new KABC special events and football announcer, working with Charles Belfi.

WCLE, Cleveland

Robert F. Monroe, formerly of WBNS, Columbus, has joined the continuity staff here, as has Lewis Sisk, also of Columbus. Both are graduates of Ohio State University.

Don Gehring, traffic manager, has inaugurated a new system of handling WCLE traffic. The station has installed a drawer system, providing convenient reference to the programs of any day a month in advance.

Gene LaValle, director of dramatics, now is instructor for two classes of radio dramatic students from Cleveland College. There are 30 students in each class. After a few preliminary discussions, the classes have gone into actual production of radio plays.

Iowa Network

Jim Randolph, new KSO-KRNT continuity writer, is scripting the new five-a-week KSO show, "Sum Fun," musical and mathematical opus, aired by Gene Loffler. Mail is heavy.

Craig Lawrence, KSO-KRNT commercial manager is on an eastern business trip.

Daily funnies from the Des Moines Tribune are being aired by KSO.

Gwen McCleary, Gene Loffler and Bill Spargrove have been chosen to do the Auto Show broadcasts, Nov. 8-13.

ONE MINUTE INTERVIEW

GEORGE JESSEL

"The difficult problem of rehabilitation through which the film industry was forced to go when sound pictures came into being is a series of events which radio will not have to face when television comes into practice. Radio leaders have been smart enough to see the numerous complications and have been readjusting their star power to conform with vision standards. The numerous artists bureaus, studio audiences, vaudeville tours and short film engagements have made it possible for present radio stars to continue in power when television is initiated."



Coast-to-Coast



EDWARD E. BISHOP, general manager of WGH, Newport News-Norfolk, and Edward E. Edgar, sales executive, deserted regular studio duties for a time last week to handle the entire production of the WGH remote from the auditorium of the U. S. Naval Base, Hampton Roads, with a series of half-hour programs featuring the band from the U.S.S. Yorktown. It was a Navy Day event.

George Higgins, crack sports announcer at WTCN, Minneapolis, has been singled out for distinction by General Mills in a national survey showing that he was the baseball announcer with the largest audience in proportion to population in the U. S. Higgins is starting his seventh year on the air and his fourth for WTCN. He has run the gamut of sports broadcasting, from ping pong to wrestling.

Mildred E. Brunelle, head of the Cooking Forum, at WSPR, Springfield, Mass., is now presenting her cooking forum twice a week in the columns of the Springfield Shopping News, advertising organ.

Emilie Crane, receptionist, WMAS, Springfield, Mass., middle-aided it Saturday with Philip Heady of Springfield.

"WTAQ Farmhands," popular musical organization which appears daily on station WTAQ, Green Bay, and thrice weekly over the Wisconsin Radio Network, has been chosen to furnish the musical entertainment at the famous "Deer Hunters Shindig" which will be staged at Escanaba, Mich., on Nov. 13. The eight-piece organization is led by Lornie Wilkinson. The "Deer Hunters' Shindig" is a unique affair, the high point in the pre-deer hunting season's festivities in the upper peninsula of Michigan.

The Roy Campbell Royalists have been signed for a new series of shorts by Columbia Pictures. The first of this series goes into production Nov. 8

Joy Hodges, who was featured soloist on Joe Penner's program last season, and who makes her stage debut tonight in George M. Cohan's "I'd Rather Be Right" at the Alvin Theater, received a wire from Penner reading; "If I am in Hollywood, can't be at your Broadway opening, so I'd rather be right than present. Best of luck and I know you'll wow them."

Martin Starr, WMCA's "Gangplank" interviewer, quizzed Jack L. Warner of the Warner Bros. movie dynasty on his return from abroad yesterday, and made him talk about peace, amity, foreign relations, world's fairs and various other things—except movies, which usually is Jack Warner's favorite subject.

Jerry Smith, yodeling cowboy of WHO, Des Moines, has been signed to make a series of records for Decca.

RKO Getting Its Share In Film-Radio Hookups

(Continued from Page 1)

heard about the activities of RKO in this direction, despite the logical inference that this organization, as a member of the big RCA family, might have led the procession. On careful analysis, however, it is found that the company, incorporating "Radio" in its corporate name has been more aware of the value of radio exploitation for its name and contract players than appears at first glance. This is particularly true since Frank Healey, ex-NBC publicist in New York, joined the Howard Benedict staff at the studio some weeks ago to create a special department for this very purpose.

The Fred Astaire show for Packard did not resume this season, of course, but there are still two top-flight RKO names heading shows which figure pretty well in the popularity ratings—Jack Oakie and Joe Penner. The same may be expected of the forthcoming Mickey Mouse show, and Mickey is an RKO star insofar as releasing arrangements are concerned. Aside from these, recent and coming guest spots filled by RKO players include Anne Shirley on Woodbury, Barbara Stanwyck and Miriam Hopkins on Chase

Imperial Canadian Show Resumes Airing on Nov. 5

Imperial Tobacco resumes airing on a trans-Canada hookup Nov. 5 with a 45-min. program each Friday night titled "Canada 1937," mostly devoted to commentators picked up from Europe plus a local Canadian pickup from a different spot each week by Walter Bowles as a roving commentator. Canadian correspondent in New York, Lionel Shapiro, will be heard from NBC studios in Radio City, doing Broadway stuff. Orchestral and choral specialties will also be included.

CFCF, Montreal, represented by Weed & Co., will key the programs for the account which is handled by Whitehall Broadcasting Limited.

& Sanborn, Ginger Rogers on Baker's and Lux; Adolphe Menjou with Al Jolson; the "preview" of "Damsels in Distress" and appearances of Fred Astaire, Joan Fontaine, Burns and Allen and Ray Noble on "Hollywood Hotel," Nov. 5; Bobby Breen with Jessel, Nov. 7; Lily Pons for Vick's, Nov. 14; Ann Neagle, star of "Victoria the Great," on Chase & Sanborn soon; Smith Ballew on "Hollywood Showcase" Nov. 14 and Andrea Leeds on Chase & Sanborn, Nov. 28.

NEW ORLEANS

Edwin C. Hollins, 39, prominent radio attorney, member of the firm of Rosen, Kammer, Wolf & Farrar, died last week following an appendectomy.

Tying in with WSMB here, WJDX of Jackson, Miss., was able to air the Miss.-Tulane football game here by special wires.

Harry Genung, known on the air as Harry Arthur, is WSMB's newest announcer and runs a chance of making the football trips out of town.

Condition of Frank Arena, pioneer radio artist, now in Hotel Dieu, is critical.

Internat'l Football Airing

Grand Forks, N. D.—An international broadcast of football occurred last week when the North Dakota University team played in Winnipeg. Through special permission of Canadian Broadcasting Co., Regan's Holsum Bread, sponsor of NDU games, aired the event over here, with CKY in Winnipeg facilities at the other end. Elmer Hanson, Regan's sports announcer, went to Winnipeg to give the play-by-play.

Disking Elliott Roosevelt

West Coast Bureau, RADIO DAILY

Los Angeles—The weekly talks to be made by Elliott Roosevelt on the networks will be transcribed and made available to sponsors in Canada, Australia and other English-speaking countries, according to Irving Fogel, who set the Roosevelt deal. Fogel recently moved his offices from the agency Strip on Sunset to 1041 No. Las Palmas.

KENNY KANDID KAMERA! !

Joan Brooks...NBC's "Girl With the Dark Blue Voice"...born in Kansas City, Kan., Nov. 24, 1914...folks moved to Oklahoma City when Joan was two years old...father was a veterinary for the Government...she majored in music at University of Oklahoma...has B. A. degree...studied voice...her contralto magic made her the idol of the college...taught music and Latin in a little red high school at Hennessy, Okla., for two years...had to stop because the fathers competed with sons for seats in her class...became a professional singer with the "Three Little Words," a girl trio discovered in Oklahoma City by Gene Austin...the trio joined Phil Spitalny a year ago last January...Joan left the trio this year to solo and has been going places alone ever since under the management of Consolidated Artists...has her own programs on the NBC and is in demand for guest star appearances...her singing nightly at the Warwick Hotel is a sensation...Joan is 5 feet 5 inches tall...weighs 115 pounds...has hazel eyes, dark hair and a smile that is even sweeter than her songs...favorite food is Southern fried chicken...favorite song to sing George Gershwin's "Lorelei."