

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

RKO Getting Its Share In Film-Radio Hookups

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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

sin 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.

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, Wolff & Farrar, died last week following an appendectomy.

Tying in with W S M B 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 veterinarian 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."