



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 2, NO. 123

NEW YORK, N. Y., THURSDAY, DECEMBER 23, 1937

FIVE CENTS

Rexall on 200 Stations

BIBLE STORIES DISKED FOR 50-STATION SPOTS

Chicago—"Creation", serial dramatizing highlights of the Bible, has been transcribed by Electrical Transcription Producers Co. of Chicago and Hollywood for airing on 50 stations shortly after first of year by toothpaste concern. Recordings are made in Hollywood. Leo Tendowsky, Chicago, is author of scripts.

— A Merry Christmas —

More Firms Passing Out Christmas Bonus Checks

Weed & Co. will distribute Christmas bonuses to all its employees today. Time Inc. passed up the recent dividend but did not forget the bonus for the staff of Fortune, Life and Time. WHN gets two weeks' salary today from Loew's Inc.

Jack Robbins on Friday will pay a bonus to all employees of Robbins Music Publishing Co. and Millar Music Co., including all offices across the country.

— A Merry Christmas —

KWNO Opening Date Is Set for Jan. 9

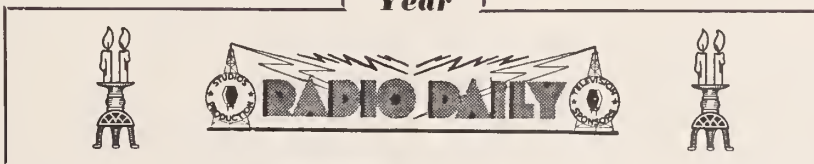
Winona, Minn.—L. L. McCurnin, formerly at KGLO, Mason City, Ia., is here to take charge of installing equipment for KWNO, which debuts Jan. 9. After KWNO is on the air, McCurnin will assume position of sales manager. Maurice Reutter, formerly chief engineer at KFJB, Marshalltown, Ia., will hold the same post here. A. E. Mickel is manager of the new station.

Santa Clicks Double

Canton, O.—Santa Claus program put on by Harry Mayn, local merchant, over WHBC has resulted not only in extra business for the sponsor but also for the station. Letters have been coming in at such a rate that Mayn had to take extra time on the air to read the names of the kiddies writing in.

★
In
the
Yuletide
spirit
the boys
and girls of
Radio Daily are
herewith extending
heartiest wishes
to the boys and girls of
the whole radio industry
for a Grand Old Christmas
and a New Year that will bring
Good Things to each and every one
of you. . . This is our first Yuletide
in Radio, and the friends we have made
during the past year fill us with happy
anticipations for the years to come. . . And
we hope you feel the same. . . For we all are
engaged in the same common purpose, in the same
marvelous industry that has proved one of the
greatest boons to mankind that the world
has ever known. . . And this is only the
beginning. . . So, since there are no
fancy words that can convey the
sentiments in a more hearty
and sincere form than the
old-fashioned style, we
will merely repeat—

**Merry
Xmas
and a
Happy
New
Year**



KMOX Program Analyst Will Preview Broadcasts

St. Louis—KMOX has appointed Van Woodward as Program Analyst. He will "preview" every broadcast and make suggestions for improvements to Program Director C. G. Renier.

Toledo's New Station Sets Debut as Jan. 15

Toledo—Opening of WTOL, second local station, is now set for Jan. 15, according to M. E. Kent, g.m. William Siegman, formerly of WJR and WXYZ, will be chief engineer.

Sarnoff Sees Television As a New Art of Its Own

When television is developed to a practical commercial stage, it will be a new art of its own, calling for a whole new generation of artists, and supplementing the older arts of stage, movies and sound broadcast-

ing, says David Sarnoff, president of RCA, in an article written especially for the forthcoming Radio Annual.

The exploration of the ultra-high frequencies, wherein radio sight will

(Continued on Page 3)

Special Disk Campaign Is Being Launched Next Month

United Drug, through Street & Finney, the last week in January will start a series of five quarter-hour musical programs over 200 stations. Disks, placed by Spot Broadcasting, will promote a Rexall Birthday Sale. Each station will air five disks. Starting date varies for each station—campaign will end in February.

Jean Paul King, commentator, Walter Cassel, Willie Morris, The Norsemen Quartet, Don Voorhees' orchestra with Don Ross as emcee will be the talent.

— A Merry Christmas —

IRNA AND AFM SIFTING CONTRACTS IN ESCROW

Although the established deadline for the IRNA arrived yesterday without a definite settlement, Jos. N. Weber, AFM president and Samuel R. Rosenbaum and Emile Gough representing the IRNA were going over the contracts during the afternoon and evening in effort to see whether enough pacts had been signed or were

(Continued on Page 3)

— A Merry Christmas —

Robert Dunville Named Assistant to Shouse

Cincinnati—Robert Dunville, brought in from KMOX by James D. Shouse, g.m. for Crosley stations, has been appointed manager of WSAI and assistant to Shouse. Robert W. Jennings remains on corporation's executive staff. Chester Herman, assistant producer of St. Louis Municipal Opera, has been retained as program consultant.

Seasonal Swap

Kansas City, Kan.—The KCKN staff believes that thoughts of Christmas dinner were responsible for this illuminating letter which was addressed to the station's "Swap Shop" program this week: "Will swap a young singing canary for a turkey, goose or fat hen of equal value."

P. S.—The turkey was found.



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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Dec. 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148 ³ / ₄	148	148	— 1/2
CBS A	17 ¹ / ₈	17	17	— 3/8
Gen. Electric	45 ¹ / ₄	44	44	— 1
RCA Common	6 ⁵ / ₈	6 ³ / ₈	6 ¹ / ₂
RCA First Pfd	48 ³ / ₄	47 ¹ / ₄	47 ¹ / ₄	— 1 ¹ / ₈
Stewart Warner	9 ⁷ / ₈	9 ³ / ₄	9 ³ / ₄	— 1/4
Westinghouse	111 ¹ / ₂	108 ¹ / ₂	108 ¹ / ₂	— 3 ⁵ / ₈
Zenith Radio	14	13 ¹ / ₄	13 ³ / ₄

NEW YORK CURB EXCHANGE

Hazeltine	16 ¹ / ₄	16 ¹ / ₄	16 ¹ / ₄	+ 1/4
Nat. Union Radio	7 ⁸ / ₁₆	13-16	13-16	— 1-16

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 ³ / ₄	7 ³ / ₄

— A Merry Christmas —

Gabriel Heatter Renewed

Gabriel Heatter yesterday was renewed by Rogers Peet Co. for another 26 weeks on WOR. Renewal is effective Feb. 28, making a full year for Heatter under exclusive Rogers Peet contract. The new paper calls for Heatter's exclusive news commentator services. Program is heard Mondays through Fridays, 9-9:15 p.m. Marschalk & Pratt Inc. is the agency.

— A Merry Christmas —

WEW Promotes Flemming

St. Louis—Ray Flemming, sales manager for WEW, has been promoted to assistant general manager.

4-Hour New Year Show On Inter-City Network

Elaborate preparations for the departure of 1937 and the ushering in of 1938 have been completed by WMCA in a four-hour broadcast taking listeners on musical tours throughout the associated stations of the Inter-City System. Program will begin with a salute to the New Year at midnight on Dec. 31, to originate from Times Square.

— A Merry Christmas —

WVO to Air "Aida" in Full Via Disk Christmas Day

Complete performance of the opera "Aida" in recorded form will be aired by WVO on Christmas Day at 2-4:30 p.m. The singing is by the La Scala opera company.

— A Merry Christmas —

Conti Raises Budget

Conti Products Co. yesterday announced an increased advertising budget for 1938 season, with additional money to be spent in radio. Plans will be made public shortly after Jan. 1. Birmingham, Castleman & Pierce is the agency.

— A Merry Christmas —

Campana Repeats "Bethlehem"

"Little Town of Bethlehem," Christmas play of Campana's "First Nighter" programs, will be presented for the fourth time during the Christmas Eve broadcast at 10 p.m. over NBC-Red network.

Les Tremayne will be heard in the role of Joseph and Barbara Luddy will be cast as Mary. Special entr'acte music will be played by Eric Sagerquist and his orchestra.

— A Merry Christmas —

WBRY, New Haven

Jack Skelly is a new addition to the sales department. He was formerly account executive in the Waterbury studios, and has also done agency sales work in New York.

A new twist in the Question Mark program on WBRY is the "Know-It-All-Machine". The P.A. system is used to supply the correct answer from the next room in a very authoritative voice when those questioned slip up.

Jack Henry, station super, will celebrate Christmas with a two-day leave.

Utah Broadcasting Co. Wins Ruling on Station

Salt Lake City—U. S. Circuit Court of Appeals overruled objections by Intermountain Broadcasting Co. and passed favorably on application of Utah Broadcasting Co. to construct a new station here. New station, to be known as KUTA, received favorable consideration two years ago from FCC. Partners in the venture are Frank Carmen, now operating a station at Price, Utah; Grant Wrathall, Washington engineer, and Jack Powers and David Smith of Salt Lake City.

Construction is expected to begin soon.

— A Merry Christmas —

Gets "Beauty" Rights

Toronto—Associated Broadcasting Co. Ltd. of Montreal and Toronto announces that it now holds exclusive world rights, with the exception of U. S., for broadcast of the transcribed musical feature, "Beauty That Endures." Presented in 52 quarter-hour transcriptions, series features a 48-piece orchestra composed of musicians of the Chicago Symphony and Civic Opera Orchestras, under the direction of Palmer Clark, with Jean Paul King as announcer.

— A Merry Christmas —

Col. Major in Person

Col. Jack Major has been signed for personal appearances for one week at the Metropolitan Theater, Boston, beginning Jan. 20. Paul Ross, Columbia Artists Inc., set the deal.

— A Merry Christmas —

Baghdad Broadcast

First broadcast ever made from the ancient city of Baghdad, Iraq, scene of the famous Arabian nights tales, will be heard over NBC-Red network on Christmas day at 11 a.m.

— A Merry Christmas —

COMING and GOING

BILL LEWIS, CBS vice-president, leaves today for Hollywood to look over the western front.

WALTER O'KEEFE returns today from Europe aboard the Normandie.

HAROLD A. SCHULER, vice-president of Remington-Rand Co., arrives today from Europe.

A. B. SCHILLIN, head of the Schillin Advertising Co., sails Jan. 5 for Havana with HY LEVY, of the Levy Agency, WILLIAM ROBERTS of RCA and HARRY WOLF.

MACK DAVIS of CBS leaves Saturday for Miami and will vacation for two weeks.

HERBERT GLOVER, publicity director of Lord & Thomas, is back in town after a Hollywood trek.

BILL KIRKENDALE, manager of WCPO, Cincinnati, is on a New York business and pleasure trip.

TONY WONS goes to Chicago today to visit family for one week.

JANE PICKENS goes to Cleveland on Dec. 28 to fill theater engagement.

GEORGE OLSEN and his orchestra have left New York for a series of one-nighters prior to his La Conga stint next month in New York.

FRANCES STEVENS has left for an engagement at the Dempsey-Vanderbilt Hotel, Miami Beach.

BENNY FIELDS returns to New York from Chicago immediately after the first of the year.

TYRONE POWER comes east for Jan. 2 and 7 broadcasts of Woodbury's CBS program over CBS. MANN HOLINER, producer of the show, as well as DARRYL ZANUCK and HARRY BRAND of 20th Century-Fox, will accompany him east.

FRED ALLEN and his troupe head back from Hollywood on Saturday.

— A Merry Christmas —

Akron Yank Games on WWJ

Akron—Exclusive broadcast rights for the Akron Yank games of the Middle Atlantic league for the next three years have been given to WWJ. Bill Griffiths of the announcing staff has been retained in that capacity. In appreciation of his announcing last season, his sponsors (Wheaties) presented him with a handsome wrist watch as a Christmas gift.

NEW YEAR'S RESOLUTION

Resolved —

"I WILL NOT DISREGARD ANY ATTRACTIVE OFFER FROM ANY RELIABLE SPONSOR."

signed

Jay C. Flippen

'DISC' IS THE TIME...
TO PLAY MY FAVORITE
RECORDING.



What They Want for Christmas

DAVID SARNOFF—commercial television... **FRANK R. McNINCH**—his FCC job back... **BILL PALEY**—just 50 more stations... **ALFRED J. McCOSKER**—golf balls that average 300 yards... **LENOX R. LOHR**—ideas for RCA-NBC World's Fair Exhibit in 1939... **PHIL SPITALNY**—fewer marriage proposals for his musical charmers... **POWEL CROSLLEY JR.**—continued renewal of those 500,000 watts... **COMMISSIONER GEORGE HENRY PAYNE**—less gore in kid shows... **JIMMY SCRIBNER**—more characters to conquer...

BING CROSBY—a few track winners... **DON E. GILMAN**—how to keep San Francisco contented... **HANK CRISTAL**—Petry made exclusive rep for NBC and CBS... **ED CRANEY**—an anti-Ascap law in every state... **DON DAVIS**—name of the guy who busted up his room... **GENE O'FALLON**—politics by the forelock... **LEWIS ALLEN WEISS**—the rest of California... **DICK RICHARDS**—a 50,000 watter cheap... **L. B. WILSON**—500,000 watts... **NILES TRAMMELL**—Jimmie Petrillo's retirement... **GLENN SNYDER**—National Barn Dance extended to two hours... **SAMUEL R. ROSENBAUM**—a dividend on the IRNA efforts... **LAMBIN KAY**—peace, quiet and a typewriter... **PETE WASSER**—a little jury duty on the side...

E. C. MILLS—moratorium on state legislation... **JOHN G. PAINE**—that music users acknowledge Ascap's "benefits"... **EDWARD KLAUBER**—just an even break for poor CBS... **CLAY MORGAN**—executives' promise not to talk for publication... **JACK LAVIN**—a home in Pasadena... **FRANK MASON**—the Blue sneaked up on the Red... **DOROTHY HAAS**—Al Pearce on tour again... **FRED WARING**—an idea that hasn't been copped... **PAUL WHITEMAN**—a few more saddle horses... **PHIL LOUCKS**—a fool-proof NAB reorganization package... **HAROLD HOUGH**—notice from the probate court that Andy

Mellon remembered the NAB treasury...

HERB GLOVER—note from Mr. Lasker that L. & T. employes can cut down to four packs of Luckies a day... **BILL BACHER**—"Please come home" (signed) MGM... **NICK KENNY**—a 40-week option on top of list for Martin Alexander... **JACK ROBBINS**—more chop suey joints with major outlets... **SHAW NEWTON**—cut Tony Wons' time—less commercials to write... **SYLVAN TAPLINGER**—another brother like Bob... **PAUL MONROE**—larger hatgears... **PHIL LIPS LORD**—a boat called "Seth Parker"... **GABRIEL HEATTER**—fewer commercials...

JAMES APPELL—a commercial for Del Casino... **MACK DAVIS**—more air time for Barry Wood... **COLE PORTER**—horseless carriages... **AL JOLSON**—a winner in any race... **WALTER WINCHELL**—at least one big news break every Sunday nite... **BEN BERNIE**—an option from Zanuck... **ZACK BECKER**—revised CRS contracts... **TOMMY ROCKWELL**—prohibition ban spots... **RALPH WONDERS**—a car that hits 150 m.p.h... **CHARLES E. GREEN**—more remote time...

ROY WILSON—another Tommy Riggs... **JAMES SAPHIER**—a demand for baritones... **DEANNA DURBIN**—more copies of her birth certificate... **VICK KNIGHT**—Cantor's bank book... **AL ROTH**—a sponsor who appreciates a distinctive musical program... **NORA STIRLING**—a sponsor who wants a novel kid show... **COL. JACK MAJOR**—just a sponsor... **PROF. QUIZ**—harder questions... **ARTHUR GODFREY**—an even hundred sponsors... **MAJOR EDWARD BOWES**—more and better amateurs... **LEO REISMAN**—another booking in Paris and the Riviera... **BUYRL LOTTRIDGE**—a mileage book...

EARL J. GLADE—FCC approval of that new 50,000-watter... **ALICE REMSEN**—a later hour for that first Sunday a.m. show... **RICHARD BROOKS**—bigger little things... **LARRY NIXON**—publication date on that new book... **ELLIS ATTEBERRY**—more press books to fill... **JOHN VAN CRONKHITE**—his own airplane... **DONALD W. THORNBURGH**—completion of coast studios ahead of time... **CHARLIE McCARTHY**—voice insurance for Edgar Bergen... **EDGAR BERGEN**—knee insurance against splinters...

HUGH K. BOICE—how to sell the same spot twice... **PAUL KESTEN**—a fool-proof plan for new studios on Park Ave... **DOC MORTON**—less budget trouble... **JOHN SHEPARD III**—less commissions to Petry... **BILL SCHUDT JR.**—WBT office nearer New York... **JAMES W. BALDWIN**—how to keep everybody happy... **GENE BUCK**—more painless ASCAP revenue... **BOB TROUT**—a boat for a summer home... **JOHN U. REBER**—better script writers... **DON SHAW**—an idea for NBC (National Biscuit Co.)... **DON STAUFFER**—less commuting to Hollywood...

GEORGE BOLLING—more time to shoot ducks... **O. B. HANSON**—tenant for present NBC-Hollywood studios... **VINCENT CALLAHAN**—more Washington gossip... **G. C. PACKARD**—less stations wanting Chevy disks... **JOE WEED**—more Canadian stations... **HERB AKERBERG**—airplanes that don't get lost... **CLARENCE WHEELER**—more SL&C biz... **RALPH STARR BUTLER**—no CIO-Boake Carter quarrels... **W. A. P. JONES**—Pontiac the No. 1 U. S. car... **TINY RUFFNER**—a good musical show... **MEFFORD RUNYON**—fewer late office hours...

ED COHAN—CBS television transmitter in operation... **FRANK MASON**—time in Florida... **RADIO EDITORS**—fewer last minute corrections... **ROBERT GRIGGS**—

10,000,000 requests for Charlie McCarthy premium... **JOE ALLEN**—top Crossley rating for Fred Allen... **JOHN ROYAL**—an original idea... **BARRY BINGHAM**—a Bigger and Better IRNA... **JIM SHOUSE**—a lot of commercials for WSAI... **ARCHIBALD CROSLLEY**—less pot-shots at the reports... **LAWRENCE LOWMAN**—real results from auditions... **KELLY SMITH**—idea to sell early morning time...

TOM GOOCH—fewer visits by Akerberg... **EDDIE CANTOR**—more people like GEORGE VOS, JAMES TIERNEY and LOUIS A. WITTEN... **TED STREIBERT**—WLW exclusive with MBS—Seconded by FRED WEBER... **JOHN CLARK**—that the Warner-Luckies show keeps clicking... **PERCY DEUTSCH**—more accounts like Chevy... **FRANK HUMMERT**—a scriptless script show... **JACK HOWARD**—more S-H owned stations... **EMILE GOUGH**—I.R.N.A. success... **SAM FUSON**—more stories by Dinty Doyle... **LEONARD BUSH**—P. & G. sales keep climbing...

TONY WONS—a high book shelf for scrapbooks... **HOLLACE SHAW**—to see a snowstorm... **VICTOR ARDEN**—another series of Chevrolet ETs... **BENAY VENU-TA**—a movie projectionist license... **HAL NICHOLS**—an insomnia cure... **H. K. CARPENTER**—Buck-eye network additions... **JAMES F. HOPKINS**—baseball reports from W.U... **LEO FITZPATRICK**—a good network for Father Coughlin... **GEORGE W. TRENDLE**—less movie gossip on the air... **ARTHUR B. CHURCH**—a camera... **SID FLAMM**—bigger and better clay pigeons...

JOE KEELEY—a candid camera that really works... **JOHNNY JOHNSTONE**—a final decree from streptococci... **ROY C. WITMER**—more sponsors like P. & G... **HERB ROSENTHAL**—another trek to Hollywood... **GEORGE**

A MERRY CHRISTMAS
AND A
HAPPY NEW YEAR



HENNY YOUNGMAN

HOLIDAY GREETINGS

FROM

"The Aristocrats of the Turn Table"

ASSOCIATED MUSIC PUBLISHERS, INC.

25 West 45th Street

New York City

SHER—a sail boat and the south seas. BILL LEWIS—about five good program ideas. MONIE HELLINGER—a set of golf clubs that shoot straight. TED HUSING—a new pair of field glasses

DONALD FLAMM—a few more kilocycles to conquer. TOM McAVITY—a snowstorm in sunny California. RUDY VALLEE—a new sensational discovery. WAYNE RANDALL—the good old days. JACK BENNY—autograph copy of "Love In Bloom". FRED FIELDING—faster trains to Philly—and vice versa. JOS. M. WEBER—a musician in every station's stocking. LANNY ROSS—midnight in Manhattan. LOUIS K. SIDNEY—a box seat at the world series. VICTOR RATNER—a Ford that will go faster. ARTHUR PRYOR JR.—another "March of Time". F. W. BORTON—a good Florida season. LOMBARDO BOYS—skates. ANNETTE HANSHAW—a showboat.

BOB HURLEIGH, DAVID NOWINSON, EVELYN WILLIAMS, CHARLES H. MAUGHAM, ANDY SANDACK, BOB LONGWELL, BILL BAILEY, JOHN CONRAD, BART SLATTERY, DWIGHT BURROUGHS, HARRY ELDRED, JACK HARRIS, CHARLES BERRY—bigger publicity breaks

ANGELO PALANGE—an Adam hat. JACK PEARL—a trip around the world. JOE PENNER—a good successor to a duck. DONALD PETERSON—Lux Radio Theater. RALPH POWELL—a larger advertising budget. JOE KOEHLER—more hours between 7 and 12. RALPH STEINBERG—more conferences with the President. WILLIAM RAMBEAU—a TWA pass. ERNO RAPEE—some bridge luck. IRVING REIS—unusual Hollywood weather. CARSON ROBISON—a pair of

Not believe in Santa Claus!... Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those which neither children nor men can see. No Santa Claus! Thank God! he lives and he lives forever.—Frank Church.

chaps. BEN ROCKE—another participating show for the kids.

HENNY YOUNGMAN—a colored chauffeur. CHARLIE ROSS—bigger and better premieres. BEN LaFRENIERE—a hit song. HARRY SALTER—a Hudson de luxe automobile. ADOLF SCHMID—a trip to his homeland. KEN SISSON—an imperial suite. STEPHEN SLESINGER—more features on the air. RAYMOND SPECTOR—a serial account. BILL GARTLAND—front page stories. DAN C. STUDIN—ditto. JIMMIE LYONS—a new typewriter. ED STRONG—a studio in New York. BILL SWANSON—another Max Kramer

C. G. PHILLIPS—a week end at Sun Valley. WILLARD EGOLF—tickets for "Of Men and Mice". STANLEY HUBBARD—a Hollywood tour. WILLIAM SCRIPPS—a blue ensemble. THOMAS LEE JR.—Fred Allen. LUCILLE and LANNY—a television set. BARRY MCKINLEY—a Chevrolet. J. P. MCGREGOR—more subscribers. JAMES MADISON—the old days. ZEKE MANNERS—a new accordion. GARNETT MARKS—a newsreel contract. MERTENS & PRICE—another Bible program. JACK MEAKIN—more fancy arrangements. RAY MIDDLETON—a concert.

JACK MILLER—less script and more music. BURT SQUIRES—drums along the Mohawk. HARRY KALLER—a news break. BILL MURRAY—another Jol-

son. EDDIE GARR—French Casino. ADELE PURCELL—a good boss. JULES NASSBERG—an annuity. DORIS SHARPE—more clients. BEN GREEN—a course without a green fee. BILL HAWORTH—another Souvaine. HARRY NORWOOD—a Hollywood office. FRANK NOVAK—Rainbow Room. H. S. GOODMAN—fewer trips out of town.

AL GOODMAN—another Palmolive show. LILLIAN GORDONI—a good press agent. ROSS GRAHAM—three more years of Cities Service. WILLIAM GERMANNT—a special postman. LEE GRANT—a box of Wheaties

GLEN GRAY—a pair of ice skates. BILL BURTON—more time to spend in his office. GEORGE GRIFFIN—February in December. JOHN B. HATCH—a healthy year. FERDE GROFE—a trip to the Grand Canyon. FRANCES HUNT—a high C. FRANZ TELEWSKI—a successful radio year.

FRANK MOSS—more scoops. ELLIOTT SANGER—a yacht. PAUL HEINICKE—more chess players. LOU IRWIN—more stars in his firmament. SAM LYONS—the same. MRS. MARTIN JOHNSON—a ranch in Arizona. SUE TOHRNER—a trip to Pensacola. ARTHUR KASS—an automatic baby carriage. DON KERR—box of lozenges. BOB KERR—a pinto. HARRY MAIZLISH—more trips into New York. HELEN KING—an epidemic of contests. RALPH KIRBERY—more recordings. RANDY RYAN—new promotion ideas. BEN LIPSET—a red necktie. WILTON

(Continued on Next Page)

Season's Greetings
from
Tommy Dorsey

HAPPY NEW YEAR
1938

W.N.E.W.
NEW YORK

ON THE AIR 24 HOURS A DAY
Covering New York City, its environs, and New Jersey... the entire Metropolitan Trading Area... at the lowest per capita rate the territory offers.
1850 KILOCYCLES - 2500 WATTS - DAY - 1000 WATTS - NIGHT
STUDIOS:—501 Madison Avenue, New York City, New York
National Representatives:—William G. Rambeau Co., Inc., Tribune Tower Building, Chicago, Ill.

E. HALL—a vacation in Virginia Beach

M. GAFFNEY—more time to play with the baby... AL ROSE—a book of instructions on ping pong... JIMMIE JAMES—a trip to England... JOE CREAMER—fewer interruptions... AL SIMON—a season pass to the Garden... JIM REYNOLDS—more CBS shows... CAPT. JEAN GROMBACH—a new set of foils... M. KEILSON—a national Jewish hour... JIMMIE SAUTER—another B-S-H... JIMMIE ALDIN—another 100-week contract... A. L. ALEXANDER—no more lawyers... LOUIS ARMSTRONG—a lemon sucker in the front row... AARON S. BLOOM—an easier way to get to New York

HERBERT R. EBENSTEIN—an o.k. from John Shepard... ALVIN AUSTIN—one more Pilot Radio account... CLYDE BARRIE—an operative role... CARL BIXBY—an automatic typewriter... WHITNEY BLAKE—more network plugs... JOHN BLAIR—an automatic contract renewer... MORTON BOWE—a good connection with Edward Johnson... MAY SINGHI BREEN and PETER de ROSE—a Paramount date... E. V. BRINCKERHOFF—a well-earned rest... SEDLEY BROWN—a divorce lawyer to settle some of his questions... GEORGE BURNS and GRACIE ALLEN—her missing brother

WALTER CASSEL—a son... FRANK CHASE—a new tailor... JOSEF CHERNIAVSKY—a client... TED COLLINS and KATE SMITH—a longer vacation in Alaska... FELIX COSTE—a golf score of 72... J. WILLIAM CODY—a bicycle built for one... FRANK BURKE—more time for his family... C. H. VENNER—more foreign stations... JERRY COOPER—another polo shirt... HERMAN ROSENBERG—revival of Standard Slide Co... MRS. NORMAN CRAIG—a trip to Florida

JAMES R. CURTIS—160-minute hours... D'ARTEGA—a mustache curler... EMERY DEUTSCH—a

Christmas is coming, the geese are getting fat,
Please to put a penny in the old man's hat;
If you haven't got a penny, a ha'penny will do,
If you haven't got a ha'penny, God bless you!
—Unknown, Beggar's Rhyme.

Strad... TEDDY BERGMAN—less acting and more producing... AL DONAHUE—a stock broker without a telephone... EDDY DUCHIN—another White House invitation... BILL ELLSWORTH—a few more golf dates... DAVE ELMAN—a hobby of his own... JAMES ETHERINGTON—a home in the city... LOU DIAMOND—six months in Europe... SHEP FIELDS—another fish bowl... TOM FIZDALE—another Kate Smith... JIMMIE WADE—a swimming pool

HERMAN BERNIE—another brother like the maestro... MARIO COZZI—a contract for the Met... HELEN GLEASON—an operetta... HORACE HEIDT—more debts around the mike... TOMMY DORSEY—a mess of trombones... REED LAWTON—more sassiesty folk in his club... ROSE MARIE—an official acknowledgment of having grown up... BERNICE JUDIS—self-answering telephones... WALLY DUNCAN—a new joke to tell the space buyers... HERMAN BESS—more than 24 hours a day to sell... ROBERT SCHMID—bigger and better funny papers... IRNA PHILLIPS—a few new dolls... MARTIN BLOCK—more areas to cover

ALAN COURTNEY—a larger studio audience... M. J. WEINER—a golf course for Studio "D"... DORIS SMITH—sponsors who write short sentences... STAN SHAW—longer nights... DICK HIMBER—recognition as MISTER Himber... JACK ARTHUR—a movie contract... BUDDY MORRIS—a cure for seasickness... LLOYD SHAFFER—a contract without options... TED HAMMERSTEIN—a pair of shoes

that fit... WALLACE JORDAN—a gentleman's farm... STAN LOMAX—more 28 page plugs

LARRY MARKS—a Santa Claus suit... PETER ROTUNDO—more night hours... JACK MOSES—Jack Benny... DEL CASINO—a screen test... AARON STEINER—a contract for Frank Hawks... CHARLEY MICHELSON—an easier way to make a living... GENE BRESSON—a freshly stocked Maine lake and a month to enjoy it... HELENA BLUE—a musical break... B. CHARLES DEAN—a mess of good English dramatic actors on the air under his wing... PAUL LOUIS—more classical programs... ANICE IVES—a few more sponsors

HAROLD STEIN—a bass from Rockland Lake... JOAN BROOKS—fewer rehearsals and more work... GEORGE MARSHALL DURANTE—a few pupils with mature minds... JESSICA DRAGONETTE—a Russian wolfhound... LEONARD KAPNER—bigger advertising budget from Hearst radio... CLAIR R. McCULLOUGH—bigger and better Mason-Dixon group... FRANK MEGARGEE—more listeners than ICS has students... LOUIS K. BALTIMORE—bigger and better trips... ROY THOMPSON—full time for station... FRANK R. SMITH JR.—a publica-

tion advertising budget... J. J. LAUX—more advertising to place... WALTER FRAMER—lots of work for 1938... C. G. MOSS—less work at the state building

H. J. BRENNEN—longer days... NORMAN WHITE—a hearing at J. W. T... LOU HOLTZ—an affirmative answer on audition... MYRT and MARGE—Myrt to Chi, Marge to California home... CARLOS FRANCO—fewer trips to Cleveland... IREENE WICKER—less trouble getting small clothes... LOWELL THOMAS—an extended vacation... STEW HAWKINS—a larger organization... RED REYNOLDS—a non-fishing cat and more goldfish... J. KELLY SMITH—commutation ticket New York-to-Chicago... LESLIE ATLASS—ten or twelve more horses

ED CASHMAN—a set of Swing Club twins... A. E. PHOENIX—more studio remodeling... VERNICE BOULIANNE—another trip through the canal... ROBERT A. BORIES—more food accounts... HAROLD E. SMITH—more time for his many friends... ROY L. ALBERTSON—an FCC ruling... C. D. MASTIN—more station surveys by J. & B... HARRY TRENNER—more lines to sell... GORDON WHYTE—a Kentucky coloneley... JACK ROCHE—an appointment as Mayor of Westport... GERALDINE LENNI—a few free evenings with hubby... AMORY L. HASKELL—continued pleasant relations with all nations

W. C. ALCORN—5000 watts... SIDNEY W. CAUFIELD—a linguist

A MERRY WBNXMAS
Santa says
For Your PRESENT and FUTURE
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

TO THE PERSONNEL OF
MUTUAL BROADCASTING SYSTEM
AND
OUR MANY OTHER RADIO FRIENDS
A MERRY CHRISTMAS
AND A
HAPPY NEW YEAR
HAROLD STEIN
COSMOPOLITAN STUDIOS INC
145 WEST 45TH ST. NEW YORK

SENSATIONAL!
THRILLING!
RADIO'S
NEWEST GAME
PLAYED "OVER THE AIR"—
USING TELEPHONE NUMBERS
SPONSORS ARE WAITING FOR IT!
STATIONS WILL WELCOME
THIS HUGE AUDIENCE BUILDER!
FULLY PROTECTED UNDER UNITED STATES COPYRIGHT
FOR EXCLUSIVE RIGHTS—PHONE
WIRE OR WRITE TO THE
H. S. G. Adv. Agency
420 MADISON AVE. NEW YORK
134 N. LA SALLE ST. CHICAGO

RADIO DAILY

Many merry Christmases, friendships, great accumulation of cheerful recollections, affection on earth, and Heaven at last for all of us.—Charles Dickens.

secretary... EDWARD ERVIN — 110 Piece-Symphony Orchestra... FRANK JOHNSON — a headache powder... EDGAR H. TWAMLEY — NAB action... W. DOERR — national program origination at station... HIEM W. DEYO — a new hobby... A. F. BUSCH — a new car... JACK HAMMOND — a quicker route from home to Phila... A. E. NELSON — pick up in steel production... LYNDEN MORROW — more Chicago trips... CLIFFORD M. CHAFEY — better local programs... WILLIAM FAY — a new desk set

ARTHUR KELLY — an automatic budget maker... CLARENCE WHEELER — fewer board meetings... GUNNAR O. WIIG — another 10,000 visitors... GORDON P. BROWN — a night time license... KOLIN HAGER — lower phone bills... GEORGE R. NELSON — more up-state business... ROBERT G. SOULE — an asbestos mobile unit... COL. HARRY C. WILDER — a few more stations... LINNEA NELSON — a trip to Bermuda... TOM LUCKENBILL — another Texas trip

GREG WILLIAMSON — more programs... NICK CARTER — 2-month European vacation... GEORGE ALLEN — a good vacation in the woods... TOM JOYCE — 101 new ways to sell sets... WALTER KRAUSE — another Magic Key show... JACK MULLEN — a Broadway play... FREDERICK KEESEE — more local Syracuse business... A. K. REDMOND — an advertising appropriation... RALPH ATLASS — bigger and better local business... HENRY SOUVAINE — a honeymoon with Gerry in California... NICK ORLANDO — a client for "One Way Street"... EARL THOMAS — the friendship and confidence of radio buyers... TOM STIX — a permanent vacation... ARCHIE BRAUNFELD — a decent drugstore sandwich

KEITH McLEOD — a chorus that sings in unison... TOM TERRISS — a Cook's contract... MANNY ROSENBERG — a tuna out of the can... JAMES PEPPE — a long vacation home... WEBB ARTZ — room service... RUDY VALLEE — careful house guests... NED WAYBURN — another Eleanor Powell... MARK WARNOW — a concert in Carnegie Hall... MAU-

RICE COLEMAN — a straight flush... MAJOR EDNEY RIDGE — high tobacco prices and good peach crops... GERALD SLATTERY — a break from the FCC... JOE WEED — another Canada

FRANK SEITZ — a new studio... HOPE BARROLL — an extra phone... DONALD WITCOMB — fewer conferences... JOHN PATT — a month on Mackinack Island... GENE DYER — a trip to New York... LEW WHITE — a transcription contract... AL CORMIER — Atlantic City in his backyard... SAM HENRY — a budget... CARL ZOMAR — better deliveries by Farley's boys

H. ALLEN CAMPBELL — a northern Mich. hunting trip... ANDRE BARUCH — more opportunities to emote... HAL MAKELIN — another expo for Chicago... COL. JAY C. FLIPPEN — major network recognition... LEITH STEVENS — longevity for swing... KELVIN KEECH — a sailboat... AL MITCHELL — an encyclopedia... HERBERT MOORE — a daily big news event

JEAN PAUL KING — a Christmas Day assignment... GEORGE A. WARD — star-lit mornings... HOWARD WARWICK — a zipper briefcase... L. L. STRICKLEN JR. — a nice persimmons crop... ALICE FROST — a Charlie McCarthy doll... HELEN CLAIRE — a real big radio role... CHARLES LA TORRE — more character parts in scripts... MR. and MRS. LAWSON ZERBE — time off for a real honeymoon trip

JOHN V. L. HOGAN — select accounts... PARKYAKARKUS

more chances to recite poetry... JOAN BLAINE — fewer auditions in Chicago... DOROTHEA LAWRENCE — more patriotic airs... MARGIE ANN KNAPP — a long dress... EVE VEVERKA — a Baedeker... MARTIN STARR and FRANKIE BASCH — more celebs arriving and sailing... MERRY MACS — a tour with Al Pearce... TOM VALENTINO — a sound effect order he can't fill

CHARLES E. SEEBECK — more steel furnaces going... RUBINOFF — a five-room trailer... GERTRUDE BERG — time for film writing... REG. M. DAGG — ticket from Vancouver to N. Y... JOCKO MAXWELL — sports guests... MARCUS GRIFFIN — a motor launch... LINTON WELLS — a trip to China... SAM HAMMER — an inventor who can invent a sponsor

KEN STAWMAN, EDWARD CODEL, LEON GOLDSTEIN, WILLIAM H. GREEN, VIRGINIA WILSON, McKINNEY, NORMAN WAREMBUD, ED DUKOFF, SYLVIA PRESS, MURRAY ARNOLD, DOROTHEA BECKMAN — less bluepenciling by editors

MAURICE SPITALNY — a black ivory baton... JEANETTE MACDONALD — time to read her Christmas mail... ESTELLE LEVY — a saxophone... VICTOR ARDEN — another Chevrolet renewal... FEG

MURRAY — to forget Christmas of 1918 in France... ELMORE VINCENT and DON JOHNSON — three competing prospective sponsors... SANTA CLAUS — a rest.

— A Merry Christmas —

KSLM, Salem, Ore.

Earle W. Headrick of the commercial department went Christmas shopping in a big way. He bought a new car and a new home, recently completed.

Barney Kenworthy, another commercial dept. member, was made a colonel in the Community Chest drive. Station business suffered a little, but the Chest gained much, so everybody's satisfied.

Since affiliation with Don Lee-Mutual system, station business has gained considerably, along with better programs, staff changes and improved equipment.

Season's Greetings

FROM

IN

WBIG GREENSBORO N. C.

... and Santa, please bring me the key to that Half-Billion Dollar Westchester Market."

(signed) A. Space Buyer.

SANTA: "Another One! I hope there'll be enough time left for him on WFAS!"

SWING SESSION

Sends GREETINGS

LEITH STEVENS

Saxes: ARTIE MANNERS, TOOTS MONDELLO, HANK ROSS, GEO. TUDOR; Brass: NAT NATOLI, LOYD WILLIAMS, WYLLIS KELLY, RUSS CASE, JOE VARGAS, ROLAND DUPONT; Rhythm: WALTER GROSS, FRANK WORRELL, LOU SHOUBE, BILLY GUSSAK; Engineering: FRANK PROTZMAN

PAUL DOUGLAS

ED CASHMAN

PHIL COHAN

CBS CHRISTMAS NIGHT AT SEVEN

From Boston...



SEASON'S GREETINGS

W C O P

This May Be a Stock Arrangement but Merry Christmas

JACK MILLER

SEASON'S
GREETINGS

12345678910

NAT BRUSILOFF

Joyeux Noël



AIR FEATURES, Inc.

247 PARK AVE. NEW YORK

A

MERRY
CHRISTMAS



Lee Grant

12345678910

MERRY XMAS

12345678910

ED. DUKOFF

HOTEL EDISON

ALL TOGETHER, NOW

"Merry Xmas"



TED STRAETER



A Letter FROM Santa Claus!

● ● ● Dear Scoopsie-woopsie: . . . In answer to yours of the 16th inst. asking what you want in your sock Xmas morn—I have this to say: You are selfish and inconsiderate. . . . Think of the things you've gotten the past year which couldn't be cramped into Primo Carnera's sock—and you didn't ask for it. . . . How does a push-mobile compare to a personal phone call from G. W. Hill asking where a certain item emanated—or for that matter the news from KSL, Salt Lake City, that its employees are having a shindig today at their place under the supervision of Irma Bitner of the press dept. . . . You state that you've placed a hole at the toe of the sock so that I might keep pouring bon-bons galore. . . . Would you rate bon-bons on the same level with word that Gabriel Heatter's son, Buddy, is now writing for the Old Man—or that his daughter, Mada, has written a fashion show for the air. . . . Think of last week when Kate Smith, in her dressing room, related for one hour the thrills she enjoyed talking with Mrs. FDR and when the latter in her column, said that she'd enjoy nothing better than to meet Miss Smith personally. . . . Imagine how few people heard the singer relate this—and you were of the Chosen Few.

— A Merry Christmas —

● ● ● You state that the first Xmas card received by Hal Styles of KHJ, Los Angeles, was from Major Albert Tansley Luck, who was the first guest on Hal's "Help Thy Neighbor" show last Jan. How interesting. . . . For that matter, so is the information that KGVO's Barn Dance will celebrate Xmas by the drawing of names and an exchange of gifts by members of the cast—before a mike decorated like a tree—which will be aired. . . . I am going to file a protest pronto on your word that Bob Levy, program director of KCMO, Kansas City, will impersonate me at an employees' party in their studios today—and then go to call on Larry Sherwood, station manager; Lloyd Sigmon, engineer; Moreland Murphy, special events man—and leave gifts for their youngsters. . . . Such deception is outrageous—and besides, he'll be cutting into my business.

— A Merry Christmas —

● ● ● Reverting to your recommendations for people: What would Richard Brooks, one of your best commentators, be doing with a dictionary—when he makes up his own words anyway. . . . I kinda sorta like the suggestion to send my latest song to Jack Robbins for publication. But he's always complaining about having too many slicker tunes. . . . How about my giving Herb Rosenthal a desk—unless he has one by now. . . . Bill (CBS) Lewis, you say, may be able to use me for a guest shot. Well, get Lester Lee to handle the deal—and I'll pay out the usual 10 per cent. . . . It's nice of you to remember Earle Ferris, one of the country's better press agents—who never asked you for a favor all year. I'll see what I can do about getting a good gag man for him FREE—though I personally think he's been doing well without one these many years. . . . Also Garnett Marks. How about getting him on a commercial? . . . What's this about Joe Rines? Giving him a magic book would only be placing him in the same class with Richard Himber.

— A Merry Christmas —

● ● ● I like the spirit displayed around WWL, New Orleans. There's a small tree in every executive's office with wreaths to boot—but no mistletoe! . . . Can't understand why you requested an automatic door-closer-inner for Don Shaw. Is it because he's never in his office? . . . Vick Knight is off the diet on the coast and may want a reducing machine but my load's too heavy to monkey around with that. . . . What was that you said about Jerry Cooper? . . . Rudy Vallee has his dog more dignified this year on his Xmas cards, doncha think? . . . Wish you'd see what you can do about getting me a crack on the Bing Crosby show. I kinda would like to mince words with Bing and Bob Burns. . . . More later.—SANTA.

To our many helpful friends, especially the National Broadcasting Company for making this such a

MERRY CHRISTMAS

LUCILLE and LANNY
LINWOOD GREY

"Two Voices and a Pianny"

A

MERRY XMAS
and a
HAPPY NEW YEAR



BARRY WOOD



HOLIDAY GREETINGS



JOAN BROOKS

NBC

A

Merry Xmas
and a
Happy New Year



GEORGE GRIFFIN

Merry Xmas



DON KERR

WMCA

ORCHESTRAS - MUSIC

THIS Christmas will be no holiday for Horace Heidt, leader of the Brigadiers. As a matter of fact, it will busier for him than most days during the year. Dec. 28 marks the end of two and a half years of broadcasting over CBS and the start of a new series of commercials for the same sponsor on NBC-Blue. Change requires long preparation, and the fact that the change takes place so close to the holidays makes it busier than it might ordinarily be, what with changes to new studios, finding right set-ups, and all this is coupled with the usual business of Christmas shopping that everyone has to go through at this season.

Joe Fransetto and his band will remote over WDAS, Philadelphia, from the Hotel Adelphia.

Besides being heard over CBS on New Year's Eve, Leighton Noble and band will go on the air by way of WFIL's Mutual Line later the same evening.

Bill Davies replaces Dave Appolonia at the piano of the WIP studio band of Clarence Fuhrman.

Willie Bryant and Band will be heard over WDAS hereafter starting Christmas Eve.

Vincent Lopez and his orchestra are now heard over WHN regularly on Saturday, Sunday and Monday evenings. The program originates in Cincinnati.

George Kirk and his Orchestra begin a series of pickup broadcasts from the Mirror Room of the Newhouse Hotel over KDYL, Salt Lake City. Schedule is for two broadcasts weekly, MST Fridays and Saturdays.

Lyn Murray's orchestra will be heard on two more CBS programs after the first of the year. He is currently heard on eight CBS shows, including four weekly with Ruth Carhart.

Bandsman Oscar Bradley, who will remain in Hollywood until March with the Phil Baker CBS Sunday show, will do a comical bit in a musical picture soon. Bradley is also slated to make two guest appear-

ances, without his orchestra, on Hollywood programs.

Marek Weber, now playing at the Stevens Hotel, Chicago, finds the job of making records a fascinating experience, but one of the most uncomfortable in the world. The "Toscanini of Dance Music" denies violently that he's superstitious, but he won't make a recording unless he's wearing a jacket he wore when he made his first record, which subsequently brought him a contract with a gramophone company. Weber's music will be featured on the new "Contented Hour" series beginning Jan. 3. Maria Kuranko, Russian soprano, will be his soloist.

Richard Humber will sound the opening trumpet in the WOR-Mutual deluge of melody on New Year's Eve—a non-stop flight of rhythm that starts at 11:15 p.m. at the Essex House in New York, pulsates its way across the nation with a score of crack dance bands, and finally waits to a halt at 3:45 a.m. the next morning in far-off Honolulu. Heidt, Goodman, Lombardo, Dorsey, Fields, Nelson, Nicholas, Reisman and Kaye will add their notes of swing and sweet rhythm.

"Found," a new song written by two Baltimoreans, Woody Frisino, member of the staff of WBAL, and Virginia Bridges, was selected and played by Guy Lombardo as "the hit of the week," on his coast-to-coast program last Sunday evening. The maestro made glowing remarks about the selection, predicting it will be the best-seller within a very short time.

Virginia Verrill, rhythm singer of Jack Haley's Saturday night Log

But jest 'fore Christmas I'm as good as I kin be!—James Whitcomb Riley.

Cabin Jamboree, has chosen "That Old Feeling" to head the list of 10 favorite songs for 1937. That's the number which she introduced in Walter Wanger's picture, "Vogues of 1938." Her other nine favorites, in order of choice are: "September In the Rain," "All God's Chillun Got Rhythm," "Where or When," "Danger, Love at Work," "Cabin of Dreams," "The Natural Thing to Do," "Let's Call the Whole Thing Off," "Bob White," "The Lady Is a Tramp."

— A Merry Christmas —

OMAHA

Don Kelley, KOIL announcer, and Evodia Olsen, KOIL dramatist, will marry on Dec. 26—sandwiching the wedding and honeymoon between shows. They'll be back at the mike after a two-day honeymoon.

Gardner Nursery Co. of Osage, Ia., has reserved 5 to 15 minute spots on WOW during all of 1938.

Cast of "The Jangles," 15-minute script show written and produced by Jettabee Ann Hopkins, has been busy with personal appearances during the holiday season before clubs, conventions and civic groups.

Sandra, 4-year-old daughter of Had Hughes, KOIL announcer, recognized her dad's voice over the radio as Santa Claus from a local department store.

John Blair, president, and John Bolling, New York manager of John Blair & Co., radio representatives, visited John J. Gillin Jr., WOW manager.

Keith Wilson, radio editor of the Omaha World-Herald, and Mrs. Wilson are parents of a baby boy.

Merry Christmas

KATE SMITH

TED COLLINS

BRINCKERHOFF

TRANSCRIPTIONS



PROGRAMS RECORDED BY US AT 29 W. 57th ST. NEW YORK, N. Y. ARE BEING BROADCAST ALL OVER THE MAP

TEL. PLAZA 3-3015

Wishing you a very Merry Xmas and a

Happy

New Year

New York's No. 1 Showmanship Station
Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios
1540 Broadway, New York City

Announcing!



Holiday Greetings

KELVIN KEECH



Christmas on the Networks



HIGHLIGHTS among the Christmas broadcasts will be the greetings of President Roosevelt during the official lighting of the national Christmas Tree on the White House lawn at 5-5:30 on Christmas Eve, aired over all networks, and the salutations of King George VI of England to the world at 10-10:10 a.m. on Christmas Day, also on all networks. Also from London, via BBC and CBS, will come a Christmas message from Haile Selassie, Ethiopian emperor, at 12:30-12:45 noon Christmas Day.

— *A Merry Christmas* —
Additional items of interest culled from the Holiday Season radio logs are the following:

CBS

"Christmas in a Democracy", dinner party at home of Mr. and Mrs. Chester Alan Arthur (he's the grandson of the 21st U. S. president), with Senator Theodore F. Green, Frances Farmer and Burgess Meredith among guests, 6:15 p.m.

Father Finn's Paulist Choir and a Yuletide playlet, "Blessed Are They" with Betty Garde and Ray Collins, on Kate Smith program, today 8 p.m.

Enid Dickens Hawksley, granddaughter of Charles Dickens, among guests of Gabriel Heatter on "We, the People", today, 7:30 p.m.

Eamon de Valera, President of Irish Free State, in talk from Dublin, with Christmas songs by Irish Plain Songsters, tomorrow, 6 p.m.

Victor Bay's "Essays in Music" with Hollace Shaw in a program of music about toys, tomorrow, 6:15 p.m.

"'Twas the Night Before Christmas", dramatization, tomorrow, 7:30 p.m.

Nora Johnston in Christmas music on the carillon, tomorrow, 11:50 p.m.

*While rich men sigh and poor men fret,
Dear me! we can't spare Christmas yet!*

—Edward S. Martin.

Columbia's Annual Carol Service, Howard Barlow conducting, with Margaret Daum and Jules Mattfeld, tomorrow, 12 midnight.

The English Singers on Coca-Cola "Songshop", tomorrow, 10 p.m. "Hammerstein Music Hall" Christmas Eve program with Lucy Monroe, Vienna Choir Boys, John Griffin and Art Gentry, tomorrow, 8 p.m.

BBC Singers from London, Dec. 25 at 9 a.m.

"The House of the World", dramatization of the spirit of Christmas presented for fifth year by child actors under direction of Nila Mack, Dec. 25 at 10:30 a.m.

Polish Christmas music by Genia Zielinska and Leon Goldman's orchestra, Dec. 25 at 2:30 p.m.

Coronation Choir from Waldorf-Astoria, Dec. 25 at 3:45 p.m.

Annual presentation of the Dickens "Christmas Carol" with Lionel Barrymore, on special "Hollywood Hotel" program, Dec. 25 at 4 p.m.

Christmas musical program by Columbia Symphony Orchestra under direction of Bernard Herrmann.

Solemn Pontifical Mass celebrated by Cardinal Mundelein, Dec. 25 at 1 p.m.

"Cavalcade of America" dramatization of Mme. Schumann-Heink and her singing of "Silent Night", Dec. 29 at 8 p.m.

From Bethlehem, a description of the city and of the Church of the Nativity, Dec. 26 at 12 noon.

— *A Merry Christmas* —

NBC

Cleveland Christmas Song Fest from Cleveland's Public Square, today, 7:30 p.m., Blue network. Also Christmas Day.

Rev. Francis C. Young in original Yuletide verses, also small boys' choir, on Farm and Home Hour, today, 12:30 p.m. Blue net.

Gene Autry describing a cowboy's Christmas in music and interview, on Elza Schallert program, today, 11:15 p.m. Blue net.

Christmas greetings and Christmas services of Americans in China, tomorrow, 6:15 p.m. Blue net.

Christmas sketch by Lum and Abner, tomorrow, 7:30 p.m. Blue net. "Hansel and Gretel", Metropolitan Opera production, tomorrow, 2:25 p.m. Blue net.

Edward McHugh (Gospel Singer) in special program of Yuletide hymns, tomorrow, 6:45 p.m. Red net.

Christmas service in English from courtyard of Church of the Nativity, Bethlehem, tomorrow, 2 p.m. Red net.

"Trimming the Human Christmas Tree", skit, tomorrow, 7:30 p.m. Red net.

Tuskegee Institute Choir in Christmas carols, tomorrow, 11 p.m. Red net.

"Evergreen and Tinsel", Christmas songs, Harold Sanford conducting, tomorrow, 11:05 p.m. Blue net.

Dramatization of Holy Night and playing of original score of "Silent Night", tomorrow, midnight. Red net.

Chimes of Trinity Church, New York, preceded by Kirsten Flagstad singing "Stille Nacht," tomorrow, 11:57 p.m. Red and Blue nets.

U. S.-Paris-Honolulu-Alaska Christmas hookup, Dec. 25 at 4 p.m. Red net.

"Heavenly Child," Christmas cantata, Dec. 25 at 8 a.m. Red net.

"Gift of the Magi," by O. Henry, Dec. 25 at 10:30 a.m. Blue net.

Christmas service aboard U.S.S. Pennsylvania, Dec. 25 at 2 p.m. Red net.

"Christmas Masquerade," Dec. 25 at 2:30 p.m. Red net.

— *A Merry Christmas* —

MUTUAL

"Salute to the land of the Christmas Trees from the land of the coco palms," from Honolulu, today, 8:30 p.m.

"Carols by Candlelight," from St. James Protestant Episcopal Church, New York, tomorrow, 5:30 p.m.

"Four American Christmas Eves," tomorrow, 11:15 p.m.

Christmas Eve Pontifical High Mass from St. Peter's Cathedral, Cincinnati, tomorrow at midnight.

Schwaebischer Saenger Bund of New Jersey, chorus of 70 male voices, tomorrow, 1:30 p.m.

Federal Music Project Christmas

Party, including Handel's "Hallelujah Chorus" and other Yuletide music, tomorrow, 2:15 p.m.

Pat Barnes Christmas sketch, Dec. 25 at 8 p.m.

"The Legend of the Christmas Rose", offered by Irene Wicker, Dec. 26, 4 p.m.

— *A Merry Christmas* —

(CBC) Canada

"Canadian Christmas", produced by Laurence Gilliam, BBC producer on loan to CBC, Dec. 25 at 5 p.m.

"The Animals' Christmas", Dec. 25 at 6:30 p.m.

"Reindeer Christmas", play by Lady Tweedsmuir, Dec. 25 at 8 p.m.

"A Christmas Stocking", juvenile musical fantasy, Dec. 25 at noon.

"Yuletide Music", directed by Percy Harvey, Dec. 25 at 8:30 p.m.

Christmas Day program from the Vatican, in cooperation with NBC, with Sistine Chapel Choir and Beniamini Gigli, Dec. 25 at 1 p.m.

Opening of CBL, new 50,000-watt at Hornby, Ont.

Greetings from King George VI (same as CBS, etc.).



Merry Christmas
and
Happy New Year
D'ARTEGA



SEASON'S
GREETINGS



SOUND
REPRODUCTIONS
CORP.



17 West 46th St. New York

ALBERT MITCHELL
"THE ANSWER MAN"
WOR
MONDAY—WEDNESDAY & FRIDAY
7:15 P.M.
SPONSORED BY
PROVIDENT LOAN SOCIETY

Results
COUNT
MOST
Merry
Christmas
WEED & COMPANY
RADIO STATION
REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

GREETINGS
(Especially to Prospective Sponsors)
Senator Fishface
(Elmore Vincent)
AND
Professor Figgsbottle
(Don Johnson)
OVER TWO YEARS ON
NBC Blue Network

MERRY
CHRISTMAS
ANICE IVES
WMCA
EVERYWOMAN'S HOUR



Stations' Christmas Specials



SO that WLS folks and associates on Prairie Farmer can put on a Christmas party, "National Barn Dance" show on Christmas will be broadcast from studios, instead of theater, for the first time since 1932.

Louise Hummel Curry and Lou Peirce will be heard in a radio version of "The Christmas Carol" over WIBG, Glenside, Pa., on Dec. 27 at 3:15 p.m.

Mrs. Laura Virginia Douglas, author of the letter, "Is There a Santa Claus?" which inspired the famous New York Sun editorial, will be interviewed by Dr. Seymour N. Siegel, director of WNYC, at 4:15 p.m. today. Tomorrow at 3:45 p.m. the station will present Ellen Eddy Shaw talking on "Christmas Myths and Fables."

"The Nativity" will be dramatized by the Ave Maria Players over WMCA and other stations at 12 midnight tomorrow. Preceding this program, Polish Christmas Carols will be broadcast on WMCA at 11:30

WBIG *famed*
GREENSBORO *for*
N. C. *Showmanship*



CRAIG & HOLLINGBERY, INC. Nat'l Reprs

They Should Have Been Numbered

Moorhead, Minn.—Manny Marget, manager of KVOX, has been at home the past days recuperating from a sore throat. No, it isn't a cold or an infection, but a broadcast of a basketball game between Moorhead High School and a quintet from Crosby Ironton. Most of the time during the game the lineup for the Crosby Ironton team was:

Odonovitch, Dobervich, Drazenovich, Blanich, Perpich.

Manny was always about four plays behind because by the time he said "Drazenovich" three of the other Crosby Ironton players had handled the ball. He'll be back on the job by Christmas, according to "His Girl Every Day."

p.m., while earlier in the day, at 1:15 p.m., there will be a Christmas Party from the Dime Savings Bank, Brooklyn.

Federal Theater of Music will offer Christmas Carols over WQXR and WNYC at 2 p.m. tomorrow.

Special Christmas Mass from St. Ann's Church of Highwood in Hamden, Conn., will be aired by WICC, Bridgeport, on Christmas Day at 11 a.m.

The annual Christmas tree celebration from Wall Street will be broadcast for the first time this year by WQXR. The ceremonies including the chimes of Trinity Church, community singing, choral music and the giving of gifts by "Santa Claus" will be heard over the air at 12:15 p.m. today.

Charles Dickens' famed "Christmas Carol" relating the adventures of Scrooge and Tiny Tim will be brought to WHN listeners on Christmas Day at 12 noon. The program will originate in Cincinnati and come to New York via the WLW Line.

Dance music to furnish the background for Christmas parties in homes throughout New York and New Jersey, will be broadcast almost continuously over WNEW on both Christmas Eve and New Year's Eve, starting at 5 p.m.. All possible sustaining programs have been cancelled for these two evenings, the station management believing listeners prefer dance bands to soloists or talk broadcasts. In view of the large number of choral and other strictly Christmas type broadcasts scheduled

by other stations in this area, WNEW will concentrate on dance music on both Dec. 24 and Dec. 31.

Christmas carolers who assemble in the studio to sing Christmas songs are no novelty, but this year KCKN will set up a remote installation to catch the Kansas City Kansas Community Singers as they make their rounds.

Cooperating with Salt Lake City Junior Chamber of Commerce's Christmas Lighting Contest, KDYL staged a stunt broadcast wherein shortwave mobile unit and two announcers made tour of residential district, describing Christmas lights on homes, then took mike direct to door of two prize-winning homes where Gus P. Backman, Chamber of Commerce secretary, interviewed successful contestants.

Constance D'Arcy Mackay's play, "On Christmas Eve," will be presented by the College of Paterson Players in their weekly broadcast on Christmas Day at 9 p.m. over WNEW.

A half hour of Christmas Carols will be broadcast today by WNEW from the open air building lot at 74th Street and York Avenue. The broadcast, scheduled for 9 p.m. will run for half an hour with several thousand neighbors expected to participate. Broadcast is under auspices of the Protestant Episcopal Church of the Epiphany.

The Goody Goody Club, an aggregation of some 20,000 children under the leadership of Carrie Lillie who broadcasts their club proceedings

weekly over WMCA, will be host to a special Christmas party for underprivileged children on Christmas Day at 1-2 p.m.



Transradio wishes you a Merry Christmas and Happy New Year. We invite you to keep in tune with the infinite variety of world events by listening regularly to Transradio News broadcasts.

Transradio Press Service

New York City



A MERRY
CHRISTMAS
and
A PROSPEROUS
NEW YEAR

CONQUEST ALLIANCE CO.
INC.

NEW YORK—515 Madison Ave.
CHICAGO—228 N. La Salle St.



Season's
Greetings

A. L. ALEXANDER



A Merry Christmas, Everyone



GABRIEL HEATTER



FRED WEBER, general manager of Mutual, and Mrs. Weber are here to spend the holidays as the house guests of Mr. and Mrs. Lewis Allen Weiss. Immediately after the first of the year, Weiss, Don Lee g.m., will pilot Weber around on a tour of inspection of all 25 of the Don Lee stations on the Coast.

Fred Allen has finished work in the 20th Century-Fox edition of "Sally, Irene and Mary" and will head back to New York with his entourage next Saturday, winding up his Coast broadcasts with Wednesday night's show.

Harry Sosnik has had his contract as musical director of the Tyrone Power show for Woodbury renewed for another 13 weeks. Power will broadcast from New York on Jan. 2 and 7 while East for personal appearances at openings of his latest starring vehicle, "In Old Chicago." Darryl Zanuck, Harry Brand and Mann Holiner, producer of the Power air show for the Lennen & Mitchell agency, also will make the trip, returning to Hollywood in time for the opening of the picture here at the Four Star, Jan. 14.

Last Saturday afternoon at KFWB, Clover Kerr, the amazing girl who by sheer force of personality has made of herself a local radio star since suffering the loss of both legs and an arm in an automobile accident a year or so ago, staged a party for crippled, hospitalized and underprivileged children which will go down in radio history as the greatest ever. General Manager Harry Maizlish had provided a 50-foot Christmas

Fitzpatrick Host

Detroit—Leo Fitzpatrick, guiding genius of WJR, likes to throw parties. On Wednesday afternoon he "shot the works" when he entertained 58 boys and girls whose dads or mothers work at WJR. Oddly enough there were 29 girls and 29 boys. The party was held in the Recess club, a few floors below the WJR studios. The band was dressed in toy soldier uniforms; there was a ventriloquist, a magician, movies, a swell gift for each kid and enough ice cream and cake and candy. Three nurses looked after the kids while the mothers had something besides ice cream in an adjoining room.

tree which was set up on Stage 6, and more than 1000 children, many of whom came in wheel chairs and on stretchers, had the time of their young lives. Many local business firms contributed by furnishing transportation; Otto K. Olsen lighted the tree; volunteer nurses were there from all hospitals; and county and civic dignitaries were present by the score. Miss Kerr had provided a miniature three-ring circus for her little guests, and Joe E. Brown, Hugh Herbert, Eddie Cantor, Phil Baker, Joe Penner and innumerable other picture and radio favorites of children were on hand to entertain.

Josephine Starr, seven-year-old Filipino prodigy and protegee of George Jessel, will sing Christmas carols in her native tongue to her countrymen in the Philippines on Wednesday night at 11:30, as a part of KFI's international Yuletide Greetings to the far corners of the world. Nola Luxford is arranging the program.

KEHE now features five daily news periods handled by five different news commentators. First is at 8 a.m. and the last at 11 p.m.

Berna Deane, KFI contralto, has moved her Wednesday 15-minute program from 5:45 to 4:15 p.m. The blues stylist is accompanied by Nell Larson, pianist.

Martha Tilton, the "Sweetheart of Swing" with Benny Goodman's orchestra, just completed her first movie short for Columbia Pictures. It's called "Broker's Follies."

Van Newkirk, special events head at KHJ-Don Lee, has set the East-West football game at Kezar Stadium, San Francisco, New Year's Day, for Mutual coast-to-coast. Also will carry the Vines-Perry tennis matches from here on Jan. 13.

PHILADELPHIA

Agnes Tolle, heard daily over WDAS, bows off the air due to illness.

A new weekly broadcast makes its debut on WFIL called "Memory Cavalcade" featuring Florence Bendon and Jack Steck.

Carlotta Dale, Bonnie Stuart, Frances Carroll, Kay Allen, Carlisle and London and Arthur Hinnett will be heard on KYW's special Christmas show for NBC-Red.

Stanley Moderski, director of Polish programs over WPEN, has a set of twins.

Pat Stanton, general manager of WDAS, is producing a film called "Dawn Over Ireland."

Ed Roecker former WIP baritone, and featured at present on the Pick and Pat show, is spending the holidays with his folks in Philly.

Don Withycomb, g.m. of WFIL, left for a three week vacation in Florida.

Adele London will give a series of special organ recitals over KYW.

Nat Frank is now being heard weekly in a new series on WPEN. Florence Benden has been signed as vocalist for Anthony Candelori's WFIL band.

Taylor Grant, WCAU announcer, who also writes songs, will have one of his tunes introduced by Leighton Noble.

Frances Carroll, WIP songstress, is to be married Jan. 9 to George Wolf. Charles Bedford, Washington News commentator, is inaugurating a daily program over WFIL.

Charles (Hi), West, former Philly newspaper man, joins the staff of Boake Carter.

Williams Banks of the WIP sales staff sails for a cruise to Cuba.

Robert Elmore will be heard in a series of weekly recitals over WFIL. W. Fred Ford, WCAU sports commentator, is recuperating in Bryn Mawr Hospital.

Maurice Spector, drummer in Bob Golden's band at WCAU, is to be married on Jan. 2.

Marie Shaeffer returns to the air over WDAS after a long absence.

Vernon Crawford and Anthony Candelori's band are to be heard on WFIL with a new program called "Under a Pampas Moon."

Bob Elmer, assistant to Bill Dyer, sports commentator over WCAU, will shortly make his debut as a guest soloist on a local program.

WPEN's Manning Hall, publicity director, has quite a reputation as a caricaturist.

A series of comedy skits called "The Janitor," featuring Al Rae and Henry Mason, starts weekly over WFIL.

MERRY CHRISTMAS

JIMMY ALDIN

Lawson

Zerbe

PL 3-2600

Holiday Greetings

Jules Harberg
-INSURANCE-

John 4-2800

BEekman 3-0375

780 JOHN ST., NEW YORK

ARTISTS MANAGEMENT

SEASON'S GREETINGS

17 EAST 45th ST., New York MU 2-1888

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

HELENA BLUE'S NOVELTY STRINGS

An all girl orchestra playing in a modern, distinctive style

NOW AVAILABLE FOR RADIO HOTELS THEATRES

Circle 7-4124

New York



Merry Christmas

TIM AND IRENE RYAN AND NOBLETTE

WOR

CHEERIO BENAY VENUTA
Station WOR

JUST A HOBBY OF HOBBY LOBBY

WISHING FOLKS A MERRY CHRISTMAS AND A HAPPY NEW YEAR

Dave Elman
on the air for
The Hudson Motor Car Company

Season's Greetings

To My Friends and Listeners from

ALICE REMSEN

"CASTLES OF ROMANCE"—4th YEAR
"LAND OF MAKE-BELIEVE"—3rd YEAR
"TURN BACK THE CLOCK"—2nd YEAR

OVER NBC

The Merry Macs
Extend

The Season's Greetings
To All Their Friends

Management—Harry Norwood
RCA Bldg.



BILL IRVIN, who writes under name Don Foster as Radio editor of Daily Times, is sponsoring a movement to deluge Molly McGee (Marion Jordan) with Christmas good wishes at Sacred Heart Sanitarium in Milwaukee where she is convalescing. Present dope is that she must remain there from four to six weeks longer.

Band leader Harry Kogen and NBC are to part company as result of a reshuffle. Kogen has been penning several torch ditties and is getting movie offers.

Bill Weaver, NBC page boy baritone, is doing some warbling with King's Jesters at LaSalle Hotel.

Ben Kanter, one-time jazz band leader, now musical director of WJJD, has been admitted to the bar.

Priscilla Holbrook, former WLW pianist, has joined WJJD.

Bill Newcomb, cowboy ballad singer from South Bend, has landed a WLS contract and will be used on the Barn Dance show.

Scriptwriter Pete Lund is turning out his 226th National Barn Dance show with January performance. He's been with the show more than four years.

★ PROMOTION ★

KSTP Institutional Campaign

The radio industry, although it is constantly extolling the virtues of radio advertising, seldom makes use of it itself. But KSTP, St. Paul-Minneapolis station, is doing just this, and is now using available daytime station breaks to plug its own programs.

The announcements, which run about 30 words, are used to publicize forthcoming shows, special features, talent, and even the regular air shows of the day.

The plan has met with good response, not only from listeners, but from advertisers, too, who view the plugs as an extra service to them. However, the plugs are planned exclusively for the listener's benefit.

The system was evolved because it was felt that the ordinary resume got insufficient attention, except from ardent dialers. Result of plugs is that intermittent dialers' attention is grabbed so they come back for more. Short, punchy copy marks the plugs.

Xmas Mail Promotion

A new way to promote mail was introduced on WTMJ, Milwaukee, by Eddie Thompson and George Comte, who conduct "Behind the Mike" for Nelson Brothers.

They offered to "exchange" Christmas cards with listeners. To every listener sending them a Christmas card they send their own. Theirs consists of a government postal with a mike in the middle and their respective pictures on each side, and appropriate verses underneath each half-tone.

Thompson and Comte have been drawing the most mail of any daily feature on WTMJ during December.

They expect to continue the "exchange" after the holidays, and will simply have new verses as captions for their pictures. The verses are by George Comte, regarded as poet laureate of the station.

KSTP's Seal-Selling Stunt

St. Paul—KSTP took over a job for itself this week—selling Christmas

seals—with an unusual program called "Sealed Request."

Station threw its entire staff into a night-time production, and, through advance station announcements and plugs in the KSTP publicity affiliate, the Minneapolis Journal, told listeners that anything would be offered on the air that was requested, provided the request was mailed and that the envelope contained a Christmas seal.

Upwards of 3,000 requests were received, with the result that the show, planned for one hour, ran two hours and a half. Duplication of requests saved the station's and staff's necks; otherwise they'd be at it still.

KDYL Exploits NBC Symphony

KDYL, Salt Lake City, is mailing out NBC-prepared personal postcards, bearing picture of NBC Symphony and its guest conductors, to entire membership of Salt Lake Civic Music Association, as a promotion for the two-hour program heard Saturday evenings on the Red Network.

Jumbled Geography


New folder from KSFO, San Francisco, features two geographically jumbled maps, with equivalent distance, rather than direction, used to drive home story of station's primary and secondary coverage. Confusing by self-admission, job is provocative enough to read further. Distant-reception testimonials from Philco dealers at various California points polish off the story.

Theater Party Draws

Matinee theater party, arranged with St. Louis Fox Theater, served double use recently of testing program response over Station KWK and plugging local movie attraction. Idea was to learn drawing power of station's domestic dramatic strip "Mrs. O'Brien's Boarding House." Two thousand theater tickets, one to each listener, were offered dialers who wrote in for them. Supply was exhausted after mention on a few programs.

★
Wishing
you
and
yours
a
WORLD
of
good
things
at
this
happy
holiday
time
and
all
through
the
New
Year
★

WORLD BROADCASTING SYSTEM




Season's
Greetings

TED HAMMERSTEIN

**Holiday
Greetings**

FROM

AL CORMIER



HEARST RADIO INC.
STATION WINS

Stranger Than Fiction

Infinitely more dramatic and fascinating than fiction are the true stories surrounding 200,000 cases handled by the only agency in the country specializing in the location of missing persons. Material for a program that will interest everyone.

SKIP TRACERS COMPANY
515 Madison Avenue
New York City

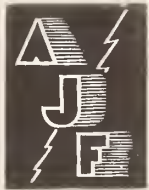


Season's Greetings



GARNETT MARKS

Christmas Greetings
to the Trade



ADRIAN JAMES FLANTER
"Showmanship in Promotion"

Holiday
Greetings



BURT SQUIRES

MOHAWK VALLEY
BROADCASTING SYSTEM

29 West 57th St. New York

SEASON'S GREETINGS

AND I DO MEAN YOU

WORDS AND MUSIC

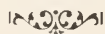
BY

BILL WATTERS

NBC—CBS—MBS

Joyous

Noël



André Baruch

SEASON'S
GREETINGS

GEORGE EVANS

RADIO PERSONALITIES

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

JOHN M. DOLPH

AWAY back in 1911 there was a 16-year-old lad in Portland, Ore., who was able to boast the ownership of one of the few workable sending and receiving sets in the country. A lad who little dreamed as he sat up night after night tinkering with this rare possession that he was some day to become an executive in one of the largest radio networks of the world.

This lad, known as Jack to his friends, and later to be known as John M. Dolph, assistant general manager of the CBS Pacific network, was born in Portland on Aug. 11, 1895. After schooling in Portland and New York, a season with a circus, attending university in Oregon, serving in the World War and managing a wheat ranch, Dolph entered the advertising business as a partner in a small agency. He moved to Los Angeles to establish an agency in the Southland and during this time he played a season of stock and vaudeville.

In 1926 he joined the N. W. Ayer advertising agency in Philadelphia as copy writer and after succeeding to the positions of copy supervisor and assistant copy chief, resigned in 1931 as service manager of the company to do free lance writing.

In 1932 he became manager of WHAT, the 100 watt station of the Philadelphia Evening Public Ledger, but two years later returned to N. W. Ayer, where until 1936 he directed such shows as Fred Waring's Pennsylvanians, Ford Sunday Evening Hour, the Hal Kemp show and many others.

Later that year Dolph went to Los Angeles to accept a position with CBS as Pacific Coast sales manager and another year found him assistant general manager of the CBS Pacific network.



Pioneer owner of a receiving set

SPA Reorganization Meets With Approval

Reorganization plan of the Song Writers Protective Ass'n is declared to have been favorably received by SPA members who recently resigned and that a full complement of membership will again be on tap shortly. The reorganization plan was worked out by three attorneys representing the SPA and two factions and members therein. Howard E. Reinheimer, attorney for Jerome Kern and other writers who left the SPA fold, is now on the coast, where he presented the new plan.

Features of the SPA by-laws considered objectionable have been remedied, including the life-time membership and other clauses. It is expected that any remaining objectionable features or recent actions of the SPA will be smoothed out in order to placate all types of writers.

HIGH
FOTOTONE SOUND SYSTEM
FIDELITY

Wishes all
A Merry Christmas
and
A Happy New Year

Frank Telewski
and
Kenneth W. Howard
INTERNATIONAL PRODUCTION STUDIOS

Coming Events

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

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

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

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

June 12-15: Advertising Federation of America's annual convention, Detroit.

Heartiest
greetings
for
Christmas
and best wishes
for the New Year

Sue Tohrner

HOLIDAY GREETINGS



PAUL WEIRICK

MERRY SCRIPTS
MERRY PROGRAMS
MERRY XMAS
SAM H. STIEFEL ENTERPRISES, INC.
1619 Broadway, N. Y.
Script Service Dept.



SEASON'S GREETINGS

GENNETT
SOUND
EFFECTS

THOMAS J. VALENTINO

SEASON'S
GREETINGS!

DUKE ELLINGTON
and His Famous Orchestra
CAB CALLOWAY
and His Cotton Club Orchestra
INA RAY HUTTON
and Her Melodears
HUDSON-DeLANGE
Orchestra

MILTON BERLE
RAYMOND SCOTT
and His Quintet
BERT GORDON
IRV S. BRECHER
MORTON GOULD
SHIRLEY LLOYD
TOMMY MACK
BERT SHEFTER
JOE USIFER

MILLS ARTISTS, Inc.
Irving Mills, President
799 Seventh Ave. New York, N. Y.
Circle 7-7162

PROGRAM REVIEWS

Thornton Fisher

It is a very entertaining quarter-hour of sports chatting that Thornton Fisher delivers over WNEW at 7-7:15 p.m. on Tuesdays, Thursdays and Saturdays. A fluent and genial talker, with a newspaper background that helps him materially in the selection of dressing of items, Fisher talks both authoritatively and interestingly on baseball, football, tennis and other sports, past and present. It's one of the topnotch programs of its kind.

Eddie Garr

Eddie Garr sprang a surprise on the Vallee Show last Thursday. Suddenly stepping out of his usual role of ace mimic, Eddie proved himself a top-flight comic with a new twist for the air. He did a satire on a sidewalk interview program in which he handled five distinctly different voices, and finished off with one of his famed musical impersonations. The turn, written by Frank Galen and Abe Burrows, was well received by the studio audience.

— A Merry Christmas —

Barbasol Twice-Weekly

The Barbasol show with Arthur Godfrey which starts over CBS on Jan. 24 will be heard on Mondays and Fridays, 7:15-7:30 p.m., not Mondays through Fridays.

WNBX, Springfield, Vt.

William Moore, chief engineer, goes to WSYR, Syracuse, on Jan. 1. He will work in an advisory capacity with all three Wilder stations, the other being WJTN.

Manager Phil Hoffman has a Christmas smile on his face. Reason is that WNBX had its biggest November billings in history, while December will be 25 per cent higher. Station is now doing local business in 46 cities in Vermont and New Hampshire, and boasts 90 per cent renewals. Both national and local business has increased.

Lansing Lindquist, program director, has mapped out a good Yuletide schedule, running from carillon chimes to carols and Santa Claus programs.

— A Merry Christmas —

KDKA, Pittsburgh

Another wedding, making eight in recent months, is just ahead. It will combine Paul G. Sloane, Westinghouse engineer, and Mildred Reuter, secretary to D. F. Dickson.

Manager A. E. Nelson has completed arrangements for the debut of Maurice Spitalny as musical director next month. A special program to greet him will be aired Jan. 13, with Phil Spitalny bringing his all-girl band here for the occasion, while a third brother, Leopold, and Dave Rubinoff also will come here for the occasion.

WTMJ, Milwaukee

William Wengel, manager of the Fireside Quartet, directed one of the choirs in WTMJ's elaborate Christmas music which went through amplifiers on downtown streets.

Fred E. Eriksen, prominent Milwaukee advertising executive, returns to the air Christmas Eve for annual airing of his unusual Christmas story of the Northwoods, which has become a classic.

Sam Levy's "Sports Spelldown" was again "sold out" for the second performance.

Guests this week on Ed Thompson's "Behind the Mike" include "Aunt Jemima," Bill Carlsen, band leader, and Santa Claus from Schuster's annual "Billie the Brownie" program.

Ed Thompson of "Behind the Mike" and Bob Heiss, chief announcer, have been chosen to judge the finals in Hotel Schroeder's "Big Apple" contest, with Clyde Lucas' band furnishing the music.

— A Merry Christmas —

WOKO-WABY, Albany

Harry Goldman of WOKO's sales staff is expected to be appointed sales manager within the next few days.

Harold E. Smith, g.m., is progressing on the path to health.

Aaron Kellert, commercial manager of WOKO, will address Abigail Lodge of Temple Beth Emeth, Jan. 2 on "Behind the Microphone".

Forest Willis, staff announcer, will replace the late Royden N. (Doc) Rand on the two-a-week bowling broadcast. Grenfell Rand takes his father's place on the Quik Quizz.

GUEST-ING

OLIVER WAKEFIELD with Bing Crosby on Paul Whiteman program, Dec. 31 (CBS, 8:30 p.m.)

RUBY KEELER, on Al Jolson show, Dec. 28 (CBS, 8:30 p.m.)

WILL H. HAYS, on "Story of Industry," Dec. 28 (CBS, 4:30 p.m.)

THE KIDOODLERS, on Al Pearce program, Dec. 28 (CBS, 9 p.m.)

EDWARD G. ROBINSON and BOB HOPE, on "Your Hollywood Parade," Dec. 29 (NBC-Red, 10 p.m.)

GINGER ROGERS and her mother, Lela Rogers, on Ozzie Nelson, Harriet Hilliard and Feg Murray program, Dec. 26 (NBC-Blue, 7:30 p.m.)

MARIA STUART, Scottish-American soprano, on Herman Neuman's "Concerts Royaux," Dec. 26 (WNYC, 1:30 p.m.)

STANLEY HIGH, on Town Hall Club program, Dec. 28 (WNYC, 1:15 p.m.)

IREENE WICKER, on "Road to Life," Dec. 24 (NBC-Blue, 11:15 a.m. and NBC-Red, 4:45 p.m.)

ROSETTA DUNCAN and GRHAM McNAMEE, in "Topsy and Eva," Dec. 24 (NBC-Red, 7:30 p.m.)

GROVER WHALEN, on "Hobby Lobby," Dec. 29 (CBS, 7:15 p.m.)

COLBY CHESTER, chairman of board, and CLARENCE FRANCIS, president, of General Foods, on Kate Smith program, tonight (CBS, 8 p.m.)

AL PEARCE'S "WATCH THE FUNGO BY"



Afraid You'll Have
A MERRY
CHRISTMAS
I Hope I Hope
I Hope!

AL PEARCE

THAT GOES DOUBLE FOR US

CARL HOFF
AND ORCHESTRA

ME TOO—

and a Scrappy
NEW YEAR

ARLENE HARRIS

"THE HUMAN CHATTER BOX"

AND US—

MONROE UPTON
WRITER

AND YOUR ANNOUNCER

KEN ROBERTS

Season's Greetings



TO OUR LISTENERS and SPONSORS

STATION W-I-N-D



GARY, IND.



"THE TIP-TOP SPOT ON THE DIAL"

RALPH L. ATLASS, president

HAL MAKELIN—Sales Manager

NATIONAL SALES OFFICES

201 NORTH WELLS STREET — CHICAGO
505 FIFTH AVENUE — NEW YORK

CINCINNATI

Bob Newhall, WLW sportscaster, leaves this week for Florida to spend the winter.

Bill Kirkendale, manager of WCPO, off to New York on a combination business and pleasure trip.

Sales and promotion departments of WCKY in Gibson Hotel were officially opened yesterday. Main offices and studios still in Covington, across the river.

Elmer Dressman, WCKY publicity director, is back from a month's honeymoon in Miami with the former Sidney Christie.

— A Merry Christmas —

KDYL, Salt Lake City

S. S. Fox, manager, distributing customary Christmas gifts to agencies, sponsors, staff, etc.

Jack Gregson, announcer, laying off with sore throat, which gives him chance to revisit home town, Spokane.

Forrest Hobbs, technician, promoted to control op.

By Woodbury, new musical director, is plotting series of live shows. Myron Fox debutting as wrestling announcer.

Ted Kimball assigned Mirror Room stanza emceeing for air show with George Kirk and ork.

Alan Gunderson promoted to chief controlman.

Barbara Perkins, shopbound, flies to home in Great Falls, Mont., for holidays.

★ *Coast-to-Coast* ★

THEATRICAL tradition and the grand trouping spirit of Jeanette MacDonald and Nadine Conner made last Sunday's broadcast of Vick's Open House one of the dramatic Christmas programs of the season. Absent from the program because of production on her picture, "Girl of the Golden West," Miss MacDonald had looked forward for weeks to her Christmas broadcast. She had conquered a slight illness earlier in the week, and was heartbroken when a sudden and acute attack of ptomaine poisoning made it impossible for her to sing. It was not until two hours before the actual broadcast that she would submit to the fact. At that late hour, a hurried summons was sent Nadine Conner, who rushed to the studio. With only a time rehearsal, she went on the air, singing Miss MacDonald's selections.

Gundy Ruscioli, cowboy radio entertainer, was fatally burned in a fire at a theatrical boarding house in Wheeling, W. Va., this week. He died in the hospital. His wife and Hamilton Fincher (Rawhide) were severely burned.

Tinny Tigges, emcee, and Tom McClowry, exploiteer, did good work in

connection with the WHBC (Canton, O.) program to raise funds for local Christmas baskets. Station remained on the air for five hours with professional and amateur talent, and netted about \$2,500 in cash plus truckloads of foodstuffs.

Ralph Sisson, who does a local news stint over WSPD, Toledo, will deliver the daily 15-minute review from WTOL when latter station debuts the middle of next month.

In an effort to get the surrounding communities to realize the station was as much a part of their life as it is to this city, WGRN of Hattiesburg, Miss., is broadcasting by remote control once weekly from Charleston City, Miss. The program goes on for an hour on Sundays, with the city's chamber of commerce sponsoring and furnishing the local talent. Manager P. K. Ewing Jr., announced the remote broadcast plan will be carried to other cities.

Due to station commitments the WPA radio series, "Police Honor Men," will not be heard over WHN on Wednesday evenings as previously announced. It will be presented over WHN and the WLW Line on Saturdays at 5:30 p.m.

ST. LOUIS

Pappy Cheshire, KMOX hillbilly chief, is back on the job after a lay-off necessitated by overwork.

J. L. Van Volkenburg, assistant to H. Leslie Atlass in Chicago, visited KMOX recently.

Hotel Chase supplies locale for KWK Christmas party.

France Laux, KMOX chief announcer, returned recently from Texas vacation.

James D. Shouse was a visitor several days ago from Cincinnati.

Harriet Edwards will head a new department for educational-cultural-religious programs at KMOX, working in cooperation with Jerry Hoekstra, public affairs head.

— A Merry Christmas —

WHBC, Canton, O.

Tom McClowry is writing the "Melody Parade" for local Dodge distributor.

"Vic" Decker, sports announcer handling the nightly Bond Bread sports broadcast, laid up by flu. Ced White is pinch-hitting.

— A Merry Christmas —

Return to "Time" Cast

Jeanette Nolan will take her place before the "March of Time" microphone tonight after a long absence. Her husband, John McIntire, who is convalescing will be heard on the show at a later date. Both are also on the "Calvacade of America" program.

Compliments of the Season

Jack Robbins

for
ROBBINS MUSIC CORPORATION
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